

Diffusing the “Reptilian Brain” Tactic

PRESENTED BY DRI’S TRIAL TACTICS COMMITTEE

The reptilian brain tactic is surfacing in courtrooms all across the country. You may very well be required to diffuse this tactic the next time you defend a personal injury lawsuit. Did you know the reptilian brain tactic, boiled down to its core, is an attempt to revive Golden Rule arguments and appeal to a juror’s prehistoric survival instincts? Learn how to diffuse these trial tactics from a defense lawyer who successfully defended a suit against one of the co-authors of the book that launched the reptilian movement within the plaintiffs’ bar.

Who Should Attend

- First- and second-chair defense trial lawyers
- In-house/corporate trial lawyers
- Claims specialists who handle personal injury claims

What You Will Learn

- The development of the reptilian brain tactic and its underlying theory
- The types of lawsuits where the tactic is being utilized
- How plaintiffs’ attorneys are using the reptilian brain approach in discovery and at trial
- Motions practice required to prevent the use of the reptilian brain tactic during trial
- Trial strategies that will diffuse and prevent the reptilian brain tactic

The State Bar of California has approved this webcast for CLE credit. Please visit www.dri.org for accreditation in your state.

FRIDAY, DECEMBER 13, 2013

2:00 p.m. – 3:30 p.m. Eastern

1:00 p.m. – 2:30 p.m. Central

12:00 p.m. – 1:30 p.m. Mountain

11:00 a.m. – 12:30 p.m. Pacific

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Speaker



Matthew G. Moffett is a civil defense lawyer and founding partner of Gray, Rust, St. Amand, Moffett & Brieske LLP in Atlanta. He has over 23 years of experience trying wrongful death and serious injury cases in federal and state courts. Mr. Moffett was recently named one of the top 100 lawyers in the state of Georgia. Mr. Moffett has tried 11 high risk cases to defense verdict over the last three years, and also obtained a defense verdict against one of the co-authors of the book that developed the reptilian brain tactic.

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