



On *The Persuasion Occasion* this week, we're excited to talk to Dr. Rick Fuentes, nationally recognized trial consultant, about how to be more persuasive with the new generation of jurors. Rick discusses changing juror attitudes toward corporations and how their perspectives have been shaped by social media. He also will address their increased receptivity to conspiracy theories. Rick shares more about how lawyers can set a compelling narrative to quickly grab a jury's attention, using concepts empirically supported by thousands of jury exercises. Dr. Rick Fuentes, founding partner of R&D Strategic Solutions, has specialized in jury behavior and decision-making and evaluating complex evidence for more than 25 years. Rick has advised trial teams on hundreds of civil and criminal cases and, through focus groups, mock trials, and surveys, assists trial lawyers and in-house counsel.

[Listen to "A New Era of Jury Persuasion with Rick Fuentes" on Spreaker.](#)

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The Persuasion Occasion

Hosted by Perkins Coie Consumer Products and Service litigators David Biderman and Jasmine Wetherell, each episode features a conversation with noted professionals about achieving success in disputes and negotiations.

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