



Jeff Dougherty, M.S.

SENIOR CONSULTANT

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Jeff Dougherty earned an M.S. in Psychology and completed additional post-graduate studies in Jury Research and Jury Psychology at the only program of its kind in the country. Since 2002, Mr. Dougherty has applied his educational training and jury psychology experience to a broad range of civil litigation across the country. As a jury consultant, his aim is to provide insight into jury behavior and juror expectations to assist trial counsel and clients in pursuing the most efficacious litigation strategies. His extensive experience has included: designing and conducting mock trials and focus groups; synthesizing jury research findings into winning trial strategies; crafting *voir dire* questions and assisting in jury selection; facilitating shadow juries; and conducting post-trial juror interviews. One of Mr. Dougherty's specialties is helping witnesses prepare for deposition and trial testimony, with a special emphasis on uncovering and resolving the emotional, psychological, and communication barriers that interfere with effective testimony.

Mr. Dougherty has presented numerous continuing legal education seminars around the country and frequently writes on subjects such as understanding juror decision-making, the impact of nonverbal communication on witness effectiveness, improving witness communication in depositions and at trial, and storytelling in opening statements. He has also been published for his articles on effectively preparing witnesses, avoiding the traps of cross-examination, and the reasons medical professionals can struggle to testify.

Education

- M.S. – Psychology, California Lutheran University – Thousand Oaks, CA
- B.A. – Psychology, California State University – Northridge, CA

Professional Experience

2015-	Senior Consultant Litigation Insights, LLC Overland Park, KS
2012-2015	Senior Consultant Courtroom Sciences Irving, TX

- 2009-2012 Consultant
 Courtroom Sciences
 Irving, TX
- 2009-2012 Consultant
 Litigation Insights
 Overland Park, KS

Selected Publications

- Dougherty, J. M., (2019). Teaching Witnesses to Avoid Cross-Examination Traps. *Law 360*.
- Dougherty, J. M., (2019). How Medical Professionals Can Tell the Truth in an Upside Down World. *Inside Medical Liability, Second Quarter, 35-37*.
- Dougherty, J. M., Otterberg, A.A. & Simpson, R.A. (2016). Your Case Evaluation – Would the Jury Agree? (Mock Trial). Speaker. Annual Professional Risk Symposium – *Professional Liability Underwriting Society, Chicago, IL*.
- Dougherty, J. M. (2015). Confronting the Plaintiff’s Reptile Revolution: Defusing Reptile Tactics with Advanced Witness Training. *CLE Presentation – Cobb Martinez Woodward, PLLC, Dallas, TX*.
- Dougherty, J. M. & Malphurs, R. (2015). Geeks, Eggheads, and Nerds: Training Intellectually Gifted Witnesses with Technical Backgrounds. *CLE Presentation – Hartline Dacus Barger Dreyer & Kern, LLP, Dallas, TX*.
- Dougherty, J. M. & Malphurs, R. (2015). Debunking and Redefining the Plaintiff Reptile Theory. *CLE Presentation – Hartline Dacus Barger Dreyer & Kern, LLP, Dallas, TX*.
- Dougherty, J. M. (2015). Predicting and Preventing Witness Failure. *National Association of Railroad Trial Counsel 61st Annual Meeting. PA*.
- Dougherty, J. M. (2015). Nurse Depositions Gone Bad: Diagnosis and Treatment. *Keynote Speaker. Western Litigation Mountain States Conference, Denver, CO*.
- Dougherty, J. M. (2015). Debunking and Redefining the Plaintiff Reptile Theory. *CLE Presentation – Medical Malpractice Update. Detroit, MI*.
- Dougherty, J. M. (2015). Predicting and Preventing Witness Failure. *Speaker. CLE Presentation – Dallas Area Paralegal Association, Dallas, TX*.
- Dougherty, J. M. (2015). Predicting Witness Failure. *Speaker. Texas Aggie Bar Association Annual Conference, College Station, TX*.
- Dougherty, J. M. (2015). Predicting and Preventing Witness Failure. *CLE Presentation – Carrington Coleman, LLP, Dallas, TX*.
- Dougherty, J. M. (2013). Lessons Learned from BNSF Mock Trials. *Speaker. BNSF National General Claims Conference, Dallas, TX*.
- Dougherty, J. M. (2012). Good Nurse, Poor Deponent: How to Fix This Problem. *Physician Insurer, Fourth Quarter. 27-30*.
- Dougherty, J. M. (2012). Witness Effectiveness Training for Deposition and Trial: The Jury Psychology Approach. *CLE Presentation – City Attorney’s Office, Dallas, TX*.
- Dougherty, J. M. (2011). Witness Effectiveness Training for Deposition and Trial: The Jury Psychology Approach. *CLE Presentation – Kane, Russell, Coleman & Logan, PC, Dallas, TX*.

- Dougherty, J. M. (2011). Witness Effectiveness Training for Deposition and Trial: The Jury Psychology Approach. *CLE Presentation – Anderson Tobin, LLP*, Dallas, TX.
- Dougherty, J. M. (2011). Witness Effectiveness Training for Deposition and Trial: The Jury Psychology Approach. *CLE Presentation – Bell Nunnally, LLP*, Dallas, TX.
- Dougherty, J. M. (2011). Witness Effectiveness Training for Deposition and Trial: The Jury Psychology Approach. *CLE Presentation – Scheef & Stone, LLP*, Dallas, TX.
- Dougherty, J. M. (2011). Witness Effectiveness Training for Deposition and Trial: The Jury Psychology Approach. *CLE Presentation – Strasburger & Price, LLP*, Dallas, TX.
- Dougherty, J. M. (2011). Witness Effectiveness Training for Deposition and Trial: The Jury Psychology Approach. *CLE Presentation – Lively & Associates*, Fort Worth, TX.
- Dougherty, J. M. (2009). Product Liability – What Is at the Core of Plaintiff Verdicts? *Presented to Courtroom Sciences Consulting Team*, Dallas, TX.
- Dougherty, J. M. (2009). What Are They Thinking? A Look inside the Minds of Jurors Reacting to Your Case. *Litigation Insights Newsletter*.
- Dougherty, J. M. & Bloomberg, A. (2007). Mock Trial and Focus Group 101. *Presented at the American Inns of Court*, Tulsa, OK.
- Dougherty, J. M. (2002). Father Absence and Juvenile Delinquency. *Master's thesis. California Lutheran University*. Thousand Oaks, CA.
- Dougherty, J. M. (1993). The Effects of Low Self-Esteem on Subsequent Performance. *Poster session presented at the annual conference for the Western Psychological Association*. Santa Clara University. Santa Clara, CA.