



Information Brochure

Verbal Judo^{®™}

For

Law Enforcement Officers

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**



ABN 65 350 187 401
P.O. Box 1180, Midland, Western Australia 6936

Phone & Fax (08) 9294 4881 | Email will@verbaljudo.com.au
Mobile 0408 090 696 | Website www.verbaljudo.com.au

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 police and law enforcement agencies, as well as medical, educational and professional organisations, 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 300,000 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 “*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, California, 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

WHAT IS VERBAL JUDO?

Verbal Judo, or Tactical Communication, enables officers to further preserve law and order while maintaining their own and the public's safety-by using Appropriate Presence and Words as force options.

Verbal Judo is the principle of Judo itself: using the energy of others to master situations. It contains a set of communication principles and tactics that enable the user to generate cooperation and gain voluntary compliance in others under stressful conditions, such as hostile suspects, upset or frightened victims, or any action which places the officer and the community at odds with each other.

Verbal Judo teaches a philosophy of how to look creatively at conflict, offering specific, powerful, and useable strategies to resolve tense situations. The presentation is geared primarily, but not exclusively, to law enforcement 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 street officers:

SAFETY: Officers use words to prevent confrontations from becoming violent situations, reducing the potential injury to officers and citizens.

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

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

This program is designed for officers whose duties require them to resolve tense confrontations peacefully and safely. Verbal Judo is the top rated law enforcement communication course in the USA with over 300,000 officers as graduates.

VERBAL JUDO

Verbal Judo teaches a philosophy of how to look creatively at conflict and use specific strategies and tactics to find peaceful resolutions. These skills are beneficial to officers in their duties because dealing with the public is often difficult and trying emotionally. Maintaining a “professional face” is crucial if officers are to remain under emotional control and able to effectively find solutions to potentially violent encounters without escalating to physical force options. Further, where there are times that such physical force options are indeed necessary to protect both citizens and officers, such force must always be part of the professional process so officers are protected within the four arenas: with our peers, on the streets, in the courtroom, and with the media.

BENEFITS OF VERBAL JUDO TRAINING

Departments can expect that once its officers are trained in Verbal Judo, they will know the following:

- The Goal of Law Enforcement Work: To generate voluntary compliance using one or more of the six force options.
- How to use Words to achieve professional purposes and how to resist using language to express personal feelings.
- How to control themselves inside so they can exert control on the outside.
- 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 department 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 two distinct tactical approaches for dealing with difficult people: the tactical eight steps and the five step 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, frustration and fear, to anger, rage and prejudice.
- How to read others and diagnose a verbal encounter.
- How to use the four appeals of persuasion and the twenty-four principles of street work.
- The five conditions where words demonstratively fail and officers must move beyond words to physical force options.

GEORGE J. THOMPSON, Ph.D.

George J. Thompson is the President and Founder of the Verbal Judo Institute, based in Auburn N.Y. 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 one thousand police departments in the USA, Canada, and Australia. 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 has been 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, and General Motors / Oldsmobile.

WHY TRAIN?

Every year law enforcement agencies spend hundreds of thousands of dollars on defensive tactics and weapons training for their enforcement officers. In some states, the cost of ammunition alone reaches well into the six figure bracket. Every year, this amount and more can be spent by departments defending themselves in lawsuits brought against its officers for unnecessary use of force.

Officers are often injured or killed in confrontations that escalated beyond the power of control holds, sticks, or guns to control the situation.

Of the six "force options" available to police officers - Presence, Words, Empty-Hand Control, Chemicals, Batons, and Firearms - only Presence and Words can promise a non-violent resolution to street encounters.

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

Officers to date have received little or no specific training in the use of Appropriate Presence and Words as force options. Daily, officers must attempt to generate VOLUNTARY COMPLIANCE from difficult people, and we should train our officers in this most difficult and important art.

The cost of neglecting such training will be measured in blood, money, and public opinion. Our officers must be as competent with words as they are with firearms.

Verbal Judo Australia

VERBAL JUDO FOR LAW ENFORCEMENT OFFICERS

“LESSON ABSTRACT”

ONE DAY SEMINAR

- TRAINING OBJECTIVES:** THE FOUR MODULES ARE COMPRISED OF THE FOLLOWING INFORMATION;
- INTRODUCTION:** THE SEVEN GOALS OF THE COURSE
TRAITS OF A PROFESSIONAL
- MODULE ONE:** THE GOAL OF THE LAW ENFORCEMENT OFFICER
THE FORCE OPTIONS USED TO ACHIEVE THIS GOAL
THE HABIT OF MIND NECESSARY
THE CONTACT PROFESSIONAL
THE ART OF REPRESENTATION
- MODULE TWO:** TWO SURVIVAL STREET TRUTHS OF COMMUNICATION
- MODULE THREE:** VERBAL KARATE VERSUS VERBAL JUDO: DEFINITION
PHYSICAL DEMONSTRATION
VERBAL JUDO ILLUSTRATED: “THE FIVE STEP HARD
STYLE OF PERSUASION.”
THE “TACTICAL EIGHT STEP STEPS”
- MODULE FOUR:** S.A.F.E.R. HOW TO RECOGNISE WHEN WORDS FAIL
AND BE PREPARED TO MOVE TO ACTION:

INTRODUCTION

There are seven goals for teaching Verbal Judo to law enforcement officers:

1. Officer Safety
2. Enhanced Professionalism.
3. Less Complaints
4. Less Vicarious Liability
5. Less Stress
6. Increased Court Power
7. Increased Morale

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

Everything we teach in Verbal Judo can markedly enhance an officer's 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 we teach officer's how to deliver 'bad news' to others with dignity and respect.

This stress on the 'art of delivery' results in officer's generating less complaints from their interaction with the public, and hence in generating less law suits from actions pursued on the streets. Departments trained by The Verbal Judo Institute Inc, have seen huge reductions regarding complaints from the public, and an untold amount of dollars saved in law suits. All of this results in less stress for the officer and the department.

Officer's morale is heightened as they are more confident and knowledgeable due to their professional delivery style, and their reports both written and oral are more articulate.

The rest of the Introduction argues that the profession of a law enforcement officer ranks equally with such professions as medicine and law because of the burden of performing before the public in life and death situations. We are licensed to practice our profession and to bring peace out of disorder by the way in which we interact with the public.

1

An in depth definition of law enforcement as a 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.

In this Module we define and show how to become the consummate professional.

2

The law enforcement officer works in an area of verbal assault, and in this section we teach officers 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 officer's to become who they have to be to handle the difficult situations they will face daily. The module stresses that 93% of an officers's effectiveness lies in HIS / HER delivery style, not their message, and we show them how to use their 'style' more effectively and safely.

3

Here we teach officer's the difference between an offensive, attacking style of language, Verbal Karate, and the professional re - directive power of Verbal Judo. We define our terms and demonstrate technique over brut power in a physical demonstration. We then illustrate Verbal Judo in action through the 'Five - Step Hard Style' form of persuasion using real street examples. The limits of words and how to reach their maximum power is taught. If words fail, the correct application of physical force, if necessary, can be justified. The Five Steps should also appear in all Use of Force reports, to the benefit of the officer and the department.

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 officers with a TACTICAL ADVANTAGE they have never had before. THERE IS A BETTER WAY TO DO BUSINESS, AND THIS IS IT!

4

NO OFFICER IS SAFE IF HE IS TALKING WHEN HE SHOULD BE ACTING!

Hence, we teach the five times when words fail - summed up by the acronym S.A.F.E.R., and show officers how to evaluate the threat and to move to other appropriate force options. Whenever physical force is used, S.A.F.E.R. should appear in the officer's report, professionally demonstrating the necessity of such force.

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

medical profession

travel / tourism industry

education

para – medic / ambulance officers

local government

media

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 recently written to Will King, the 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.

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.*

Content excellent and very relevant to all employees. Well presented from a man who knows his stuff and is great at imparting it. I've been to many lectures on this subject and what stands out is presenter giving practical examples of the concepts. *Course Member Burswood Casino Resort WA.*

Very relevant to policing in all areas and also relates to all facets of life. Very well presented and easy to understand and relate to. Every serving police officer should be put through this course. *Course Member- Western Australia Police Service.*

Content very relevant and logical. Presentation skills were impeccable. The most interesting and all inspiring course I have ever undertaken. *Course Member Australian Protective Service.*

Every bit of information contained in the course is of the utmost importancy. Top stuff; Every police officer should be fully conversant with the content and Verbal Judo objectives. I attended the course with Dr G. Thompson in May 1996, Sgt King delivered the course absolutely brilliantly. He knew exactly what he was speaking about, and I believe he should be congratulated and commended for taking his time to learn the material and delivering the material with skill. GREAT?! a course that is worth everything it means. Thanks for the opportunity. *Course Member- Western Australia Police Service.*

This is by far the best course offered by C.J.s Presentation excellent, Will knows his stuff. Would like to keep doing the refresher courses. *Course Member Conrad Jupiters, Gold Coast, Queensland.*

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>
---	--

<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>
---	--