



Information Brochure

Verbal Judo[®]™

For

Managers

Two 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**



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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 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, USA.

- Business Name - **Verbal Judo Australia**
(Minnelly Pty Ltd (A.C.N. 102 969 326) T.F.T. 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 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 co-operation and gain voluntary compliance in others under stressful conditions, and how to use appropriate Presence and Words as force options in any action which places the supervisor and staff / public 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 supervisory 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 the organisation and to the individual manager / supervisor:

CONFLICT MANAGEMENT: Managers 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: Managers recognise the impact their words have on their employee's and 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: Managers who handle employee and citizen 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 position requires them to deal with employee's, and 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

Verbal Judo is the Gentle Art of Persuasion that redirects others behaviour with words and generates 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.

As mentioned in my letter, what differentiates Verbal Judo from other courses on communication, is that it offers solutions that work when people are under pressure. It provides techniques that have been tested on the street by law enforcement officers, whose very lives have depended upon their effectiveness.

BENEFITS OF VERBAL JUDO TRAINING

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

- The Goal of Professional Discourse: To generate compliance using one or more available 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 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”.
- 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.
- How to read others and diagnose a verbal encounter.
- 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

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 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.

Managers and Supervisors 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 may be measured in a decrease in workplace safety, increased liability issues and complaints, and loss of productivity, business and public opinion.

Verbal Judo Australia

TWO DAY SEMINAR

FOR

“MANAGERS”

DAY ONE:

INTRODUCTION: GOALS OF THE COURSE
TRAITS OF A PROFESSIONAL

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

MODULE TWO: COMMUNICATION AND ROLES
DELIVERY = 93%

MODULE THREE: VERBAL KARATE VS VERBAL JUDO: DEFINITION;
PHYSICAL DEMONSTRATION
VERBAL JUDO ILLUSTRATED: “THE FIVE STEP HARD STYLE OF
PERSUASION”
TACTICAL 8 STEPS

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

DAY TWO:

MANAGEMENT OF SELF

MODULE FIVE: *THE GOAL OF LEADERSHIP*
THE FOUR PROFESSIONAL LEVELS
PERSONAL PROFILE
EFFECTIVE LEADERS

SUPERVISION

MODULE SIX *FOUR CRITERIA FOR ACTION*
P.A.V.P.O. – THE RHETORICAL PERSPECTIVE
L.E.A.P.S. “THE FIVE COMMUNICATION TOOLS”

MODULE SEVEN: *THE LANGUAGE OF MOTIVATION*
THE LANGUAGE OF REASSURANCE
THE LANGUAGE OF PRAISE
THE LANGUAGE OF PUNISHMENT

CONCLUSION: *PRINCIPLES OF DISINTEREST*
VERBAL JUDO MAXIMS FOR LIVING

INTRODUCTION

There are five goals for teaching Verbal Judo:

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

Manager's and staff 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 manager's are taught how to deliver 'bad news' to others with dignity and respect.

This stress on the 'art of delivery' results in manager's and supervisor's generating less complaints from their interaction with their employee's and 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 manager and the organisation.

1

An in depth definition of the goal of professional discourse, 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 define's and shows how to become the consummate professional.

2

The manager works in an area of verbal assault, and in this section they are taught the theory necessary to understand how to perform a 'professional self' before their audience. Knowing more about communication than the people they will meet, enables manager's to become who they have to be to handle the difficult situations they will face daily. The module stresses that 93% of a manager'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

Managers 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 real street examples. The limits of words and how to reach their maximum power is taught.

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

4

To show managers how to verbally 'hook people up' for their own good, we teach the four basic appeals of Persuasion and arm them with 46 or more principles of disinterest or flexibility. Knowing the four appeals enables managers to remain flexible in their approaches 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.

Here we teach the three arts necessary to change the way people may want to behave when they are under the influence of rage, anger, or frustration. How to influence difficult people to think better for themselves than they may naturally desire is the sum of the three arts.

NO PERSON 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 managers how to evaluate the threat and to move to other appropriate force options.

#5

The goal of leadership is clearly defined and the force options available to achieve that goal, and the Four Professional Levels of competence are examined. Effective leaders must also know their own STYLE of processing information. Each member of the class will complete a personal communication profile which is designed to assist each person in identifying and describing the underlying strengths they use in relationships with other people.

#6

Here we teach three mental disciplines or modes of action. The first discipline is the “four criteria for action” which is needed to analyse means/ends to arguments. The second is called P.A.V.P.O., (The Rhetorical Perspective) which is some of the original works by Dr Thompson, and is vital for any person tasked with presenting information before an audience. The last discipline teaches the five communication tools necessary to change someone’s mind, especially under pressure. As a Contact Professional, your work entails bending the will of others at times, and knowing and utilising these five communication tools will greatly enhance your effectiveness, efficiency, and professionalism.

#7

This module relates to four crucial area’s of supervision. How to be effective and specific in the delivery of praise and punishment and how to learn the language of motivation and reassurance.

#8

The course concludes with “Principles of Disinterest” for keeping the mind flexible, and Verbal Judo Maxims for living.

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.

Sample of “Verbal Judo Australia” Clients

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| <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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| Albany Regional Hospital, WA | City of Geraldton, WA |
| Armadale Health Services, WA | City of Joondalup, WA |
| Bunbury Health Services, WA | City of Melbourne, Parking Services, Victoria |
| Carnarvon Hospital WA | City of Perth – Parking Services, WA |
| King Edward Memorial Hospital, WA | City of Melville, WA |
| Murchinson Health, Meekatharra WA | City of Stirling, WA |
| Peel Health Campus, Mandurah WA | City of Subiaco, WA |
| Port Hedland Regional Hospital, WA | City of Sydney, NSW |
| Royal Perth Hospital, WA | Coffs Harbour City Council, NSW |
| <u>Airlines</u> | Community Vision Inc, Joondalup WA |
| Qantas Airways, Australia | Darwin City Council |
| Skywest Airlines, WA | Dubbo Council, NSW |
| Westralia Airports Corporation, WA | Eurobodalla Shire, NSW |
| <u>Business</u> | Fairfield Council, NSW |
| Alcatel - NSW | Holroyd Council, NSW |
| Australian Furniture Removers Assoc | Lake MacQuarie Council, NSW |
| Bus Association of Victoria | Lgov Learning - NSW |
| Coles Myer | North Sydney Shire Council, NSW |
| CSM Technology-Darwin NT | Parramatta City Council, NSW |
| Jardine Lloyd Thompson, Perth WA | Penrith City Council, NSW |
| Walkers Moving & Storage, Queensland | Rottnest Island Authority, WA |
| <u>Hospitality</u> | Shell Harbour Council, NSW |
| Burswood Casino Resort, W A | Shire of Roebourne, WA |
| Conrad Jupiters – Gold Coast, Queensland | Shire of Swan, WA |
| Lasseters Hotel Casino, Alice Springs, NT | Sutherland Shire Council, NSW |
| M.G.M. Grand Casino, Darwin, Australia | Town of Victoria Park – Rangers, WA |
| Sydney Harbour Casino (Security), NSW | Warringah Council, NSW |
| <u>Education</u> | Wollongong City Council, NSW |
| Albany District Education Region, WA | Woollahra Municipal Council, NSW |