

SARAH TOPP PhD

Consultant

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CLIFTONSTRENGTHS®

LEARNER | HARMONY | INPUT | ACHIEVER | DISCIPLINE

Q: TELL US SOMETHING FASCINATING ABOUT HUMAN BEHAVIOR.

A: Humans are essentially storytellers. Humans participate in the world as storytellers and observers of narratives. Often, a good story can be more convincing than a good argument. Similarly, a good (affirmative) story tends to be more compelling than refutation or denial of another narrative.



EXPERIENCE

Dr. Topp has extensive experience in persuasion, social movement, public speaking, argumentation, and debate, having taught these subjects as an Assistant Professor of Human Communication and Director of Debate at Trinity University in San Antonio, Texas. Her background provides a firm foundation for her consulting practice, delivering exceptional results for JurySync clients.

Her strategic experience includes:

Case assessment to identify strengths and weaknesses from a jury perspective and themes most likely to resonate.

Tailoring high quality jury research to the unique needs of each client and case, then applying research learnings and past experience to strengthen the case theory and themes.

Design and implementation of public opinion and juror profiling surveys to evaluate the trial venue and identify predictors of support for each side in preparation for jury selection.

Jury selection in federal and state courts across the country, including preparation of juror questionnaires, voir dire questions and in-court observation and advice on the use of peremptory strikes.

ROLE

As a JurySync Consultant, Dr. Topp excels at researching and learning the unique nuances of every case in order to develop compelling messages that resonate with fact-finders. She draws upon her expertise as a social scientist and former debater to develop key messages, anticipate juror reaction, and use high-quality research to refine messages and prepare witnesses for trial.

EDUCATION

Dr. Topp earned both her MA and PhD in Communication Studies from the University of Kansas. She also holds a BA in Political Science and Sociology from Concordia College in Moorhead, MN.