

**AUTHENTICITY IN THE
COURTROOM:
*BE YOURSELF, EVERYONE ELSE
IS TAKEN***



Voir Dire to Verdict
VTLA
October 2025



WHO
ARE
YOU???

ACT OF COMMUNICATION

We are the first people to
unleash the Storytelling
Power of Theater to
lawyers.



ACT OF COMMUNICATION



And its emotional truth
to witnesses

Who We Are



“What Can Lawyers Learn From Actors?”™



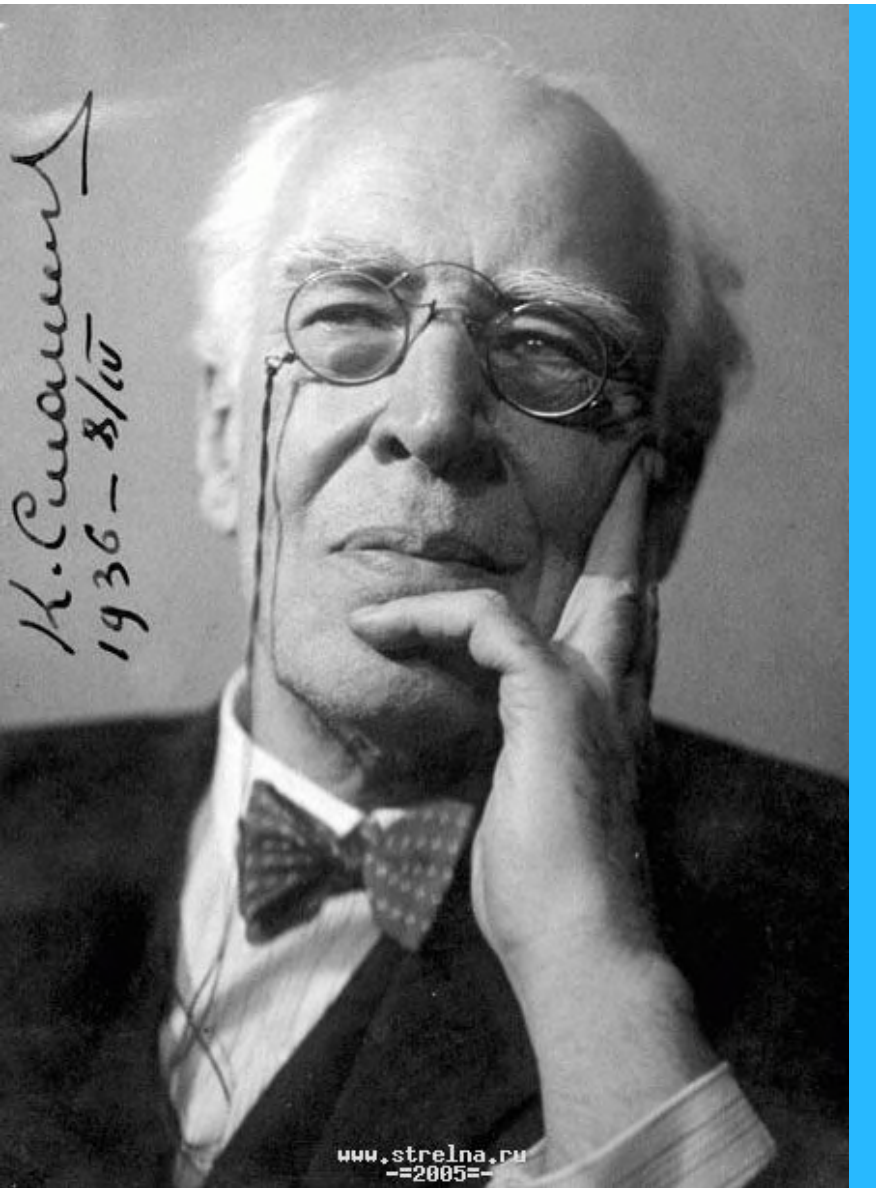
Have You Partied
With Us Before?



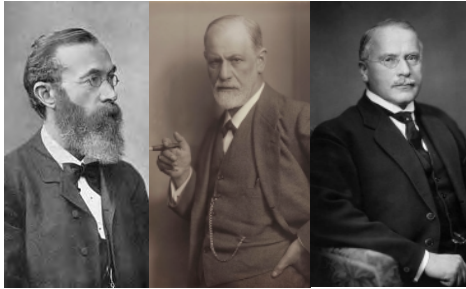
ACT I



LITMUS *TEST*



Name This Dead Guy



The Field of Psychology



Stanislavski



Every Great American Playwright



Stella Adler



Lee Strasberg



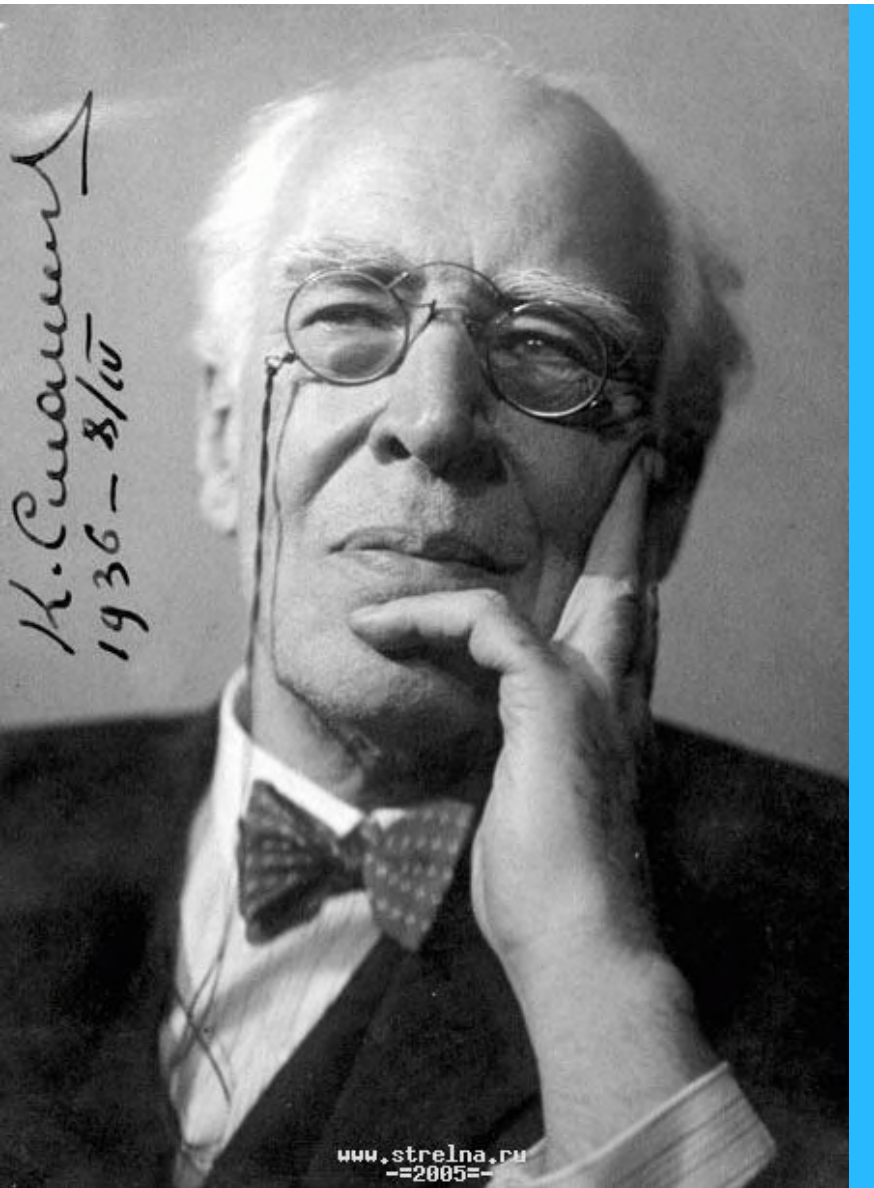
Sanford Meisner



Uta Hagen

Every Oscar / Emmy / Tony Winner Who Wasn't a Fluke for the Last 100 Years





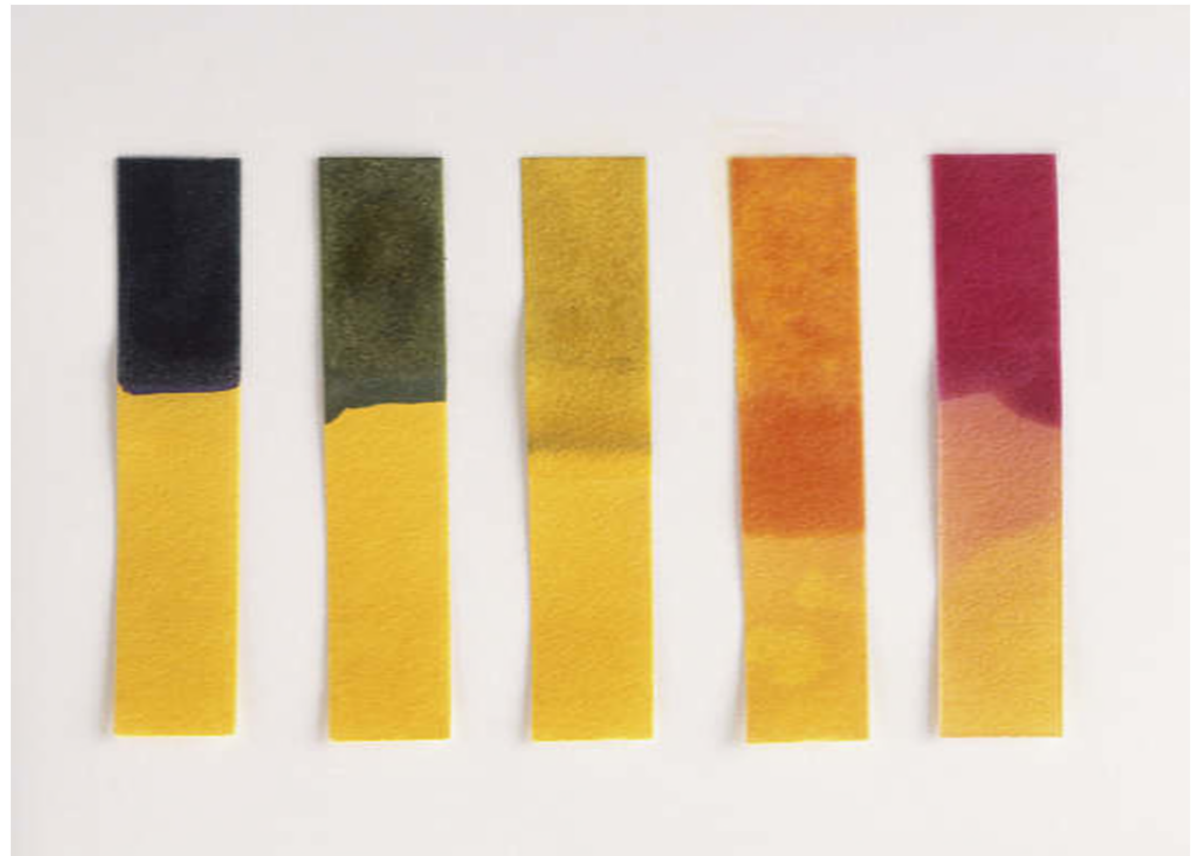
How Did He Do It?



EXERCISE ONE

EXERCISE 1

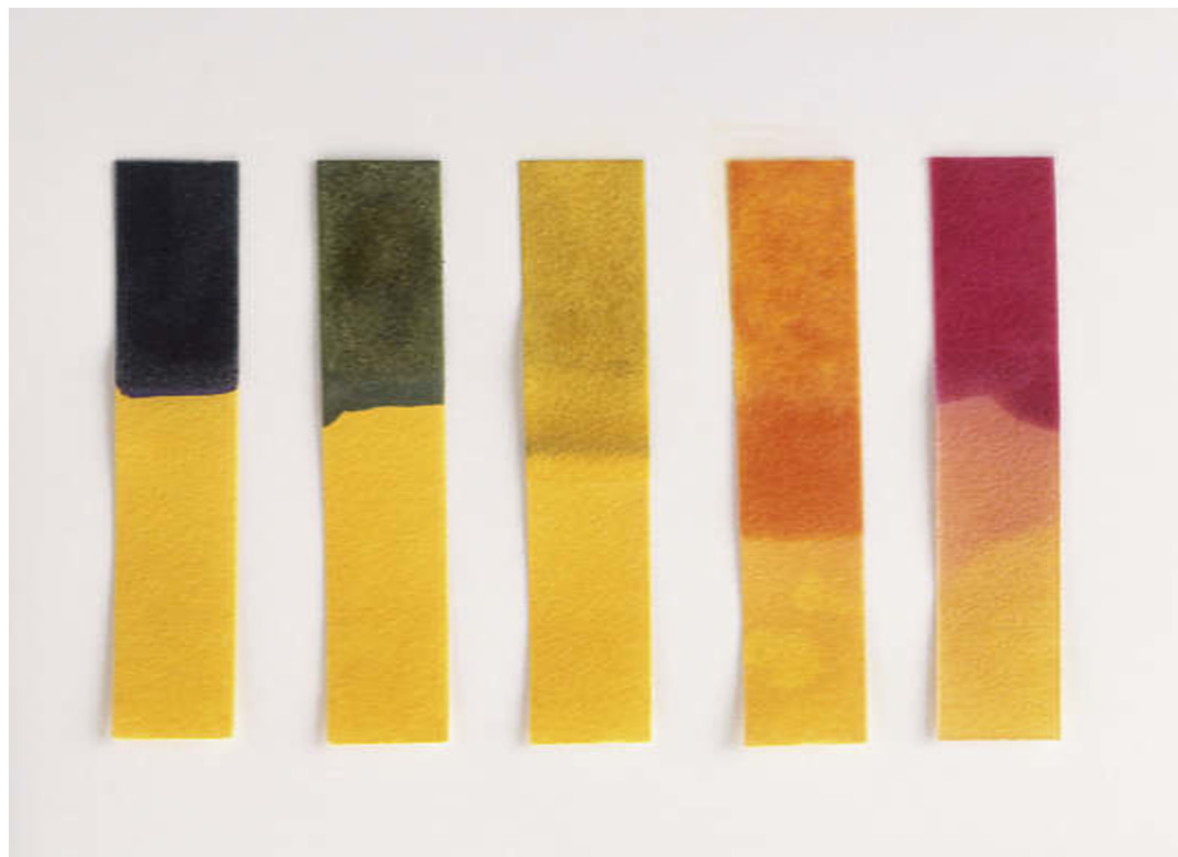
Communications Litmus Test



EXERCISE 1

Write down what you observe:

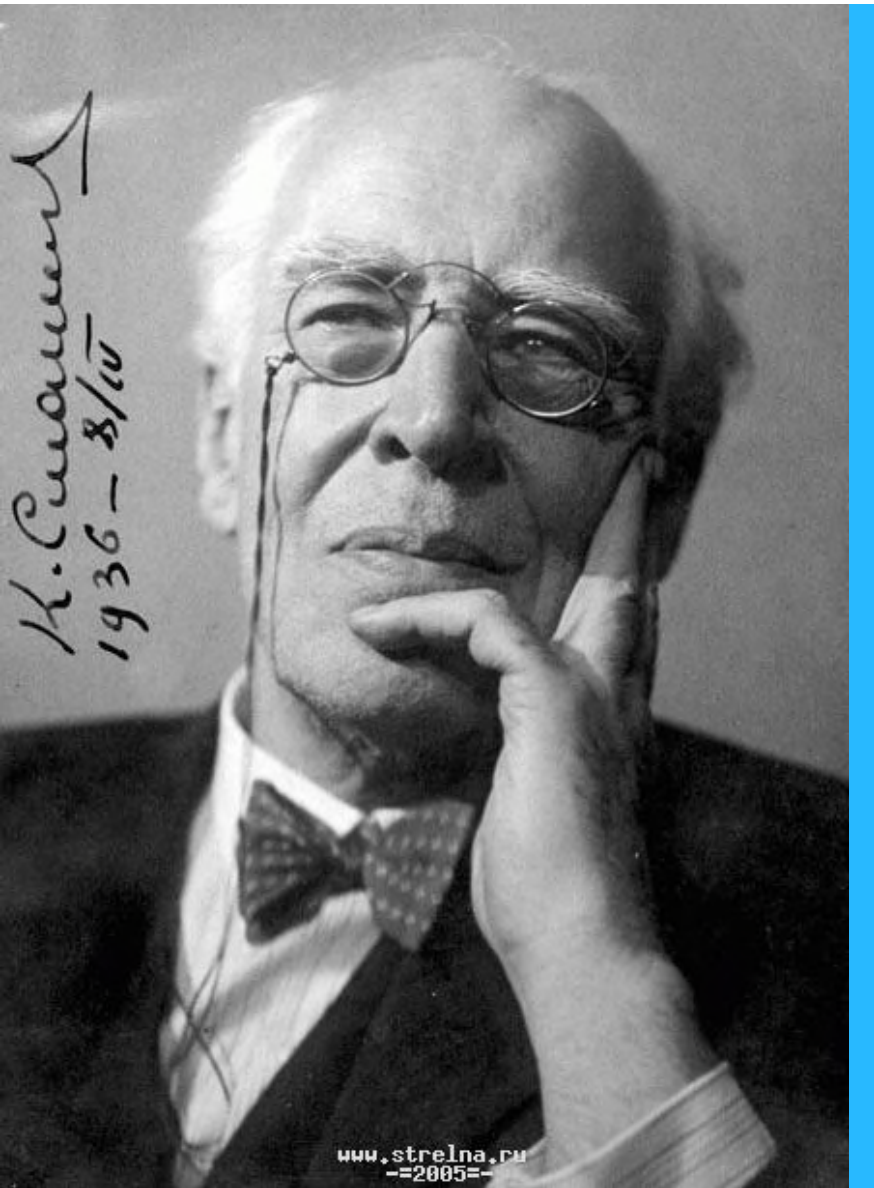
- Eye Contact
- Voice
- Gestures
- Language
- Demeanor Change
- Story
- Other



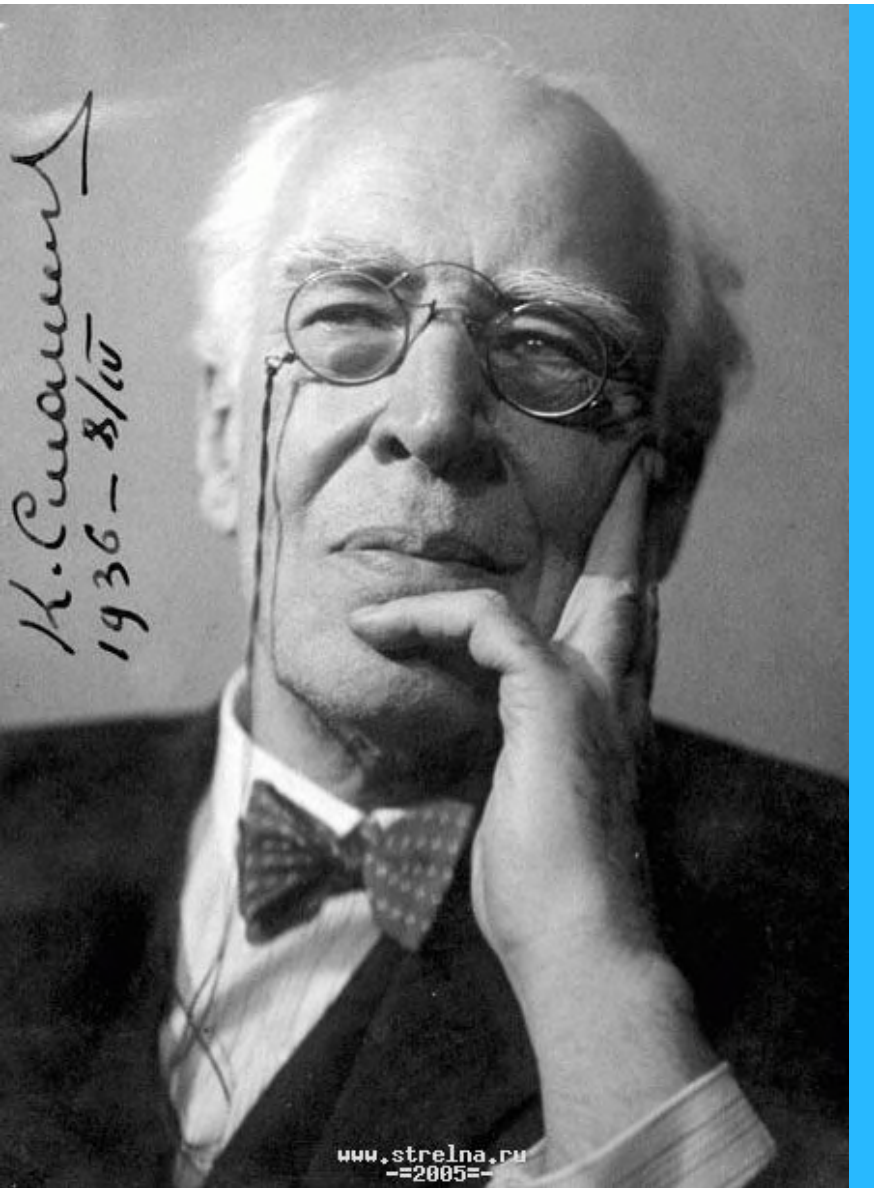
LAWYERMAN
LAWYERWOMAN



Confidence is not imitating
what you think old white guys
who have been dead for a long
time used to act like.



How Did He Do It?



**You Are MORE Than
Enough!**

**CONFIRMATION
BIAS ALERT!**

"But all the grandfatherly white-haired men get the big verdicts. I see it on their social media..."

"But in my firm, the guys with the big voices and huge egos move up..."

**CORRELATION IS
NOT CAUSATION**

100% GUARANTEE

How to Get a 7-figure Verdict

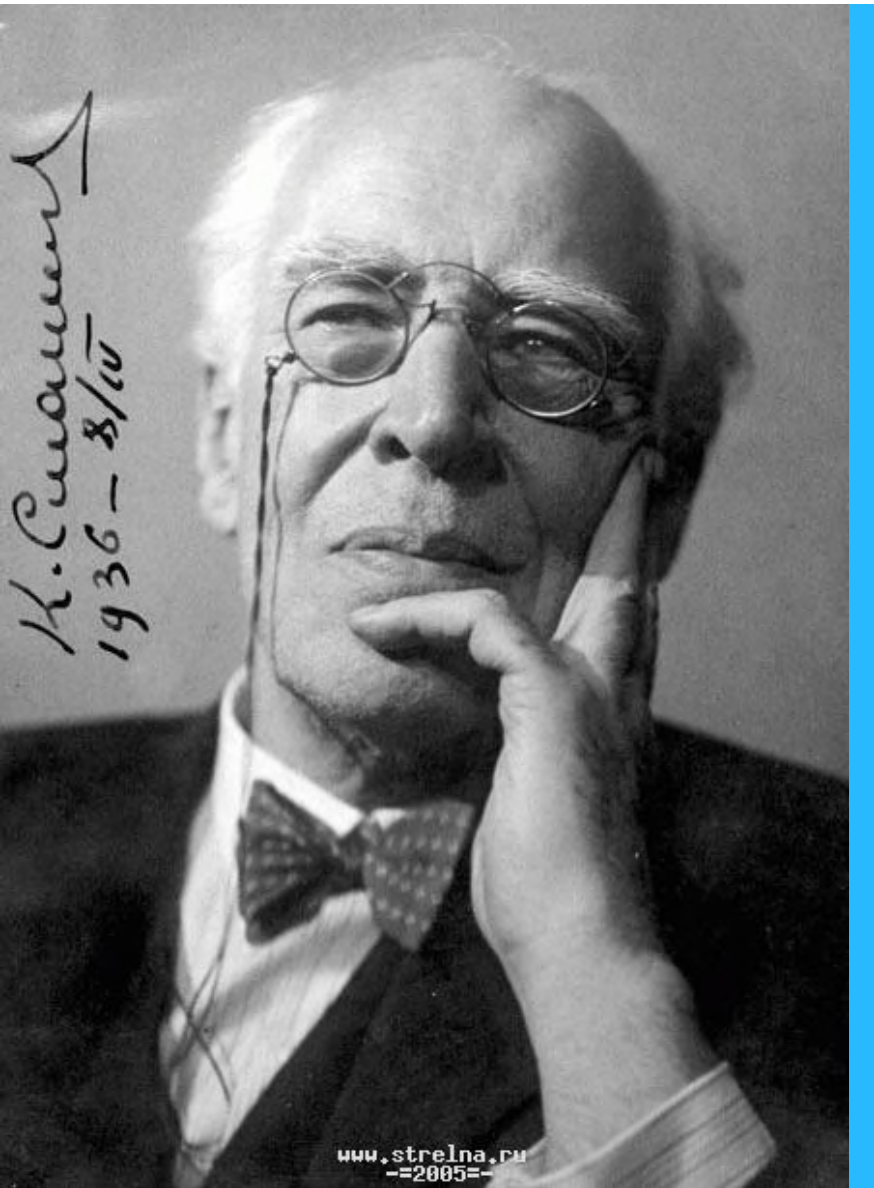
Non-Verbal Communication Facts

92%...

of all communication is NON-VERBAL

83.4%...

of all statistics are made up on the spot
and nobody checks for citations



You Are MORE Than Enough!

"YOU" have lots of different *versions of you*.

And lots of *tools* to bring yourself to life!

Tell me about these tools...

TOOL 1

Point of Focus



Quest for Hero

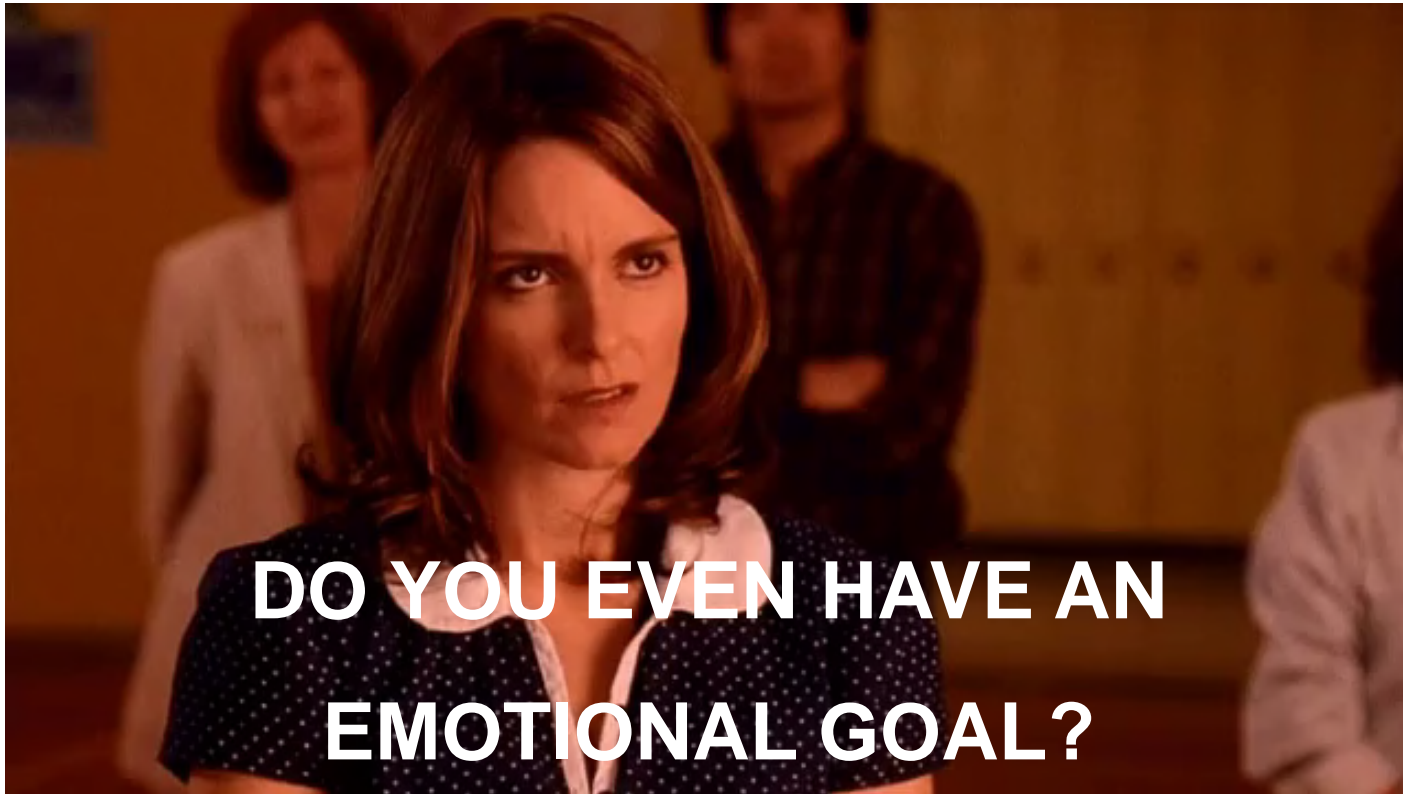
TOOL 1

Point of Focus

Terrible Conduct

Human Losses

*Do you have a plan for how
you want your jurors feel?*



KNOW HOW YOU FEEL WHEN YOU SPEAK

If you don't know how **YOU FEEL** or
how you want the **JURY TO FEEL**
during each part of an examination or
an argument... the jury will have no
clue how to feel.

Some attorneys mark it out in their notes. Some need something from their own life to relate to.

Whatever method you prefer, you should have a method.

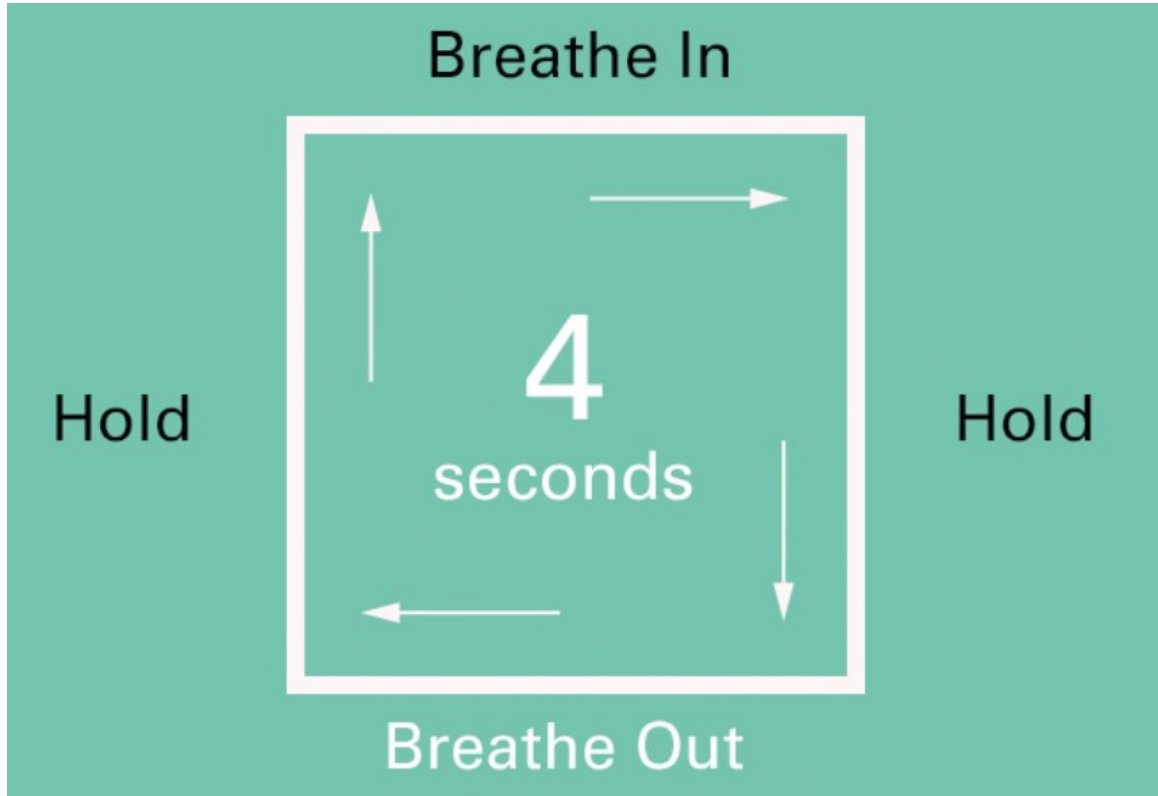


It's Not About You

Really Talk & Really Listen

TOOL 2

Control of Your Physical Self

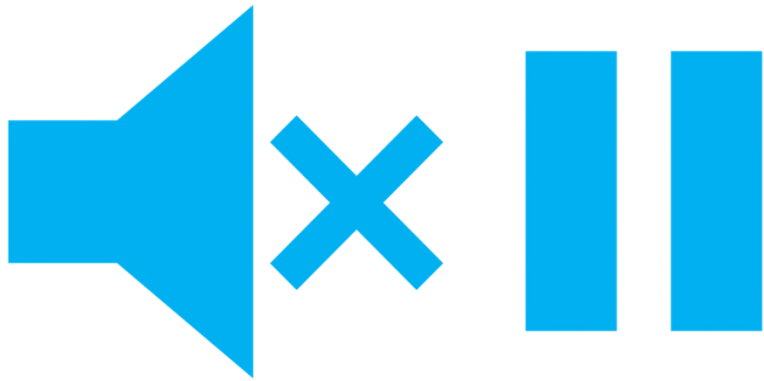


Four Box Breath

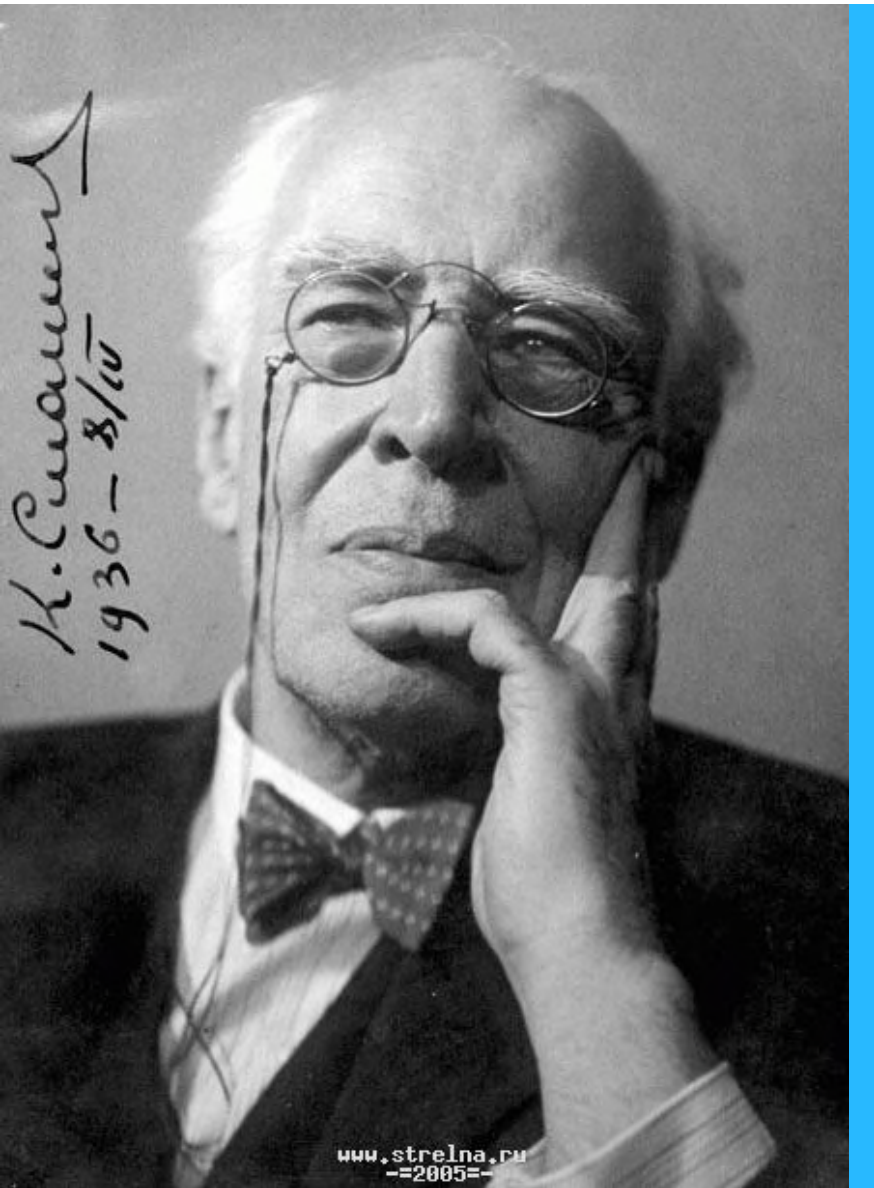


We Help with Breath, Voice, and Movement!

PAUSES & SILENCE



**Silence is a
Language**



You Are MORE Than Enough!

"YOU" have lots of different *versions of you*.

And lots of *tools* to bring yourself to life!

**Tell me about these
different versions of me...**

Amy Pardieck, Trial Consultant

Disclaimers

- Don't kill the messenger!
- These are not opinions; this is data.
- Jurors are unfairly biased.
- We're not telling you how to act, dress, or do your hair.
- Amy's work gives us hope and power through knowledge, but only if we see it as a gift.

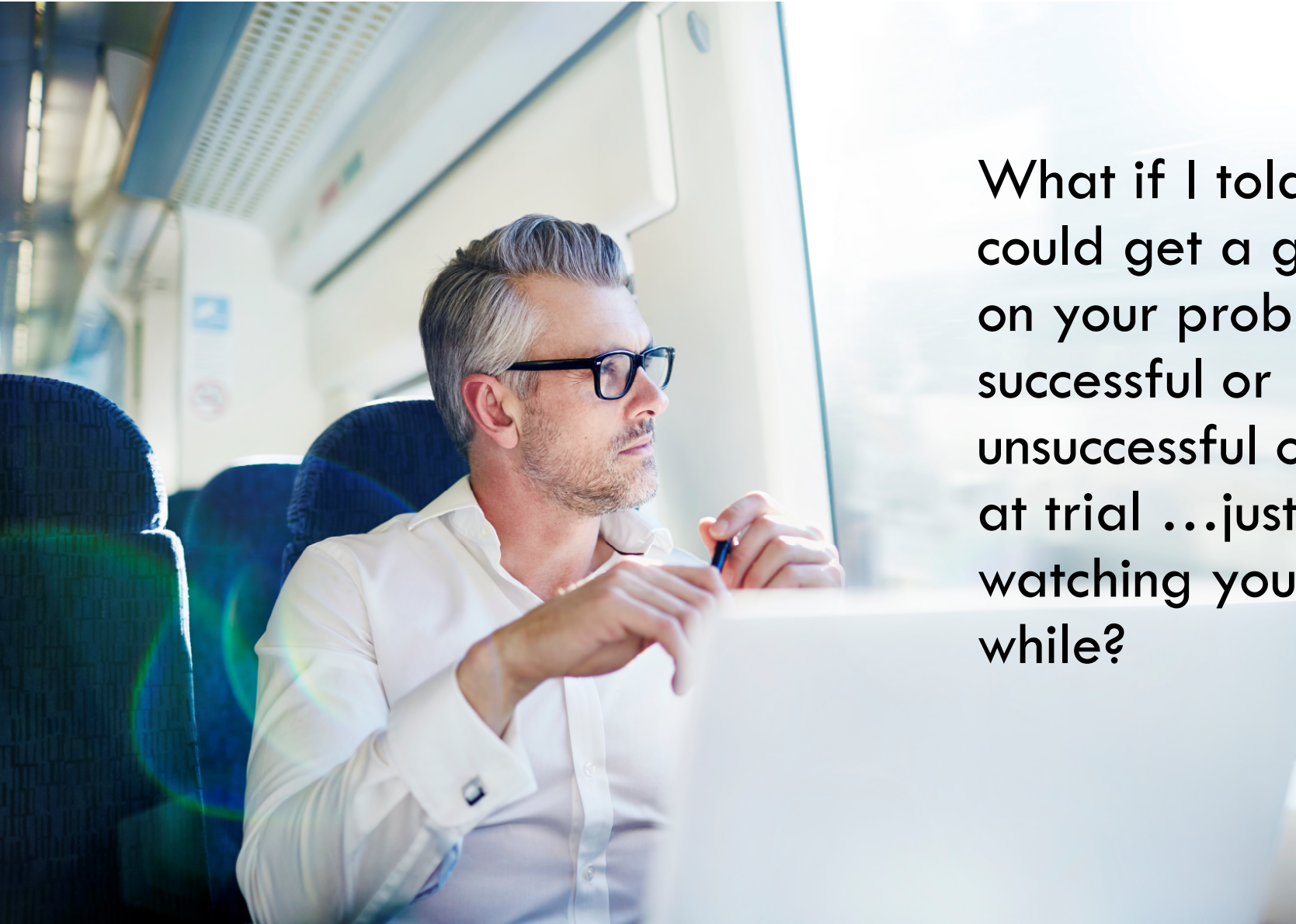


“Juror perceptions of trial attorneys can be understood through [archetypes]. The archetypes described below utilize jurors’ own language and descriptions of attorney characteristics, appearance, demeanor, and relationships. Jurors perceive an archetype when they observe some, not all, of the characteristics in each category. Jurors typically experience attorneys very differently than attorneys see themselves. This research highlights correlations, not cause and effect, that influence connections between attorneys and jurors.”

Amy Pardiek
Perceptual Litigation



VERSUS



What if I told you I could get a good read on your probability of successful or unsuccessful outcome at trial ...just by watching you for a while?

PARDEIK'S *PROFILES*



Describe Some Attorney Types You Know

Look?

Talk?

Dress?

Act?

Make You Feel?

Remind You Of?

What Does a Trial Winner Look Like?



The Salesman

The Salesman



Juror Descriptions

Slick, articulate, fast talker, politician, advocate, know-it-all, disingenuous, energetic, charming.

Appearance

Dark suit, pinstripes, white shirt, power tie, pocket square, tie bar, cuff links, shoes with tassels or wing-tip shoes, gelled hair, formal.

Demeanor

Holds eye contact, inclusive hand gestures, fake smiles, repetitious, talks more than listens, auditory dominant.

Language

Goal is to sell his story, to see how tactics play, manipulative; attorney/juror relationship is hierarchical, attorney presents as all-knowing.

Rambo
(aka Macho)



Juror Descriptions	Rambo, bull in china shop, aggressive, arrogant, demeaning, presumptuous.
Appearance	Dark suit, white shirt, power tie.
Demeanor	In the jurors' face, in the jurors' space, eye contact – stares, booming voice, tense facial muscles, rapid and shallow breathing, interrupts/ignores others, heavy handed/footed, holds head high, chin up, looks down nose, talks at without real listening.
Language	Goal is to push or force his agenda on others, my way or the highway; attorney/juror relationship is hierarchical, presents as the sole authority.



Rambo
(aka Macho)

The (W)itch





The (W)itch

Juror Descriptions	Control freak, ice queen, cold, cunning, witch, Descriptions belligerent, aggressive, condescending.
Appearance	Severe clothing lines and hair style, stiletto heels, pointy-toed shoes, strong contrasting colors for example black suit and white blouse, tightly fitting suits, pencil skirts, flashy nails.
Demeanor	In the jurors' face, in the jurors' space, eye contact – stares, sharp articulation, loud voice, tense facial muscles, fast gestures, points finger, rapid and shallow breathing, interrupts/ignores others, heavy handed/footed, talks at without real listening.
Language	Goal is push or force her agenda on others, my way or the highway; attorney/juror relationship is hierarchical, presents as the sole authority. <i>*actually spelled with a "B"</i>



Columbo

Juror Descriptions	Polite, respectful, meandering, brilliant, slow, trustworthy, absent-minded professor, humble.
Appearance	Not a priority, could be: disheveled, unprofessional hairstyle, ill-fitting suit, comfortable, informal.
Demeanor	Mirrors witnesses, rather than jurors, meaningful gestures, meaningful movements and vocal inflection with witnesses, minimal but intense eye contact, excellent listener, kinesthetic dominant.
Language	Goal is to get to the truth, reveals all, externally focused on the facts not on jurors.



Columbo

The Scatterbrain





The Scatterbrain

Juror Descriptions	Easily rattled or distracted, loses focus, airhead, ditzy, disorganized, forgetful, silly, timid, introvert.
Appearance	Disheveled clothing or hair, ill-fitting clothing, open bags or boxes with cords or papers hanging out, tries to accomplish or juggle more than can readily handle.
Demeanor	Fidgety, nervous gestures, shaky hands or feet, eye contact – looks away, shallow rapid breathing, soft unsupported quivery voice, hides behind counsel table or podium, jerky movements, internal dialogue visibly dominant, poor listener.
Language	Goal is to survive to the end, hopes for the best, sees self as a victim; attorney/juror relationship is hierarchical with jurors, judge, opposing counsel on top.

The Nerd (Male)



Juror Descriptions	Robotic, mechanical, very organized, thorough, focused on her legal pad, exhibits, laptop or research.
Appearance	Dark suit, white shirt, neat and tidy.
Demeanor	Eye contact down on legal pad, exhibits, laptop, iPad or screen, mechanical movements, contained gestures, monotone voice, disconnect between head and body, solely auditory, listens to the words rather than the message.
Language	Goal is to let the facts speak for themselves, priority to preserve the record; attorney/juror relationship is nonexistent, little or no acknowledgement of jurors, works off checklist.



The Nerd (Male)



**The Nerd
(Female)**

Juror Descriptions	Robotic, mechanical, very organized, thorough, focused on legal pad, exhibits, laptop or research.
Appearance	Dark suit, light colored blouse, neat, tidy
Demeanor	Eye contact down on legal pad, exhibits, laptop, iPad or screen, mechanical movements, contained gestures, monotone voice, disconnect between head and body, auditory to the exclusion of visual and kinetic channels, listens to the words rather than the message.
Language	Goal is to let the facts speak for themselves, priority to preserve the record; attorney/juror relationship is nonexistent, little or no acknowledgement of jurors, works off checklist.



The Nerd (Female)

The Teacher (Male)





The Teacher (Male)

Juror Descriptions

Informative, a guide, coach, uses a variety of communication methods, down to earth, approachable, obedient, rule follower.

Appearance

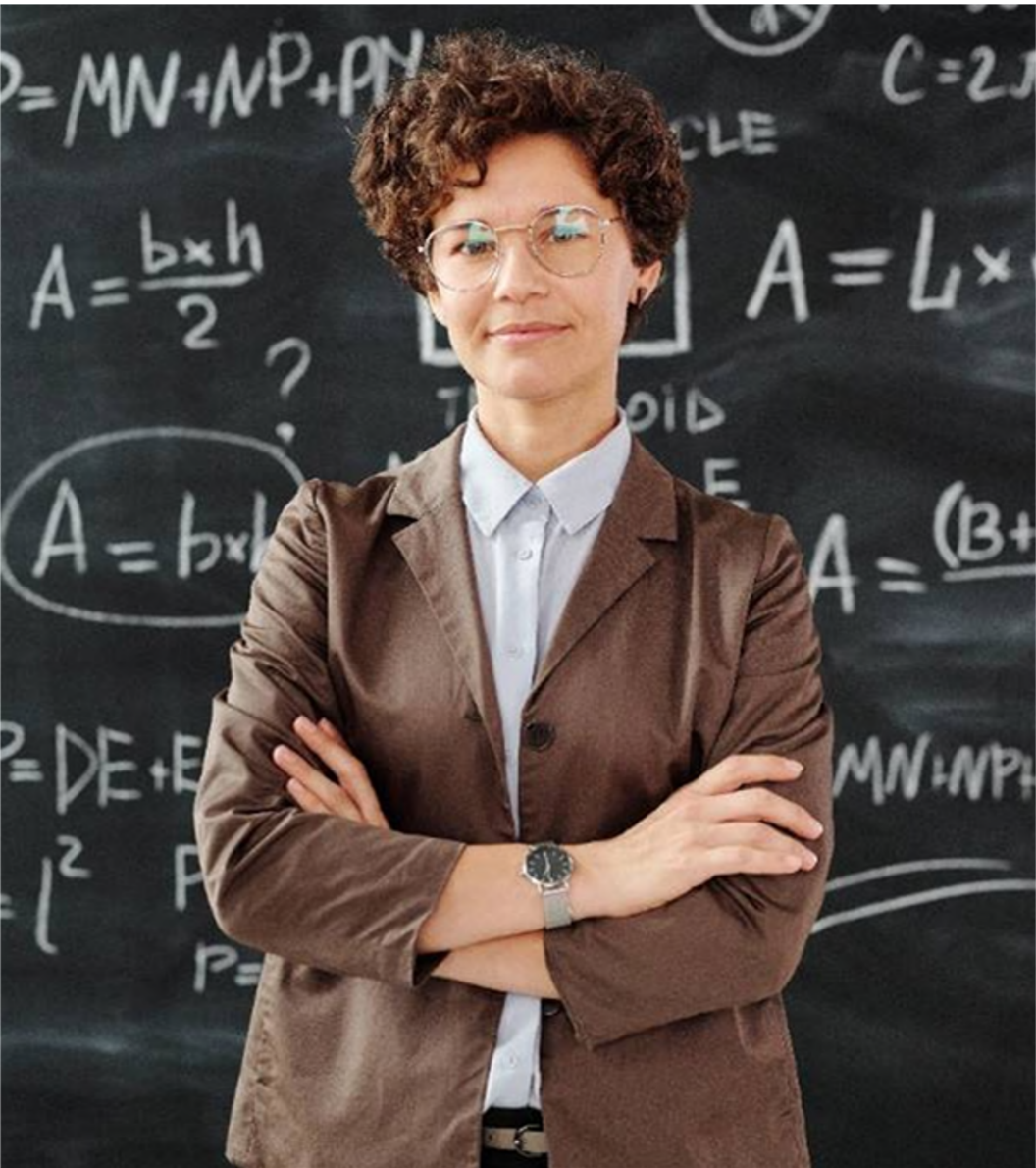
Casual, sport coat and tie, light-colored suit, not typical courtroom suit.

Demeanor

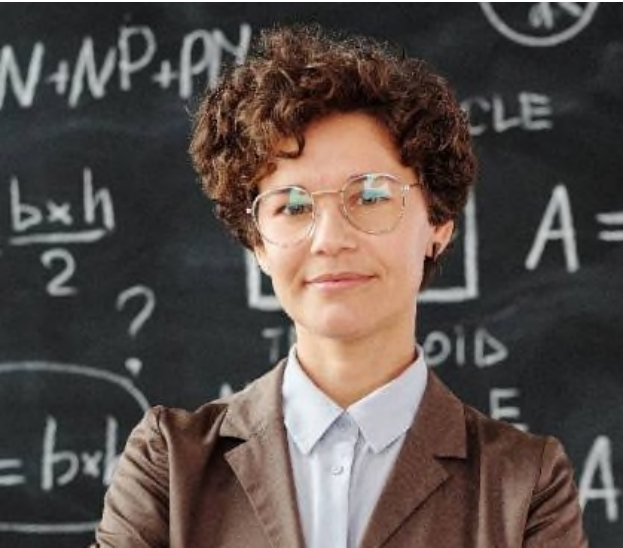
Eye contact and gestures link content on screen or boards or in word pictures to jurors, fluid movements, communicates with whole body, voice engaging, uses visual and auditory processing, categorical listener.

Language

Goal is to manage the learning process, not outcome (internal focus), hierarchical - keeps eye on and responds to whole courtroom from superior position.



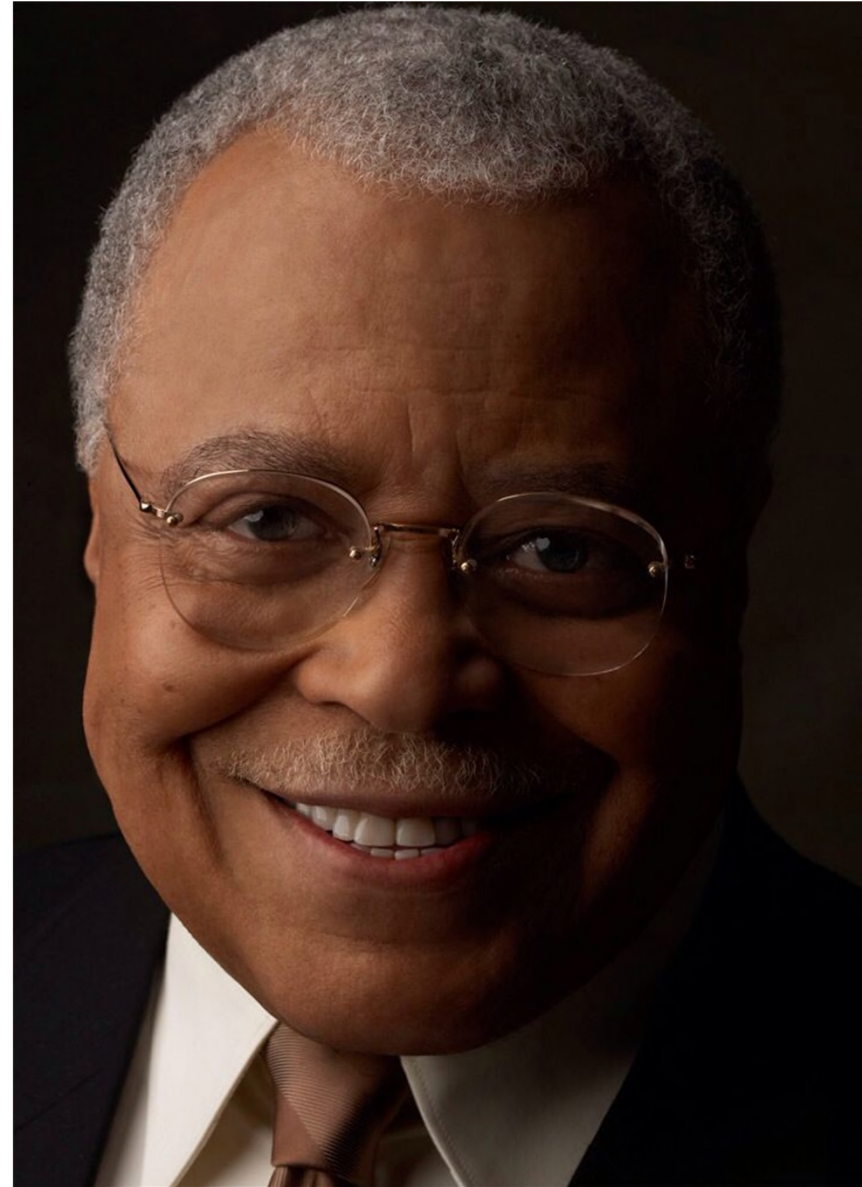
**The Teacher
(Female)**



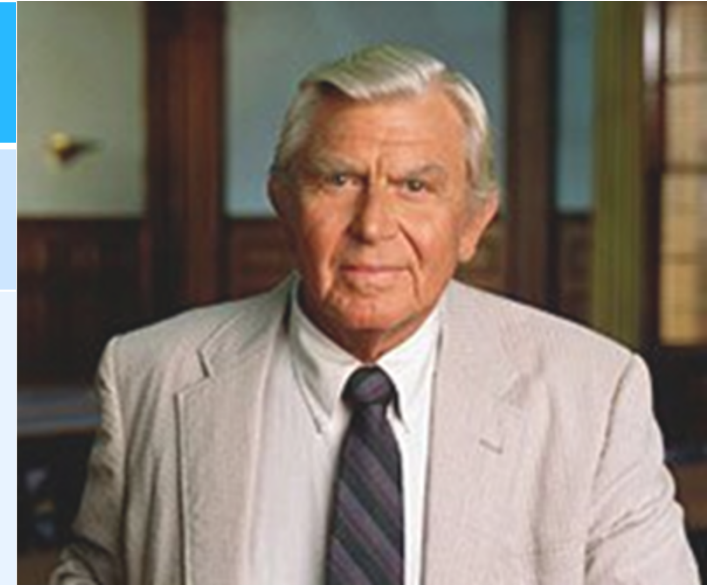
The Teacher (Female)

Juror Descriptions	Informative, a guide, coach, uses a variety of communication methods, down to earth, approachable, obedient, rule follower.
Appearance	Casual, professional, low, flat or chunky heels, unrestrictive clothing, able to move in clothing, solid dark or neutral colors, not typical courtroom suit, minimal personal style.
Demeanor	Eye contact and gestures link content on screen or boards or in word pictures to jurors, fluid movements, communicates with whole body, voice engaging, visual and auditory processing, categorical listener.
Language	Goal is to manage the learning process, not outcome (internal focus), hierarchical - keeps eye on and responds to whole courtroom from superior position.

The Grandfather



Juror Descriptions	Engaging, polite, warm, slow, trustworthy, authoritative.
Appearance	Dark suit, white shirt, neat and tidy.
Demeanor	Gives and receives eye contact, observes whole courtroom from a meta position, squarely faces jurors, chin dropped, open posture, relaxed facial muscles, balanced with weight evenly distributed, gestures with both hands equally, variation in voice tempo, volume and tone, visual, auditory and kinesthetic processing, full body listens.
Language	Goal is to create an environment so jurors can do their jobs, tracks and responds to team needs (jurors, judge, witnesses, trial team) (external focus), lateral hierarchy – Sees jurors as part of his team – as equal, trusts jurors.




The Grandfather

Let's Rank 'Em!!!

THE MEN	THE WOMEN
Salesman	(W)itch
Nerd	Scatterbrain
Teacher	Nerd
Rambo	Teacher
Columbo	
Grandfather	

Let's Rank 'Em!!!

THE MEN	THE WOMEN
1 Grandfather	
2 Teacher	1 Teacher
3 Nerd	2 Nerd
4 Columbo	3 B-Witch
5 Rambo	4 Scatterbrain
6 Salesman	

The background of the image is a blurred screenshot of a financial market interface. On the left, there is a vertical list of data points, likely representing stock prices or market indicators, with some values in green and others in pink. On the right, there is a candlestick chart with several bars, and a line graph with multiple colored lines (green, red, blue) overlaid on it. The overall scene is out of focus, emphasizing the text in the foreground.

Data.
Not My Opinions.

Salesman

Men



25% of Men
85% Loss Rate

Women



Rambo

Men



15% of Men
80% Loss Rate

(W)itch

Women



65% of Women
80% Loss Rate

Columbo

Men



10% of Men
75% Loss Rate

Scatterbrain

Women



15% of Women
85% Loss Rate

Compared to Prior Category: 5% Increase for men, 5% Decrease for Women.

Nerd

Men



25% of Men
50% Win Rate

Nerd

Women



5% of Women
30% Win Rate

Teacher

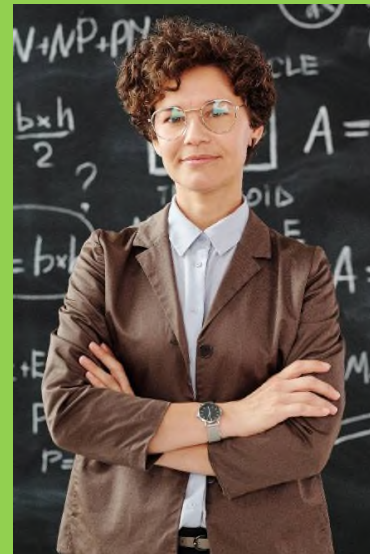
Men



20% of Men
70% Win Rate

Teacher

Women



10% of Women
50% Win Rate

Grandfather

Men



5% of Men
80% Win Rate

Let's Rank 'Em!!!

THE MEN	THE WOMEN
1 Grandfather (5% wins 80%)	
2 Teacher (20% wins 70%)	
3 Nerd (25% wins 50%)	1 Teacher (10% wins 50%)
4 Columbo (10% wins 25%)	2 Nerd (5% wins 30%)
5 Rambo (15% wins 20%)	3 B-Witch (65% wins 20%)
6 Salesman (25% wins 15%)	4 Scatterbrain (15% wins 15%)

One more thing...





THERE IS ANOTHER

Juror Descriptions	Engaging, polite, warm, slow, trustworthy, authoritative.
Appearance	Dark suit, white shirt, neat and tidy.
Demeanor	Gives and receives eye contact, observes whole courtroom from a meta position, squarely faces jurors, chin dropped, open posture, relaxed facial muscles, balanced with weight evenly distributed, gestures with both hands equally, variation in voice tempo, volume and tone, visual, auditory and kinesthetic processing, full body listens.
Language	Goal is to create an environment so jurors can do their jobs, tracks and responds to team needs (jurors, judge, witnesses, trial team) (external focus), lateral hierarchy – Sees jurors as part of his team – as equal, trusts jurors.



A bronze statue of Lady Justice, blindfolded and holding scales of justice, set against a background of a sunset or sunrise over a body of water. The statue is the central focus, with its right arm raised holding the scales. The background is a soft, golden glow from the sun, creating a serene and majestic atmosphere. The text "The Mother of Justice" is overlaid in white, bold, sans-serif font across the middle of the image.

The Mother of Justice



Mother of Justice

Juror Descriptions	Grounded, secure, warm, nurturing, assertive, consistent, reliable, expressive, firm foundation, mama bear.
Appearance	Professional, low heels, flats or chunky heels, unrestrictive slacks and blazers or dresses, moves easily about the courtroom, solid jewel-toned colors, not typical courtroom suit, subtle personal style.
Demeanor	Gives and receives eye contact, observes whole courtroom from a meta position, squarely faces jurors, chin dropped, open posture, relaxed facial muscles, balanced with weight evenly distributed, gestures with both hands equally, variation in voice tempo, volume and tone, visual, auditory and kinesthetic processing, full body listens.
Language	Goal is to create an environment in which jurors can do their jobs, tracks and responds to team needs (jurors, judge, witnesses, trial team) (external focus), lateral hierarchy – Sees jurors as part of your team – as equal, trusts jurors.

Grandfather

Men



5% of Men
80% Win Rate

Mother of Justice

Women



5% of Women
90% Win Rate

You started out with “*Just be Yourself*”
and *THEN*, you were like,
“*Be a Grandpa or whatever the F*#@
a Mother of Justice is!*”

***Grandfather* can be 24 years old.**

***Mother of Justice* need not have kids.**

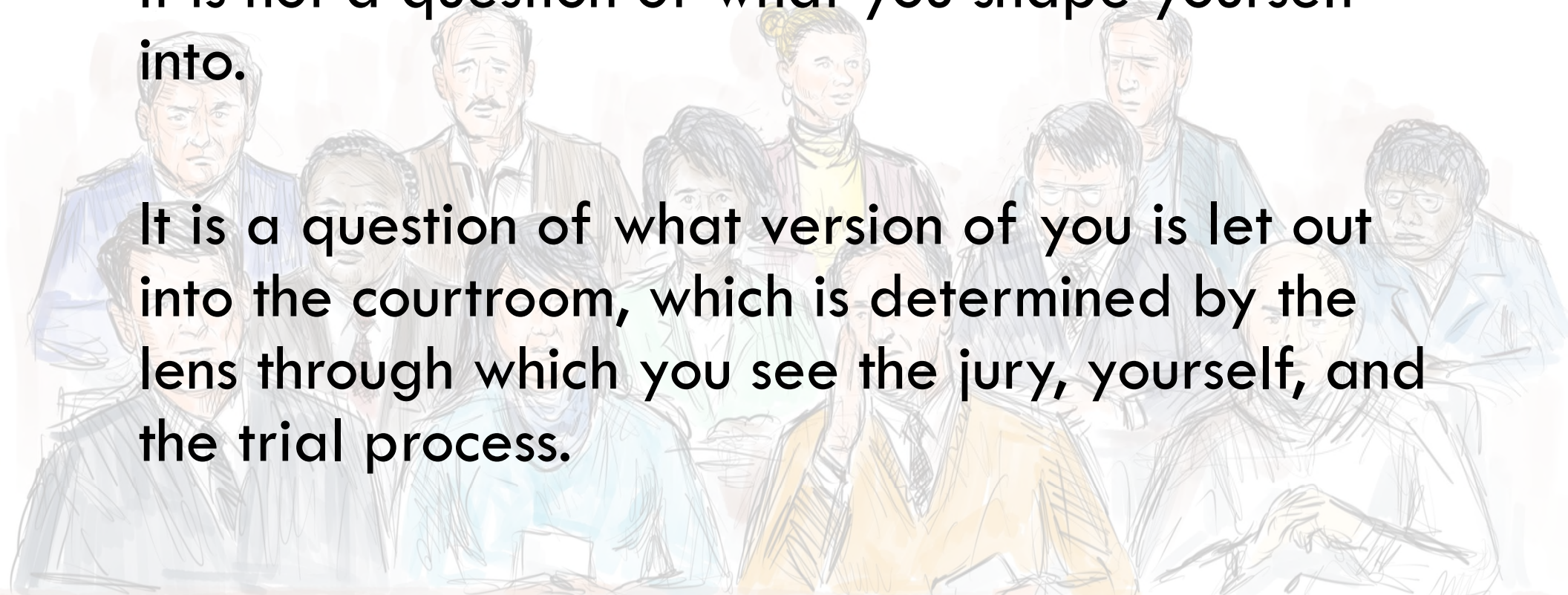
The most pacifist yogi has a *Rambo* inside.

My sweet grandmother went hardcore (*W*)itch during Texas A&M losses and when dealing with the IRS or UPS.



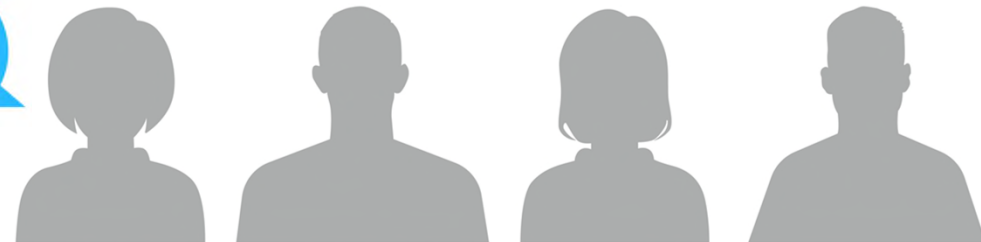
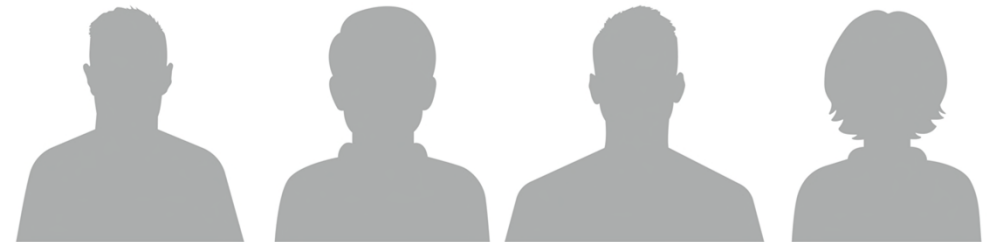
It is not a question of what you shape yourself into.

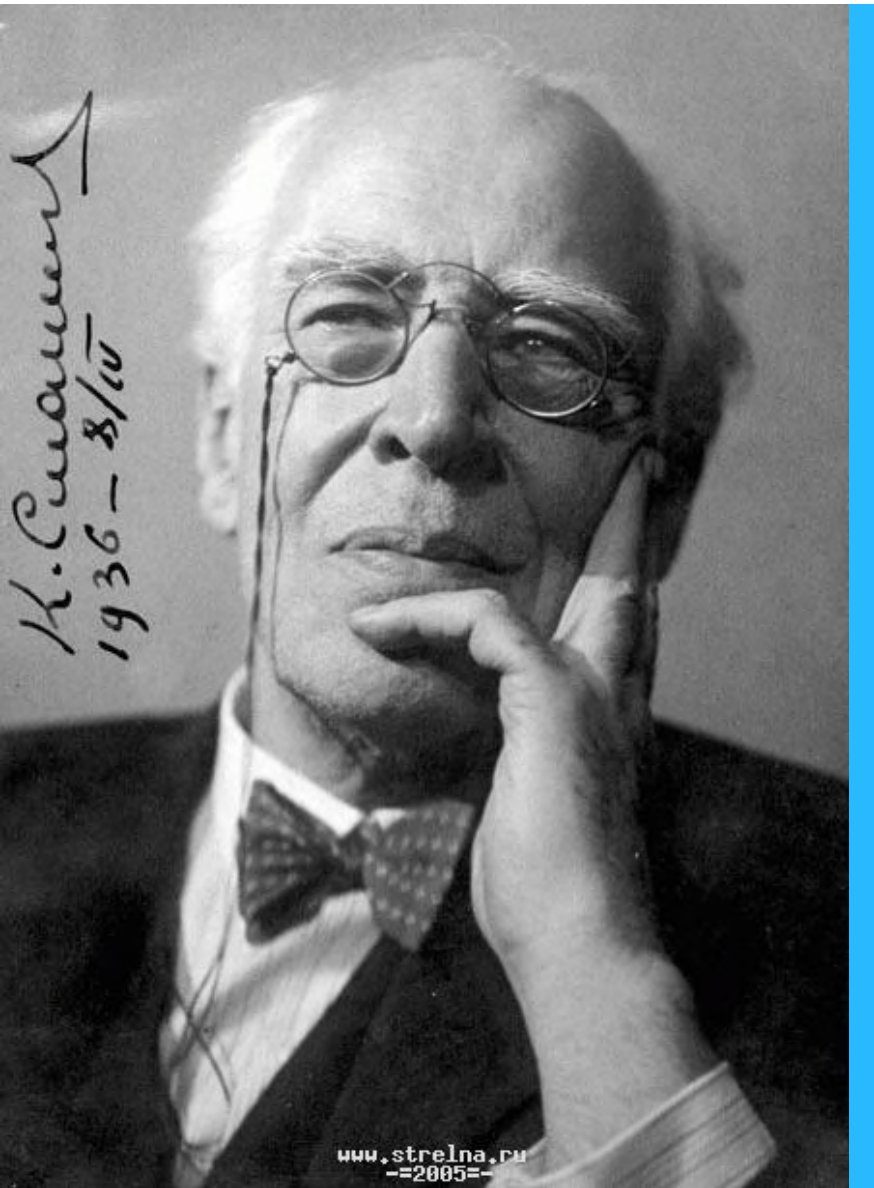
It is a question of what version of you is let out into the courtroom, which is determined by the lens through which you see the jury, yourself, and the trial process.



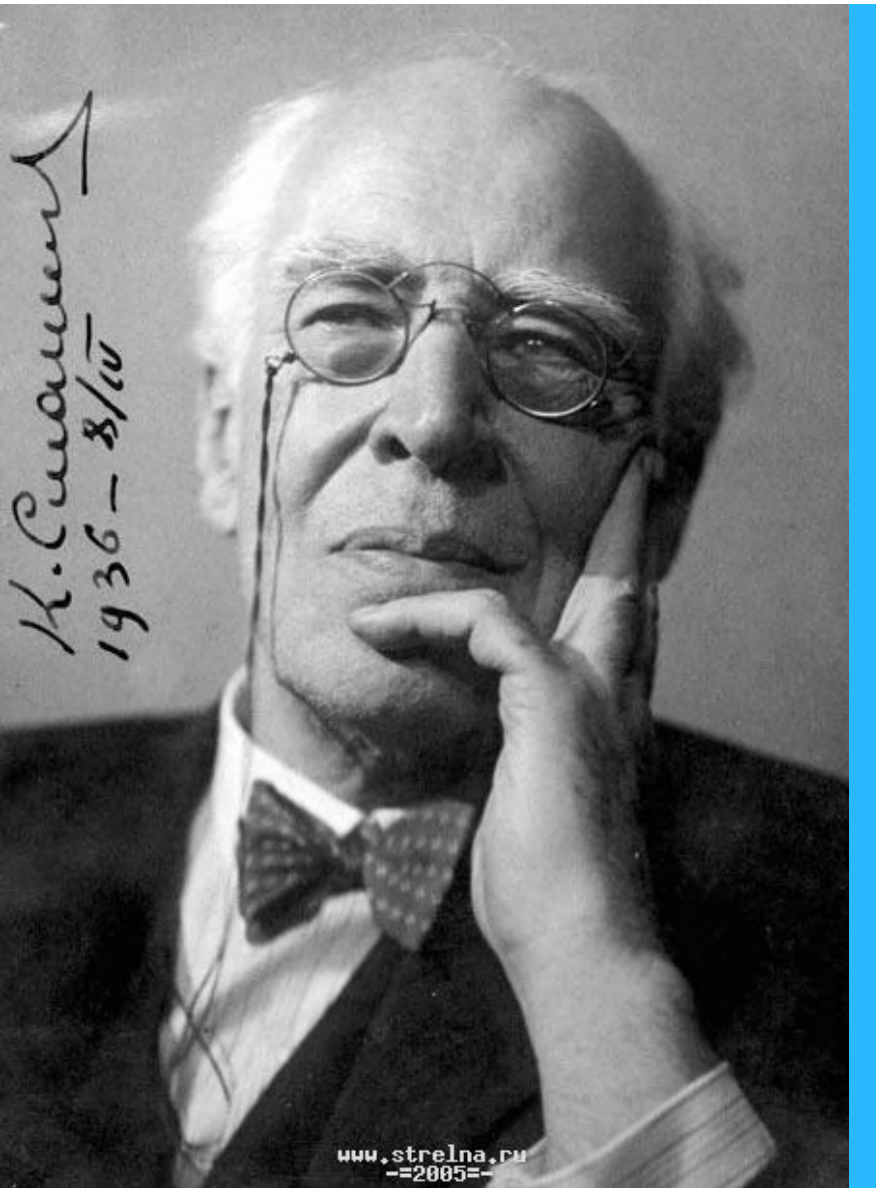
What defines the archetypes is not how they make themselves look or what they try to project.

What defines the archetypes is the extent to which they are focused on *how they make others feel*.





Find the version of yourself most focused on others. *The listener.* The version whose homework is done and clothes are pressed. The smiling version.



**You Are MORE Than
Enough!**



Stay in touch



[ACT of Communication.com](http://ACTofCommunication.com)