



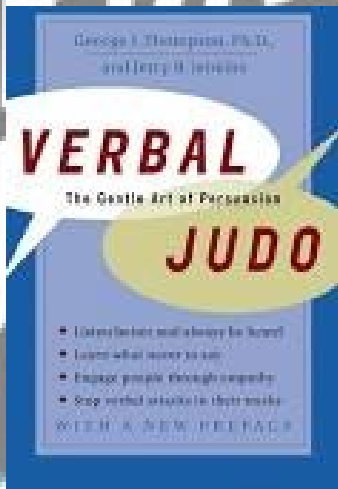
WWW.VERBALJUDO.COM



GEORGE J. THOMPSON, PH.D.,
and JERRY B. JENKINS

VERBAL

Thank you Dr. George Thompson, Ph.D



- Learn What Never to Say
- Engage People Through Empathy
- Always Be Heard
- Stop Verbal Attacks in Their Track



UPDATED
EDITION
WITH NEW
TECHNOLOGY



www.verbaljudo.com





The mission of the Verbal Judo Institute is to create a S.A.F.E.R. world by delivering practical and easy to learn strategies which empower people to effectively de-escalate conflict and potential violence.

What IS VERBAL JUDO?

Verbal Judo – the mastery of communication by redirecting behavior with words

JU = gentle / flexible **DO** = way

Redirection rather than **Resistance**

Maximum efficiency and maximum effectiveness with **Minimum Effort**

A **“Contact”** Art

Mastery through **Adaptation**

GOALS OF THE COURSE

- 
1. Personal **Safety**
 2. Enhanced **Professionalism**
 3. Decrease **Complaints**
 4. Decrease **Vicarious Liability**
 5. Lessen **Stress on the job and at home**
 6. Court **Power & Articulation**
 7. Increase **Morale**
 8. Improve **Outcomes**

PROFESSIONALISM DEFINED

The goal of professionalism is to minimize potential for resistance and to

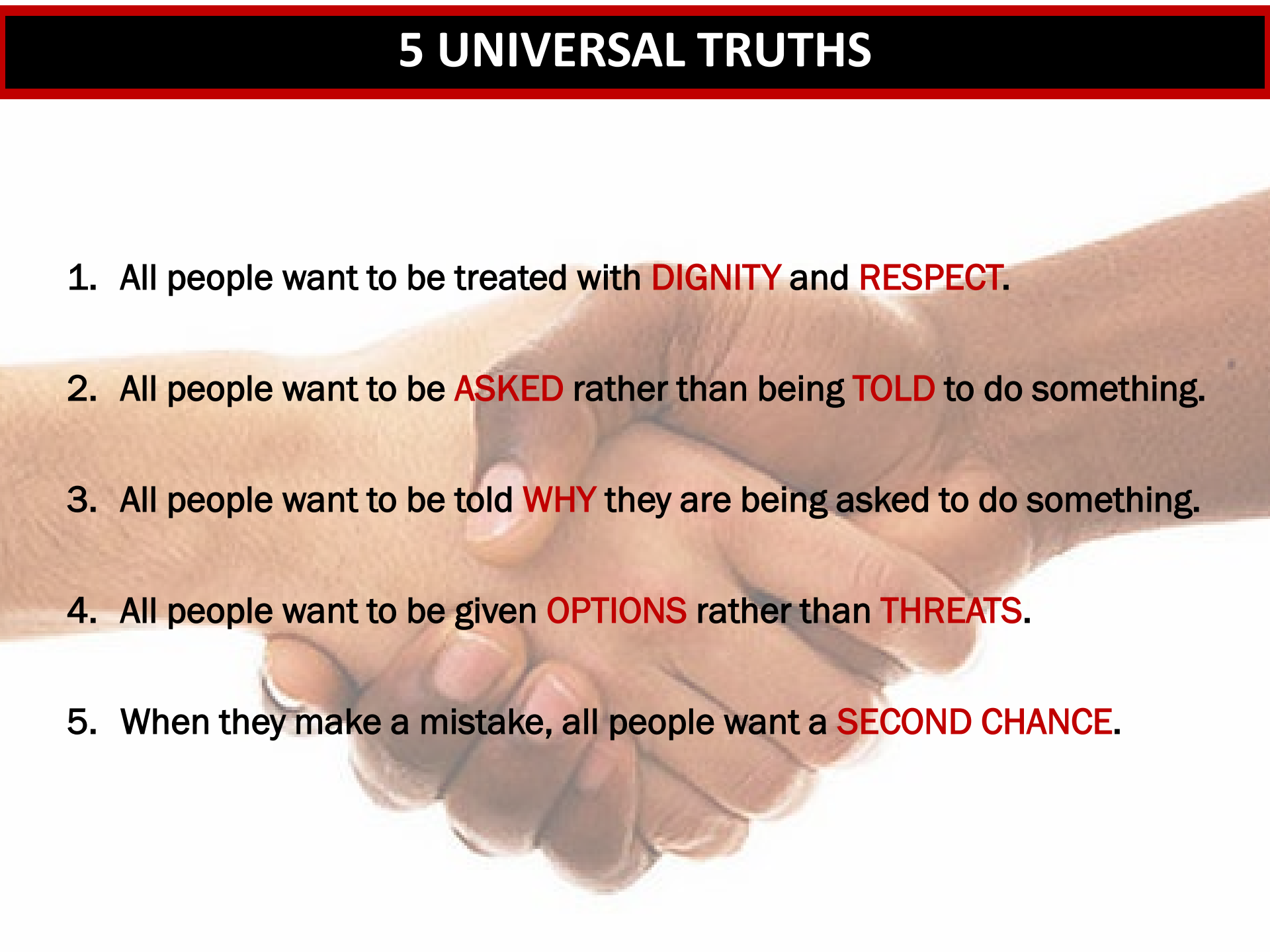
GENERATE VOLUNTARY COMPLIANCE



1. COLLABORATION

2. COOPERATION

5 UNIVERSAL TRUTHS

- 
- A close-up photograph of two hands shaking, symbolizing agreement or partnership. The hands are positioned in the center of the frame, with the fingers interlaced. The background is a soft, out-of-focus white.
1. All people want to be treated with **DIGNITY** and **RESPECT**.
 2. All people want to be **ASKED** rather than being **TOLD** to do something.
 3. All people want to be told **WHY** they are being asked to do something.
 4. All people want to be given **OPTIONS** rather than **THREATS**.
 5. When they make a mistake, all people want a **SECOND CHANCE**.

“SHOWTIME”

Showtime is the term used to mentally prepare yourself for the task at hand. It reminds you to use only your professional face and to use words that will Generate Voluntary Compliance.

“SHOWTIME”

1. You are an actor/actress on a stage
2. Verbal Judo is your script

You work in a fishbowl, everyone is watching.

You must leave your personal self at home and bring your professional self to the job.

People are willing to video your performance, and it takes less than four seconds to post it on social media.



COMMUNICATION



People rarely say what they mean when angry or upset.

Never REACT to the words, instead RESPOND to the meanings.

HABIT OF MIND: "MUSHIN"

THREE BEHAVIORS OF PEOPLE



NICE



DIFFICULT



DECEPTIVE

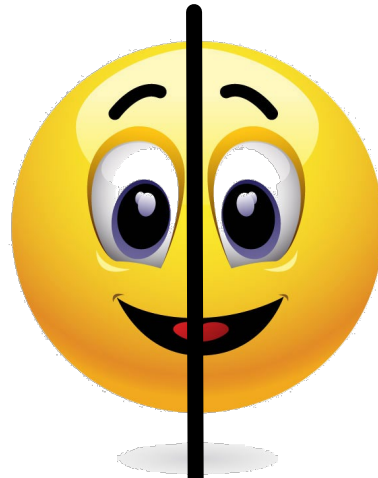
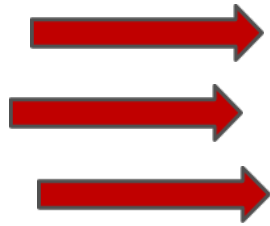
MUST BE SKILLFULL WITH ALL THREE

“It’s a race to the why; whoever controls the why controls the dialogue.”

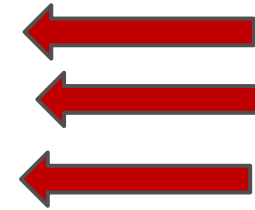
- Doug Haig

ANATOMY OF A VERBAL ATTACK

Personal Face



Professional Face



EGO

On this side, THEY have the **power**.

On this side, YOU have the **power**.

ANATOMY OF A VERBAL ATTACK

14 areas of attack on one's Ego:

1. Gender
2. Race
3. Physical Appearance
4. Age
5. Religion
6. Race
7. Politics
8. Education
9. Financial issues/money
10. Position (in society, or in an organization)
11. Experience/competence
12. Intelligence
13. Ethics/values
14. Family

ANATOMY OF A VERBAL ATTACK

Personal Face

Professional Face



On this side, THEY have the **power**.

On this side, YOU have the **power**.

HOW TO HANDLE VERBAL ABUSE

Natural Reaction = **Confrontation**

Vs.

Studied Response = **Deflection & Redirection**

- “Appreciate it, but or and ...”
- “I understand that, however...”
- “Oh, Yes, therefore...”
- “I hear that, nevertheless...”
- “**And** here is how we can solve the problem”

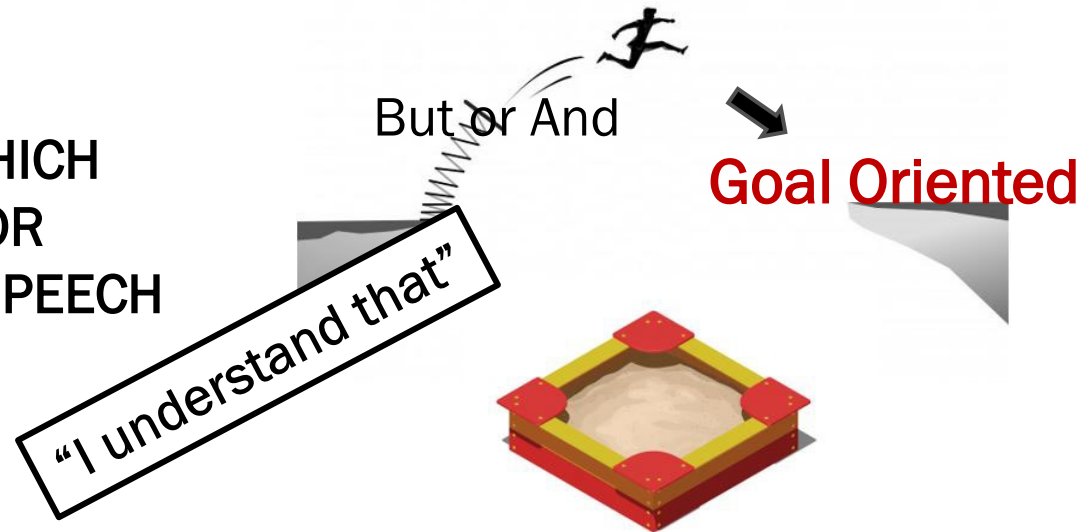
HOW TO HANDLE VERBAL ABUSE

Natural Language Is

DISASTROUS!

LESSON: NEVER USE WORDS WHICH RISE NATURALLY TO YOUR LIPS OR YOU'LL CREATE THE GREATEST SPEECH YOU'LL EVER REGRET.

Springboard – Focus Technique



Do not get stuck in the situational sandbox.

But or And ... Add professional language → Goal oriented and designed to **Generate Voluntary Compliance, Cooperation and Colaboration** (G.V.C.)

COMMUNICATION

From The Receiver's Point Of View



Content = 7 - 10%

Words

Voice = 33 - 40%

Tone

O.N.V. = 50 - 60%

Proxemics & Body Language

93% of your effectiveness lies in your **Delivery Style**

Proxemics = Spatial Relations. Where you are you positioned in relationship to the other person and will it enhance or inhibit communication?

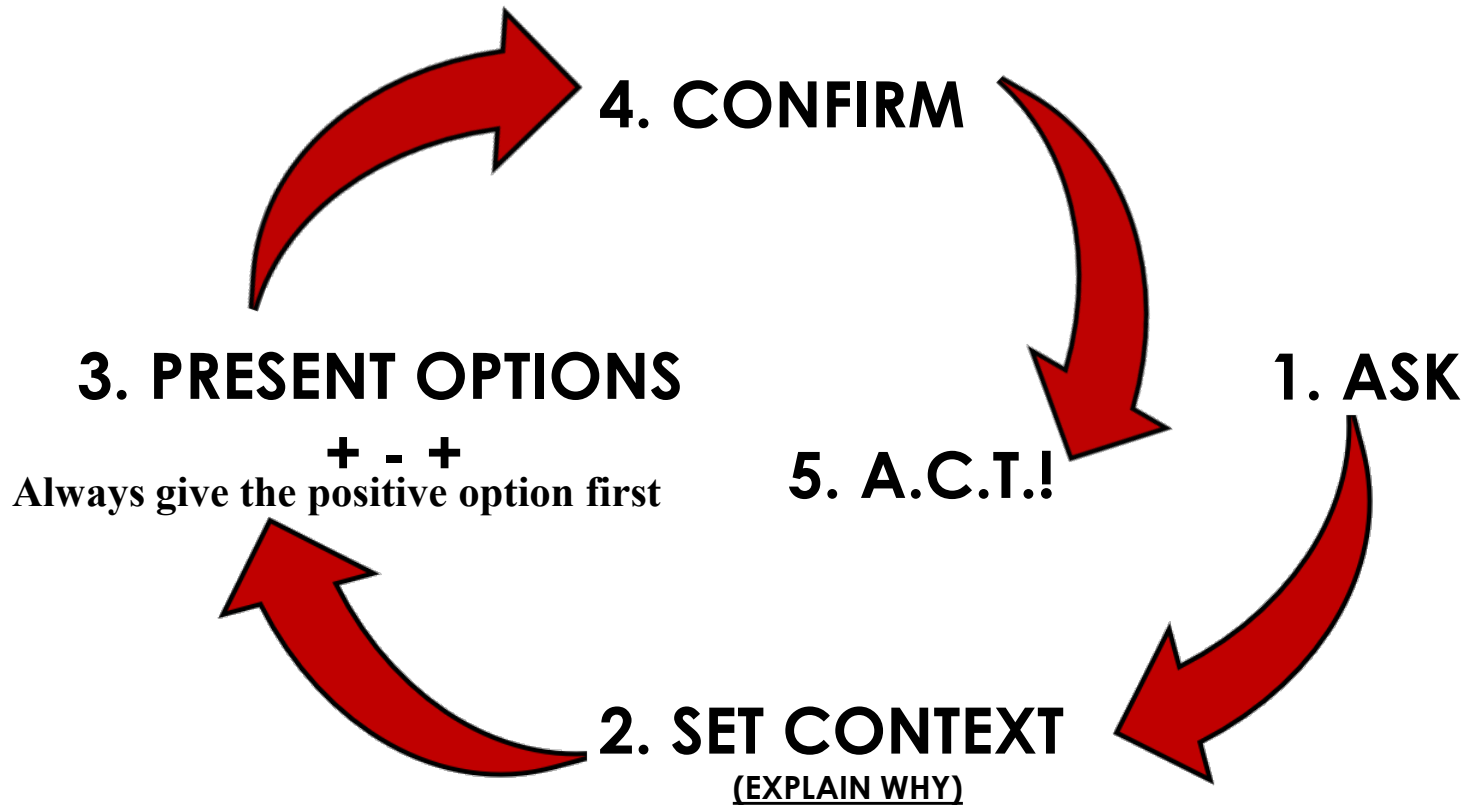
COMMUNICATION

Tone of voice = Attitude

Role = As an actor on a stage, your contact sees you as the role they want you to play. You must perform the role in a way which most effectively generates voluntary compliance.

Mike "Ziggy" Siegfried

5 - STEP KATA



A.C.T. = Actions Consistent with Training



For information about Verbal Judo® or to schedule a course for your agency, contact:

Michael Freeman, Associate Instructor

The Verbal Judo® Institute, Inc.

michael@verbaljudo.com

(405) 990-5952