



This week on *The Persuasion Occasion*, we are joined by Shane Read, one of the leading (and best) authors and commentators on courtroom and boardroom advocacy. Shane's compelling, award-winning books have been praised by the best trial lawyers in the world.

Focusing on the importance of storytelling, Shane helps readers simplify complex ideas and understand the psychology of persuasion. His insights are essential for anyone looking to improve their persuasive skills, whether in the courtroom or beyond.

[Listen to "Crafting the Narrative: Shane Read Teaches Courtroom Persuasion" on Spreaker.](#)

Find us where you get your podcasts



Contributors



[David T. Biderman](#)

Partner

DBiderman@perkinscoie.com [310.788.3220](tel:310.788.3220)



[Jasmine Wetherell](#)

Partner

JWetherell@perkinscoie.com [310.788.3294](tel:310.788.3294)

Explore more in

[Food & Consumer Packaged Goods Litigation](#)

Podcast series

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.

[View the series](#)