

PERSUASION STRATEGIES

Anti-Corporate Bias

Where does Corporate America stand today in terms of public perception, and how does this impact individual corporate defendants? Persuasion Strategies conducted its own national survey of juries and judges to identify seven conclusions that take the guesswork out of jury selection.

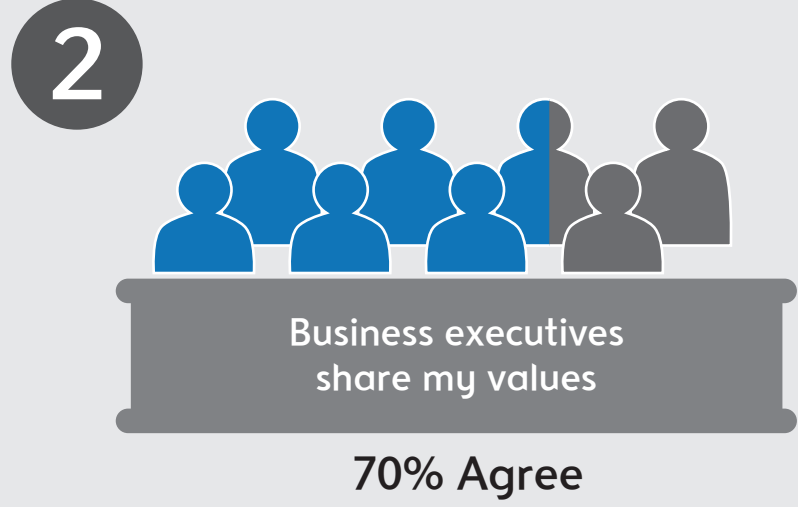
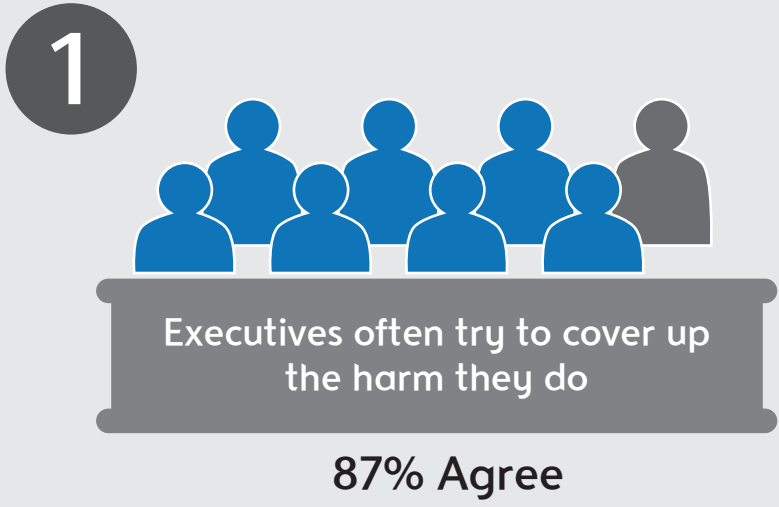
Jurors versus Judges on Ethics and Law

When personal ethics and law conflict, which should you follow?

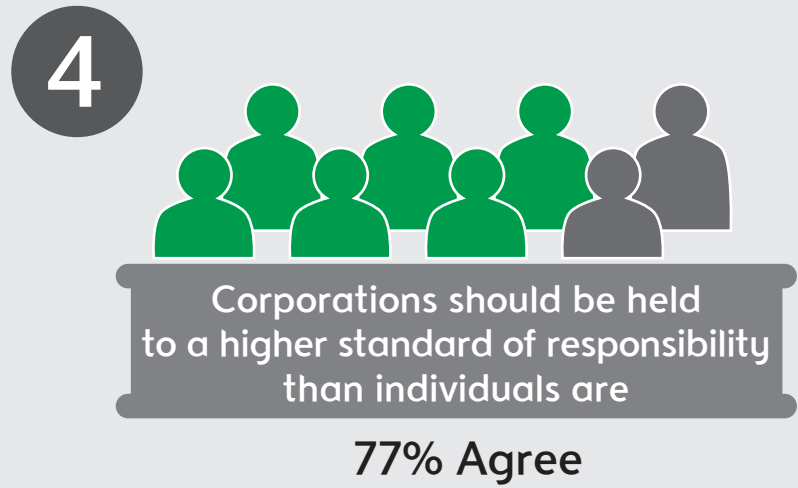
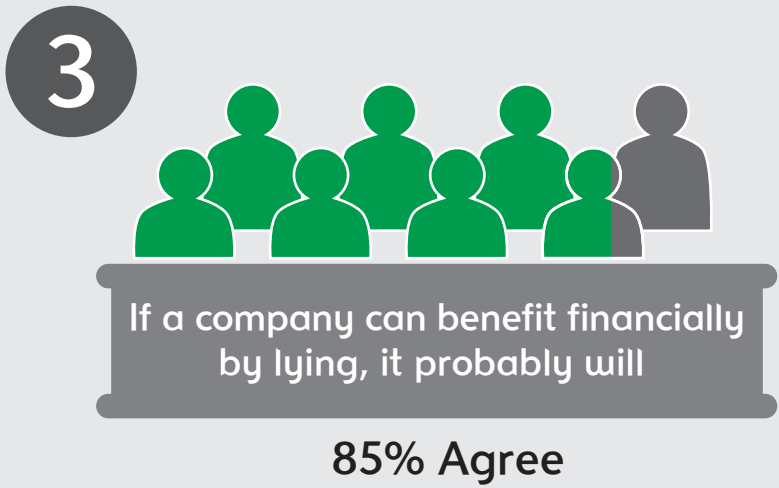


Public (Mis)Perceptions of Corporations

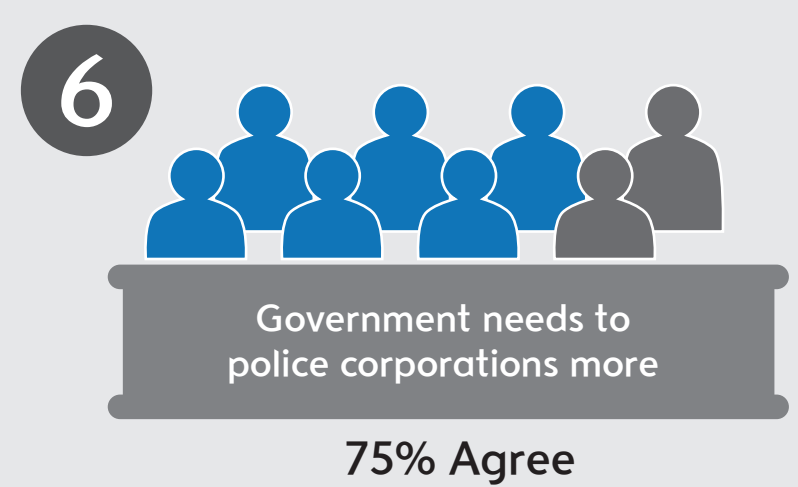
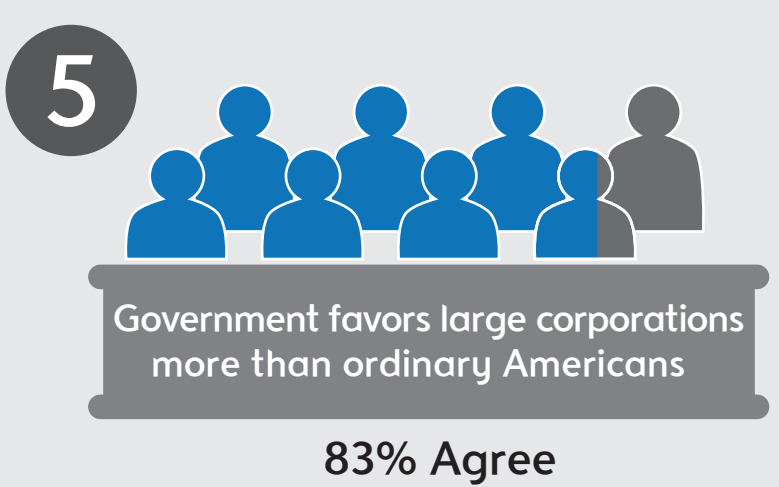
Business Executive Mistrust



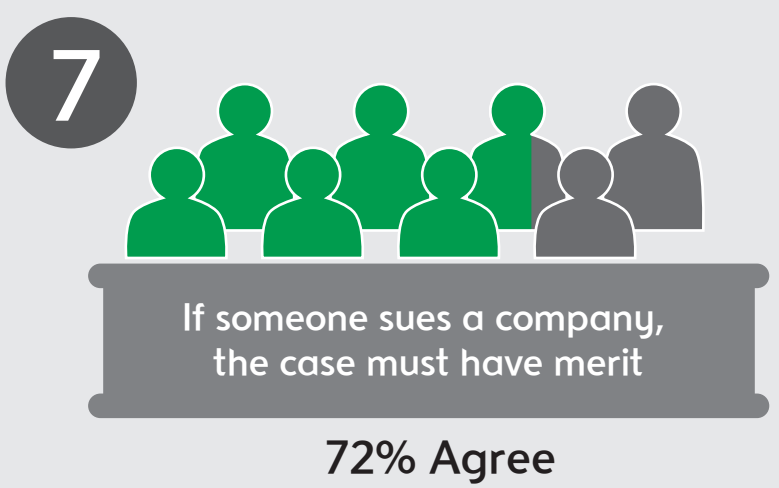
Corporate Mistrust



Government Mistrust



Trust of the Individual over the Corporation



Utah Note

Utah jurors rank among the most technologically savvy in the country, with over 76 percent using personal computers on a regular basis.

Utah Note

Utah jurors have a higher than average sense of personal responsibility, notable technical sophistication, enhanced emphasis on the ethical elements of parties' conduct over and above the legal aspects of the case, and a heightened role for the family and familial-type relationships in all aspects of society.

Utah Note

Salt Lake City jurors are conservative in awarding damages. They are extremely family-oriented and value commitment to family, tradition and group goals. Although typified by strong religious conservatism, evidence of unethical business practices is not more offensive in this venue than in others across the country.

How to avoid the anti-corporate bias pitfalls:

Before Litigation:

- Let the public hear from your executives
- Make social responsibility count
- Stay abreast of public perceptions of industry
- Exceed governmental regulations
- Treat every internal communication as an external communication



In the Courtroom:

- Plan early to differentiate your company
- Prepare your witnesses as if the entire case depends on their depositions
- Communicate remorse appropriately

Source: Persuasion Strategies National Surveys

<http://www.persuasionstrategies.com/>

