



Information Brochure

Verbal Judo®™

For

The Contact Professional

One Day Seminar

Presenter
Australasian Director
Will King

Verbal Judo Australia
is the sole provider of Verbal Judo training throughout Australasia

Minnelly Pty Ltd (A.C.N. 102 969 326)
T.F.T. Swell Trust T/A Verbal Judo Australia

WHAT IS VERBAL JUDO?

Verbal Judo teaches the 'Art of Persuasion' using specific tactical communication strategies that allows the user to use their presence and words to redirect another's behaviour and generate voluntary compliance. It is a philosophy that will show you how to be better prepared in every verbal encounter, to listen and speak more effectively, to engage others through empathy and to avoid the most common conversational disasters.

What differentiates Verbal Judo from other courses on communication, is that it **offers solutions that work when people are under pressure.** It provides techniques and patterns of behaviour that have been tested on the street by law enforcement officers, whose very lives have depended upon their effectiveness.

Verbal Judo shows how to look creatively at conflict, offering specific, powerful, and useable strategies to resolve tense situations. You will learn to respond to situations, rather than react to personal feelings, understanding how to deal with difficult people using conflict management tactics to defuse confrontive encounters.

The course has precisely defined training goals that address concerns of importance, both to administration and to the individual employee:

CONFLICT MANAGEMENT: Employees learn to use words to prevent confrontations from becoming volatile situations, and can thereby save themselves from unnecessary conflict, tension, and abuse, and above all enhance their personal safety.

ENHANCED PROFESSIONALISM: Employees recognise the impact their words have on the public and use language appropriate to each encounter. They perform well before audiences they encounter, thus creating a positive business attitude.

REDUCED VICARIOUS LIABILITY: Employees who handle encounters skilfully and professionally are less likely to generate complaints and lawsuits. Those trained in Verbal Judo will be able to describe their reasoning and explain their actions according to professional principles.

This program is designed for people whose professions require them to deal with the public, and provides efficient, effective, and proven methods of dealing with difficult people under pressure and at the same time reducing tension, stress and conflict.

VERBAL JUDO

BENEFITS OF VERBAL JUDO TRAINING

Organisations can expect that once their staff are trained in Verbal Judo, they will know the following:

- How to use Words to achieve professional purposes and how to resist using language to express personal feelings.
- The Goal of Professional Discourse, and how to generate compliance from people using their Presence and Words.
- How to control themselves inside so they can exert control on the outside.
- How to professionally handle verbal abuse.
- How to employ empathy and the art of “Representation” to become Contact Professionals, maintaining self-control and staying in contact with the needs of the organisation and their audience – the public.
- How to effectively deliver words that are on target by first understanding the receiver’s point of view. This includes a distinct tactical approach for dealing with difficult people: “The Five Step Hard Style Kata of Persuasion”.
- The arts of “Translation,” to ensure that what we say is actually what we intend, and “Mediation,” delivering words in the form of a personal appeal, to achieve voluntary compliance from people who are under temporary emotional influences, ranging from anxiety, despair and frustration, to fear, anger and prejudice.
- The Tactical Eight Steps, which allows staff to remain professional and calm when needing to “Meet & Greet” people, especially under trying or pressure conditions.
- How to use the four appeals of persuasion, and principles of disinterest.
- The five conditions where words demonstratively fail and staff must move beyond words to appropriate action



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Please allow me to introduce myself;

My name is *Will King* and I am the Australasian Director for the Verbal Judo Institute Inc, USA, and the sole provider of Verbal Judo training throughout Australasia.

Verbal Judo is the top rated tactical communication course of its type in both the USA and Australia, and is now also being conducted by Associates in Canada, the UK, and Europe. In Australia the training has been adopted nationally by numerous medical, educational and professional organisations, as well as police and law enforcement agencies, with over 30,000 people having received the training since 1993.

George Thompson Ph.D., is the President and Founder of the Verbal Judo Institute Inc, and created this unique training programme by utilising his diverse experience as an English professor, expert martial artist, and “hands on” research as a police officer.

The principles and tactics taught enable graduates to redirect hostile people, diffuse potentially dangerous situations, and perform professionally under all conditions. This Course differs from others in the respect that it has been tried and tested by over 500,000 police officers in the USA, Canada, and Australia, and it WORKS. I have had 21 years experience as a police officer in Western Australia, and have found the benefits of this training immense for both the organisation and the individual. The benefits of Verbal Judo *apply not only in law enforcement, but any situation* which puts people at odds with each other.

I have been a practitioner and Instructor in Verbal Judo since 1993, and in 1995 after having completed extensive training in the USA with Dr Thompson, accepted the position of “*Sole Australasian Associate and Trainer*” for the Verbal Judo Institute Inc, USA. I left the Police Service in 1997 to present this training on a national level due to its popularity and demand.

For your information I have included the following;

- my qualifications
- goals and benefits of Verbal Judo training
- brief overview of founder of course, George J. Thompson Ph.D
- course details and lesson abstract
- comments from persons who have undertaken the training.

For further information regarding this vital training please contact this office, or visit our **website www.verbaljudo.com.au**

Thank You.

Verbal Judo Australia

Registered and Licenced Australian Branch of the Verbal Judo Institute Inc, USA

The Verbal Judo Institute Inc, USA is internationally recognised as a world leader for its unique tactical communication training programmes.

- Will King -

Australasian Director and sole Australasian provider for the Verbal Judo Institute Inc. Certified by George J. Thompson Ph.D., President and Founder of the Verbal Judo Institute Inc, USA.

Business Name - **Verbal Judo Australia**
(Minnelly Pty Ltd (A.C.N. 102 969 326) Trustees for the Swell Trust T/A Verbal Judo Australia)

Address: P.O. Box 1180, Midland, Western Australia 6936

Certificates of Competency -

- 1993 – Wisconsin State Police Academy, USA.
- 1995 – Wisconsin State Police Academy, USA
- 1995 – Akron University, Ohio USA.
- 1997 – Verbal Judo 11, Advanced Instructor Training – Institute of Police Technology and Management – University of North Florida

- 1996 – Invited as an expert guest speaker by Victoria Police to address Australasian Seminar for National Standards on Operational Safety and Tactics Training.

Qualifications: Other –

- 1988: Certificate in Police Studies
- 1989: Police Self Defence Instructor
- 1991: Brown Belt Certification – Kung Fu (Assoc of Aust)
- 1993: Glock Pistol Instructor's Course (Missouri USA)
- 1995: Workplace Assessor - Nationally Recognised
- 1996: Certificate 1V Police Defensive Tactics – Instructor
- 1996: Workplace Trainer (W.A. School of Management and Business)
- 1996: Diploma of Policing
- 2002: Certificate IV Workplace Trainer & Assessor

Awards:

- 1996: (Western Australia Police) The National Medal for Service
- 2002: (Australian Military) Anniversary of National Service 1951 – 1972 Medal

GEORGE J. THOMPSON, Ph.D.

George J. Thompson is the President and Founder of the Verbal Judo Institute, based in Auburn NY. He has applied his diverse experience, including ten years as an English Professor, as well as five years as a police officer, to create an internationally recognised training program in Tactical Communication. George has taught over 300,000 police officers from over seven hundred police departments in the USA and Canada. He is a martial artist with Black Belts in Judo and Tae Kwon Do, and also the author of three books on Verbal Judo, the latest entitled "Verbal Judo: The Gentle Art of Persuasion"

George has also been featured on several national television shows, including Inside Edition, 48 Hours, CBS, ABC, CNN and has appeared as a guest Instructor on the Law Enforcement Training Network.

Dr Thompson was voted an Outstanding Educator of America, and has had numerous articles based on his experiences published in papers and magazines throughout the USA.

He has also taught numerous corporations like IBM, Metro Life, General Motors / Oldsmobile.

WHY TRAIN?

Although law enforcement agencies have six "force options" available to them; ie – Presence, Words, Empty-Hand Control, Chemicals, Impact Weapons and Firearms – most organisations can only avail themselves to the first two, and at times three. Only the first two, Presence and Words, can promise a non-violent resolution to confrontive encounters.

In addition, only these two have the power to reduce vicarious liability suits, improve public relations, and increase personal safety.

Employees to date, have received little or no specific training in the use of Appropriate Presence and Words as force options. Daily, these people are faced with the prospect of attempting to generate VOLUNTARY COMPLIANCE from difficult people, and we should train them in this most difficult and important art.

The cost of neglecting such training will be measured in the loss of productivity, business and public opinion.

Verbal Judo Australia

ONE DAY SEMINAR

FOR

“THE CONTACT PROFESSIONAL”

Internationally recognised training that teaches specific principles and tactics that allow users to redirect the hostile or aggressive behaviour of others, and generate voluntary compliance. This is the most popular one day course conducted for government agencies including local government, education and health professionals, as well as private business professionals

INTRODUCTION: THE FIVE GOALS OF THE COURSE
TRAITS OF A PROFESSIONAL

MODULE ONE: THE GOAL OF THE PROFESSION
FORCE OPTIONS USED TO ACHIEVE GOAL
HABIT OF MIND
THE CONTACT PROFESSIONAL
ART OF REPRESENTATION

MODULE TWO: TWO SURVIVAL TRUTHS OF COMMUNICATION

MODULE THREE: VERBAL KARATE VS VERBAL JUDO: DEFINITION;
PHYSICAL DEMONSTRATION
VERBAL JUDO ILLUSTRATED: “THE FIVE STEP HARD
STYLE OF PERSUASION”
THE TACTICAL EIGHT STEPS

MODULE FOUR: E.R.P.P. – THE FOUR APPEALS OF PERSUASION
S.A.F.E.R. – MOVING BEYOND WORDS

INTRODUCTION

There are five goals for teaching Verbal Judo:

1. PERSONAL SAFETY
2. ENHANCED PROFESSIONALISM
3. LESS COMPLAINTS
4. LESS VICARIOUS LIABILITY
5. LESS STRESS

Employee's are safer when they use their words to achieve a professional purpose rather than express their personal feelings. The most dangerous weapon a person carries is the 'cocked tongue;' he / she must learn to use words as tools, not weapons. Mind and mouth disharmony causes violence.

Everything taught in Verbal Judo can markedly enhance a persons ability to look and sound good, as well as be good. How we do what we do is often the difference between success or failure, and employee's are taught how to deliver 'bad news' to others with dignity and respect.

This stress on the 'art of delivery' results in staff generating less complaints from their interaction with the public, and hence less law suits. Departments trained in Verbal Judo have seen huge reductions regarding the complaints received from the public, and an untold amount of dollars saved in civil actions. All of this results in less stress for the employee and the organisation.

1

An in depth definition of the public employee's profession, defining its central goal, and the force options used to achieve that goal, stressing presence and words as the first two options; its necessary habit of mind - 'MUSHIN,' or a still, unbiased mental centre, and its new name, 'The Contact Professional,' who is an artist at representing something other than him / herself.

This Module defines and shows how to become the consummate professional.

2

The public employee works in an area of verbal assault, and in this section staff are taught the theory necessary to understand how to perform a 'professional self' before the public. Knowing more about communication than the people they will meet, enables employee's to become who they have to be to handle the difficult situations they will face daily. The module stresses that 93% of an employee's effectiveness lies in HIS / HER delivery style, not their message, and they are shown how to use their 'style' more effectively and safely.

3

Employee's are shown the difference between an offensive, attacking style of language, Verbal Karate, and the professional re - directive power of Verbal Judo. Terms are defined and technique over brute power is shown in a physical demonstration. Verbal Judo is then illustrated in action through the 'Five - Step Hard Style' form of persuasion using street examples. The limits of words and how to reach their maximum power is taught.

In this section we also teach a more powerful walk up and talk approach to people, one which elicits far less resistance and misunderstanding, and sounds professional and strong throughout. Put together, these two disciplines arm employee's with a TACTICAL ADVANTAGE they have never had before. THERE IS A BETTER WAY TO DO BUSINESS, AND THIS IS IT!

4

Here we teach the four basic appeals of Persuasion. Knowing the four appeals enables employee's to remain flexible in their approach to persuasion, and more efficient in their use of words. Knowing the ethical and verbal principles helps them stay centred and focused on the goal of generating voluntary compliance rather than reacting to personal feelings.

NO EMPLOYEE IS SAFE IF THEY ARE TALKING WHEN THEY SHOULD BE ACTING!
Hence, we teach the five times when words fail - summed up by the acronym S.A.F.E.R., and show employee's how to evaluate a threat and to move to other appropriate force options.

Verbal Judo Australia

offers the following seminars to organisations and agencies, and the training can be tailored to suit individual requirements.

ONE DAY SEMINAR IN TACTICAL COMMUNICATION for "The Contact Professional."

For;

Personnel / employee's who are not involved in law enforcement but deal with members of the public in the normal course of their business, and at times under stressful conditions. For Example;

hospitality industry	para – medic / ambulance officers
medical profession	local government
travel / tourism industry	media
education	corporate business

ONE DAY SEMINAR - for Law Enforcement / Security Officers.

This teaches a set of specific principles and tactics with which officers can redirect the hostile or aggressive behaviour of others and generate voluntary compliance.

TWO DAY SEMINAR - for Law Enforcement Officers / Police Officers

The principles and tactics taught in the One Day seminar are expanded upon and enhanced by the use of video taped scenarios and live footage depicting situations where communication strategies are employed. Additional subjects relating to officer safety and professional tactics are covered in detail.

TWO DAY SEMINAR - for Supervisors / Managers

Leadership, supervision and self management are crucial for success in any organisation. This powerful seminar details Verbal Judo training from a supervisory perspective and provides a unique system and style of business which allows managers and supervisors to perform professionally under all conditions.

VERBAL JUDO AUSTRALIA

The following is a combination of comments written to Will King, Australasian Director of the Verbal Judo Institute, by persons who have undertaken the training. These remarks have been included to help you get a glimpse at the response to, and the impact of our training.

Extremely valuable- a justified and proven set of techniques to ensure difficult situations do not create a problem for the practitioner, client, or organisation. Presentation very well done: Dynamic and relevant. Top performance.. All staff should be encouraged to attend: if this was universal it would be great. – *Course member Royal Perth Hospital*

Well presented and of a most practical nature. Presentation extremely well structured and delivered in animated and effective manner. Lecturing skills are of the highest order, and enhanced the credibility of the course content. – *Course member Girrawheen S. High School*

Content very informative, and has given me a different way of approaching certain situations with more confidence & hopefully with greater success. Presentation very clear and concise, but most of all very professional. Recommend this course to any person who has to deal with the public. - *Course member Burswood Casino Resort - WA.*

Content amazingly helpful - realistic, in plain language, immediately applicable to my role as a Principal. Strategies clear and can be applied after practice. Presentation highly engaging, humour used to good effect. Outstanding professional development for me in my role, and equally as important in everyday life. All people could benefit from this course. - *Course member Education Dept W. A.*

Content relevant and useful. Presentation interesting; kept me interested, alert and awaiting the next segment. It was refreshing to do a course that dealt with people as they can be (ie messy & aggressive) instead of a unreal "perfect world" scenario - *Course member Burswood Casino (Gaming)*

Content – Incredible, very powerful. Presentation an absolute pleasure and very well given considering the length of the course. All staff must have this training in a formal context. – *Course member AIMS Corporation.*

Content – Excellent. I've done it before, but it was great to have a refresher. It's great to use and I've done so successfully in a number of difficult situations. Presentation - Excellent. Will presented it very well. Great stories. I'll be checking out the website and I'll try to get a hold of the book at the library, as I'd love to find out more about it. – *Course member Mosman Municipal Council NSW*

Content very good and informative, well worth coming. Presentation excellent, Will did a great job, good to see that he has worked in the field. One of the best courses that I have attended. - *Course member Burswood Casino Resort*

Content – Excellent. Presentation – Superb. Totally different concept to other communication courses attended. Will be extremely useful. - *Course member Wingecarribee Shire Council NSW*

Content very well organised and easy to understand. Works well to incorporate in any situation regardless of priority. Brilliantly presented by someone who has earned my Respect. The course was clearly set out and interesting in every way. Thank you Will, I have learnt a great deal within the day. I am usually a vulnerable person who wouldn't cope normally with difficult situations. I'm Sure I will now. - *Course member Radiology RPH*

Content very interesting, realistic in everyday life scenario's. Presentation good, simple, straightforward - points delivered. At last a training course I can really relate to - will be very helpful at work as well as outside work.. - *Course member Burswood Casino Resort*

Content related very well with each section of our department. I think everyone can relate to this course. Presentation by Will King was Excellent. He had everyone interacting with questions and answers. I found the course rewarding and recommend it to anyone or firm to use as all walks of industry can relate to this Course - *Course member City of Perth Parking Services*

Content Excellent - Thorough - Informative & Meaningful. Presentation Superb - style matched the message and underlying principles - Essential in my mind for believability and value of attention of participant. Exciting - great balance of information / humour - very appreciated on a Saturday! 'This would be excellent as a HOSPITAL POLICY & ESSENTIAL FOR ALL STAFF. For some, eg Security, it would make their job far easier. Very pleased I made the time to come - my cost - my time - I would recommend it highly. - *Course member Royal Perth Hospital*

The content was very informative with practical applications shown in easy to remember steps. The presentation was clear and concise and left no doubt as to handle verbal confrontations. I have attended many courses on similar lines, but found this one far superior to all others. - *Course member City of Perth Parking Services.*

The content was applicable to our industry, and very educational. Presentation Excellent and very beneficial to myself. More drivers should have attended because it is a survival skill in learning more about good and effective communication. - *Course member Swan Taxi's...Perth. W.A.*

The content was great – very applicable to the situations we deal with. Presentation was great – I was 'spellbound.' The role plays or scenario's you related throughout the 2 days were great. A great course by a great presenter. Thanks for giving me some new skills Will. *Course member C.A.L.M. W.A.*

Serious stuff with terrific anecdotes to illustrate the point. Very Useful. Presentation well done. You do a great job as a presenter. Thanks Will. I will happily recommend Verbal Judo to others. In fact - it should be essential for all teaching staff. - *Course member Education Dept, West Australia*

Content - Fantastic - Presentation - Brilliant..... I wish our whole hospital could attend the program, especially administration. - *Course member Bunbury Health Services West Australia*

Content – Excellent – covers most of my work and problems. Presentation excellent – I could relate to and understand everything. This is rare. I would recommend this course to anyone. - *Course member Queensland Rail - Australia*

Sample of “Verbal Judo Australia” Clients

<p><u>Police</u></p> <p>New south Wales Police Northern Territory Police Queensland Police Service South Australia Police Victoria Police West Australia Police Service</p> <p><u>Law Enforcement</u></p> <p>AIMS Corporation, WA Australian Quarantine Inspection Service, WA Australian Protective Service, A.C.T Department of Corrective Services, NSW Dept of Justice , Hakea Prison WA Department of Juvenile Justice, NSW</p> <p><u>Government</u></p> <p>D.I.M.I.A - W A Dept Conservation & Land management, WA Dept of Environment, WA DOCEP, WA Fisheries, WA Dept of Justice , Court Services, WA National Parks & Wildlife Service - NSW Kakadu National Park - Jabiru NT Uluru-Kata Tjuta National Park - NT Queensland Parks & Wildlife Service RSPCA-Perth RSPCA-Sydney Tasmania Parks & Wildlife Queensland Rail State Revenue Department, W A Westrail, WA</p> <p><u>Health Services</u></p>	<p><u>Education (continued)</u></p> <p>Amaroo Primary School, Collie WA Applecross Senior High School, WA Armadale Senior High School, WA Balwyn High School, Victoria Bunbury Primary School - WA Busselton Senior High School - WA Cannington High School – Principals, WA Edith Cowan University, WA Education Department, WA Joondalup Primary School, WA Kent St S.H.School, WA Leeming Senior High School, WA Lockridge Senior High School, WA Newman Senior High School, WA Penrhos College, WA Port Hedland S.H. School, WA Swan View S.H. School, WA Tom Price S.H. School, WA WASSRA - WA</p> <p><u>Local Government</u></p> <p>Adelaide City Council, S.A. Alice Springs City Council, NT Bankstown City Council, NSW Blacktown Council, NSW Baulkham Hills Council, NSW Botany Bay City Council, NSW Cairns City Council, Queensland Campbelltown City Council, NSW City of Armadale, WA City of Bayswater, WA City of Belmont, WA</p>
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<p>Albany Regional Hospital, WA Armadale Health Services, WA Bunbury Health Services, WA Carnarvon Hospital WA King Edward Memorial Hospital, WA Murchinson Health, Meekatharra WA Peel Health Campus, Mandurah WA Port Hedland Regional Hospital, WA Royal Perth Hospital, WA</p> <p><u>Airlines</u></p> <p>Qantas Airways, Australia Skywest Airlines, WA Westralia Airports Corporation, WA</p> <p><u>Business</u></p> <p>Alcatel - NSW Australian Furniture Removers Assoc Bus Association of Victoria Coles Myer CSM Technology-Darwin NT Jardine Lloyd Thompson, Perth WA Walkers Moving & Storage, Queensland</p> <p><u>Hospitality</u></p> <p>Burswood Casino Resort, W A Conrad Jupiters – Gold Coast, Queensland Lasseters Hotel Casino, Alice Springs, NT M.G.M. Grand Casino, Darwin, Australia Sydney Harbour Casino (Security), NSW</p> <p><u>Education</u></p> <p>Albany District Education Region, WA</p>	<p>City of Geraldton, WA City of Joondalup, WA City of Melbourne, Parking Services, Victoria City of Perth – Parking Services, WA City of Melville , WA City of Stirling , WA City of Subiaco, WA City of Sydney, NSW Coffs Harbour City Council, NSW Community Vision Inc, Joondalup WA Darwin City Council Dubbo Council, NSW Eurobodalla Shire, NSW Fairfield Council, NSW Holroyd Council, NSW Lake MacQuarie Council, NSW Lgov Learning - NSW North Sydney Shire Council, NSW Parramatta City Council, NSW Penrith City Council, NSW Rottnest Island Authority, WA Shell Harbour Council, NSW Shire of Roebourne, WA Shire of Swan, WA Sutherland Shire Council, NSW Town of Victoria Park – Rangers, WA Warringah Council, NSW Wollongong City Council, NSW Woollahra Municipal Council, NSW</p>
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