

August 24, 2022

*Via email: dfauss@magnusweb.com*  
Magnus Research Consultants, Inc.  
c/o David H. Fauss

I have known about Magnus for over 25 years. I went to seminars put on by the Florida Bar Association and the Florida Justice Association and watched presentations from Melissa Pigott, a renowned trial consultant with Magnus. I later got to personally know Melissa and David Fauss, the director of consulting for Magnus. I learned a lot from them. One of the things we, as trial lawyers, need to understand is how people think, particularly in groups. An understanding of what makes people make the decisions they make is critical to not only what we do as lawyers, but as human beings. I learned about "defense attribution theory". I learned much about determining whether a person will make decisions based solely on their personal life experiences by listening carefully to the language they use. Understanding these things made me a better litigator, particularly in depositions.

Years ago I teamed up with Steve Garner of the Smart Law Firm in Springfield, Missouri to try a month-long case in my local jurisdiction. We engaged Magnus for a focus group. Thank goodness we did that. Sometimes we lawyers look so much at the leaves we forget what the forest looks like, or even the tree. One of the persons in the focus group made a comment so elementary and so simple, yet so on point with our claim of negligence against the defendant, that it became a major theme of our liability case. I have also taken that simple comment with me and applied it in other cases since then. Melissa also helped us pick the jury in that case. After over a month, we obtained a multi-million dollar verdict. In fact, it was the first of its kind against this particular national defendant. The jury also found a basis for punitive damages.

**Musa K. Farmand** | Partner | mfarmand@lippes.com

10151 Deerwood Park Blvd., Bldg. 300, Suite 300, Jacksonville, FL 32256 Phone: 904.660.0020 Fax: 904.660.0029 [lippes.com](http://lippes.com)

New York: Albany, Buffalo, Long Island, New York City, Rochester // Florida: Jacksonville // Illinois: Chicago  
Ontario: Greater Toronto Area // Texas: San Antonio // Washington, D.C.

Ms. Kimberly Williams  
Progressive Insurance  
Page 2



In the right case, I highly recommend Magnus. They are thorough and smart. They understand exactly some of the hurdles you will need to overcome in order to win. They will help you put together a great game plan through a variety of tools, including demographic information, focus groups and even mock trials.

Plus, you'll learn much along the way that will help you in life as well.

Sincerely,

A handwritten signature in black ink that reads "Musa K. Farmand". The signature is written in a cursive style with a large, sweeping initial 'M'.

Musa K. Farmand