

# Statement Analysis® Interviewing Techniques

Learn how to detect deception  
in a verbal and written statement

Statement Analysis® is the process of examining a person's words to see if the subject is being truthful or deceptive. Even though people may lie and withhold information their words will betray them. There are several ways you can phrase a statement. People will always word their statement based on all their knowledge. Therefore, their statement may contain information they did not intend to share. People will give you more information than what they realize. The key to detecting deception is to listen to what people are saying and to know what to look for in their statement.

In this seminar, Mark McClish will share his techniques on how to analyze a verbal and written statement to detect deception. He will also provide insight on how to obtain additional information from a statement. By using excerpts from today's headlines, Mark gives a presentation that is current and unforgettable. After attending this seminar, you will begin to observe things in a verbal and written statement that you never noticed before.

## MARK McCLISH

Mark was a Deputy United States Marshal for 24 years. From 1990 through 1999, he taught interviewing techniques at the U.S. Marshals Service Training Academy. During this time he conducted research on deceptive language and developed the Statement Analysis® techniques to determine if a person is lying. Since 1998, he has been giving presentations on his Statement Analysis techniques throughout the United States.

In 2009, Mark retired from the Marshals Service and started Advanced Interviewing Concepts. His company provides interviewing skills training and offers assistance in analyzing statements. Mark has appeared on numerous television and radio programs. He is the author of the books *I Know You Are Lying* and *Don't Be Deceived*.

## WHO SHOULD ATTEND

This seminar is only open to law enforcement personnel or those individuals who work in a law enforcement related field.

These techniques can be used when conducting or watching an interview, when listening to a 911 call or when analyzing a written statement.

## THE TECHNIQUES

Statement Analysis® is the most accurate way of detecting deception. When you use nonverbal communication techniques you have to read or interpret someone's body language. This means there is always the chance of misinterpreting. With the Statement Analysis® techniques, you never have to interpret or guess. This is because people mean exactly what they say.

Statement Analysis® is a registered trademark of Mark McClish

This one-day Statement Analysis®  
Interviewing Techniques Seminar  
is being hosted by the  
Madison Police Department

**Location of the Seminar**  
Madison Police Department  
Training Center  
5702 Femrite Drive  
Madison, WI 53718

**Date and Time**  
November 8, 2017  
8:00 a.m. – 5:00 p.m.

**Cost Per Participant**  
\$140

For those organizations sending three  
or more participants, the price is  
\$115 per participant.

**Registration**  
To register for this seminar, go to  
[www.StatementAnalysis.com/seminars](http://www.StatementAnalysis.com/seminars)

**Participants Will Receive**  
- A Statement Analysis Workbook  
- A certificate of completion

**Contact Information**  
For directions, hotel or other  
information please contact:

Sgt. Will Quast  
Madison Police Department  
608-261-5545  
[wquast@cityofmadison.com](mailto:wquast@cityofmadison.com)

This training has been approved by the  
IADLEST National Certification Program

## Registration Process

You can register for this seminar online at [www.StatementAnalysis.com/seminars](http://www.StatementAnalysis.com/seminars)

- Choose the seminar location from the list.
- Fill in your registration information.
- Provide a purchase order # if you have one.
- Print a W-9 if you need one.

## Payment Options

After registering, you will have the option to pay online with a credit card, by PayPal or you can pay by mail with a check. You can also call us 252-364-5375 and pay with a credit card.

Upon completion of the process, print your invoice/receipt.

If you paid online, you are done. If you are paying by mail, submit the invoice/receipt and the W9 to your finance department so they can issue a check.

## Confirmation

You will receive an email when you have completed the online registration. When your payment is received you will receive an additional email confirming enrollment in the seminar.

## Questions

If you have any questions regarding registration for this seminar, please call us at 252-364-5375.

## Lunch

There will be a one hour lunch break. Participants are responsible for their own meals.

## What people are saying about this training.

“This is a fantastic class. The knowledge I have taken from this course will make me a better interviewer.” – Investigator M. Garrison

“Mark takes deception detecting to the next level.” – Detective T. Peak

“Mr. McClish's statement analysis course has proven to be a very useful tool. I am far more competent in conducting background investigations.” – Investigator J. Scott

“A wealth of information in a short period of time.” – Detective J. Robbins

“It's amazing how much information can be hidden in words. Mark, thanks for opening my eyes and mind.” – Investigator T. Garsztka

## Contact Information

Advanced Interviewing Concepts  
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**For more information on the Statement Analysis techniques, visit our website at [www.StatementAnalysis.com](http://www.StatementAnalysis.com)**

# Statement Analysis<sup>®</sup> Interviewing Techniques

**Learn the most accurate  
way of determining if  
someone is lying**

**A seminar on detecting  
deception coming to your area**

**Presented by  
Advanced Interviewing Concepts**