



THE CONTACT PROFESSIONAL TWO HOUR MANUAL

Verbal Judo Institute, Inc.

Teaching empathy, dignity, & respect for over 40 years

VN: CP-1.25.1

PO Box 222, Auburn NY, 13021 • (800) 448-1042 • www.verbaljudo.com



Verbal Judo is a powerful method of persuasion used to de-escalate, verbally, situations that could become charged and even physically dangerous.

Although Verbal Judo is a gentle approach to being in control of situations without creating stress, without frustration, and without continued conflict, because Verbal Judo proves it's efficacy when utilized in situations where emotions run high and where the threat of conflict, violence, and/or litigation loom(s), when teaching Verbal Judo, the Verbal Judo Institute will at times utilize, in its trainings, including in its training materials, examples that may prove offensive and/or triggering to participants. Additionally, Verbal Judo's instructors may offer examples from their own experiences or from the public domain that may use language, comparisons, and other types of descriptions, that trainees may find problematic or offensive.

By participating in a Verbal Judo Program, participants recognize that they may be asked to discuss, comment on, and simulate situations that are potentially upsetting, including real-life events, events in the media, and hypothetical situations. Participants understand that discussing these situations is central to learning how to de-escalate them using Verbal Judo and its related methodologies. Through this participation, participants agree to hold Verbal Judo Institute and its instructors harmless for any emotional or physical injury or reaction that they may incur or otherwise experience based on their reactions to the sensitive content in these programs.

Verbal Judo teaches that everyone must be treated with dignity and respect, but feathers can be ruffled while working through the programs. Certain statements made during a Verbal Judo Program may be offensive to participants but communicating through a visceral reaction to something offensive to reach a practical solution is in part of Verbal Judo.

We thank you for choosing Verbal Judo Institute and look forward to working together to learn Verbal Judo, a gentle approach to being in control of situations without creating stress, without frustration, and without continued conflict.

Does anyone have any questions before we get started?

TRIBUTE



Dr. George J. Thompson founder of the Verbal Judo Institute, a de-escalation education training firm based in Auburn, NY. Doc Thompson, aka “Doc Rhino,” had an eclectic background, having taught English on the high school level (four years), English literature on the university level (ten years), and served as a full and part-time police officer. Also, a martial artist, he held black belts in Judo & Taekwondo, and Doc created the only true de-escalation education course in the world. Dr. Thompson wrote four books on Verbal Judo, analyzing ways to deflect and defuse conflict and redirect behavior into more positive channels. The Verbal Judo Institute continues to offer basic one-, two- and three-day classes, instructor courses, leadership courses and webinars around the world.

Doc Thompson received his B.A. from Colgate University (1963), his master’s & doctorate degree in English from the University of Connecticut (1972), and he completed post-doctoral work at Princeton University in rhetoric & persuasion (1979). Widely published in magazines & periodicals, his training has been highlighted on national shows such as NBC, ABC, CBS News, CNN, 48 Hours, Inside Edition, LETN, in the Line of Duty, Fox News, as well as the LA Times, NY Post, Sacramento Bee and many other publications. Dr. Thompson can be seen on a variety of YouTube videos and Verbal Judo is also featured in De-Escalation Saving Lives documentary that was released in 2021 by Lillian Glass.

Hammett’s Moral Vision was Dr. Thompson’s last book published (by Vince Emery Productions) January 2007 of his doctoral thesis. In addition, Dr. Thompson has published Redirecting Behavior with Words, The Gentle Art of Persuasion, Words as a Force Option and The Verbal Judo Way of Leadership. All are a tribute to his thought and vision.

The Verbal Judo Institute has Branch offices in Australia, Canada, Cayman Islands, New Zealand, South Africa, and a national team of instructors here in the United States. Doc and his team of associates have taught over one million police officers, educators, healthcare providers, managers, park rangers to name a few. We continue to touch the lives of many through Dr. Thompson’s legacy. Verbal Judo continues to grow and is expanding our audience globally.

We have all lost a dear friend, a father, a grandfather, a husband, and a very special mentor to many. Our mission is to continue his legacy and it is our promise to guard and safe keep this material and continue Doc’s mission.

Forever missed!

W.O.O.S.H.A.

Working On Our Speech Habits & Actions

OUR MISSION, OUR THREE UNIQUES, DE-ESCALATION



OUR MISSION

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.

OUR THREE UNIQUES

<p>The first experts in de-escalation education since 1983 with a strong reputation worldwide as the sole source provider of the 8-Step, 5-Step, and 5 Universal Truths.</p>	<p>Tried and true methods proven in Business, Education, Entertainment, Healthcare, Leadership, 911 Dispatch, and Enforcement.</p>	<p>Instructors with hands on experience in the fields they teach.</p>
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DE-ESCALATION DEFINED:

De-escalation is the process of using strategies and techniques intended to decrease the intensity of the situation. - CA POST

VERBAL JUDO vs UNPROFESSIONAL LANGUAGE

UNPROFESSIONAL LANGUAGE

- The use of words to express personal feelings
- The use of self referential language
- Not in “contact” with the audience
- Off - target reaction

VS

PROFESSIONAL LANGUAGE – (Verbal Judo)

- The use of words to achieve professional objectives
- In contact with the audience
- Skillful communication that is on - target

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

“Most people use natural language; Verbal Judo is a professional language.”

- Doc Thompson

GOALS OF THE COURSE

- | | |
|-------------|---|
| 1. PERSONAL | <u>safety</u> |
| 2. ENHANCED | <u>professionalism</u> |
| 3. DECREASE | <u>complaints</u> |
| 4. DECREASE | <u>vicarious liability</u> |
| 5. LESSEN | <u>personal stress at work and home</u> |
| 6. COURT | <u>power & articulation</u> |
| 7. INCREASE | <u>morale</u> |
| 8. IMPROVE | <u>outcomes</u> |

TRAITS OF A PROFESSIONAL

- High visibility
- Quick, Defensible decisions
- Codified body of knowledge
- Continuous training
- Adapt to change
- Ethical Standard of Conduct be what you represent
- Agency Emblems, I.D. Cards, and Badges are symbols of public trust



“SHOWTIME”

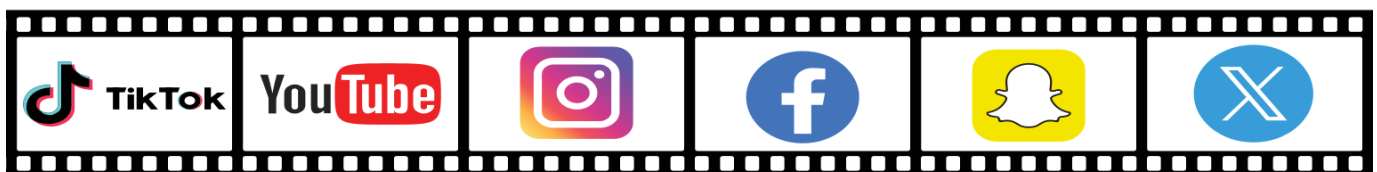
Showtime is the term used to mentally prepare yourself for the task at hand. It reminds you to use only your professional face and to use words that will Generate Voluntary Compliance.

- 1. You are an actor on 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.



PROFESSIONALISM DEFINED

THE GOAL OF PROFESSIONALISM IS

to minimize potential for resistance and

generate voluntary compliance

1. collaboration

2. cooperation



S.A.F.E.R.

MOVING BEYOND WORDS: THE FIVE CONDITIONS WHEN WORDS FAIL

A.C.T.

Actions Consistent with Training

Security

1. Whenever others are in imminent jeopardy - A.C.T.!
2. Whenever property under your control is threatened - A.C.T.!

Attack

Whenever your personal danger zone (P.D.Z.) is violated - A.C.T.!

- Based upon
1. training
 2. situation

Flight / Fear

Whenever a contact flees your presence or creates reasonable fear - A.C.T.!

Excessive Repetition

1. No voluntary compliance is forthcoming - A.C.T.!
2. You have exhausted all verbal options - A.C.T.!

Revised Priorities

Whenever a matter of a higher priority requires immediate attention or presence - A.C.T.!

“Unaddressed behavior is condoned behavior.”

- Doug Haig

FIVE UNIVERSAL TRUTHS

According to Dr. Thompson, instead of focusing on how people are different, we should focus on how people are the same.

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.

HOW TO HANDLE VERBAL ABUSE

Natural Reaction – confrontation

vs

Studied Response – deflection & redirection

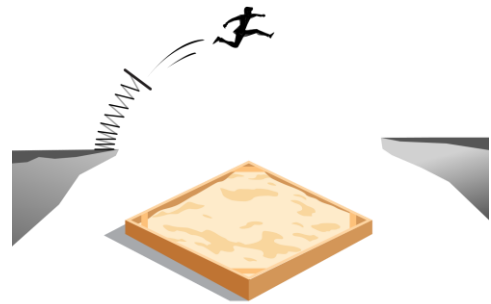
Use deflection techniques such as:

- "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...
- **Create your own deflection technique:**

Deflection example:

"I understand that; I'd probably feel the same way under identical circumstances, **and** here's how **we** solve the problem."

Springboard – Focus Technique



Do not get stuck in the situational sandbox.

Natural Language Is disastrous!

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

But or And . . . Add Professional Language ——— Goal – generate voluntary compliance (G.V.C.)

REASONS TO DO THESE:

1. Makes you feel good
2. Springboard - Focus Technique
3. Respectfully manages the conversation
4. Sounds good

THREE PRINCIPLES:

1. Say what you want, do what I say
2. We get the last A.C.T.; they get the last word
3. RE-spect vs. respect

8 - STEP

1. Appropriate greeting

2. Identify yourself & position

*Body Worn Camera Disclaimer if required by law or company/department policies

3. Reason for stop / contact

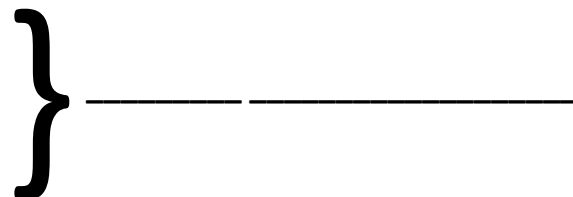
4. Any justified reason for actions?

5. Request name / ID / cooperation

6. Request additional information / clarification

7. Decision stage or A.C.T.!

8. Appropriate close



“Leave people better than you found them at their worst.”

- Doc Thompson

George J. Thompson, Ph.D., Founder Verbal Judo Institute, Inc. ©

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5 - STEP

1. Ask

Universal Truth 1 & 2

2. Set context

(Explain Why) Universal Truth 3

3. Present options

(+ - +) Universal Truth 4

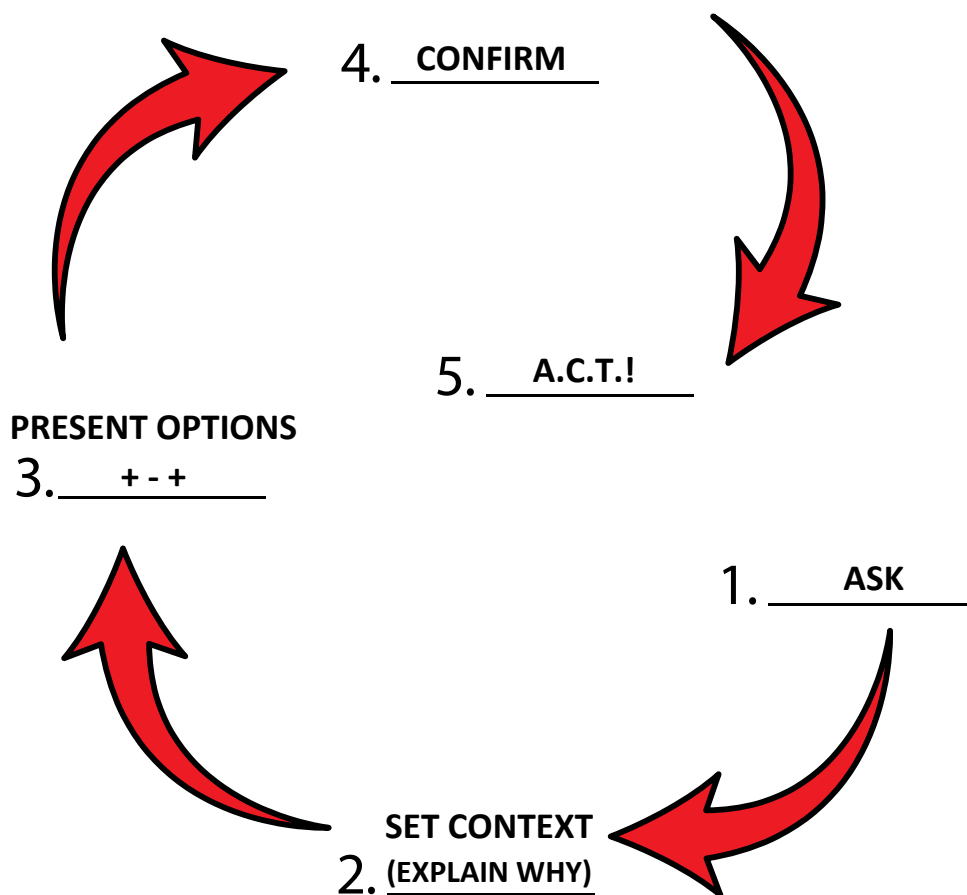
4. Confirm

Universal Truth 3 & 5

"Is there anything I can say to earn your cooperation at this time? I'd like to think so."

5. A.C.T.!

Actions Consistent with Training (A.C.T.)



Use the 5 - STEP with the 8 - STEP when you encounter resistance!

Disclaimer

The Verbal Judo Institute, Inc. ("VJI") provides, through its materials, which include products, services, guides, techniques, processes, frameworks, etc., recommendations for de-escalating conflicts. In providing these materials, with regards to these materials, VJI makes no warranty of any kind, express or implied, including any implied warranty of merchantability or fitness for a particular purpose, in connection with the materials provided to you on this website or purchased from this website. You agree that VJI's officers, directors, employees, agents, or contractors are not liable for any indirect, incidental, special or consequential damages or injuries under or by reason of any materials provided by VJI, including loss of profits, physical harm, revenue, data or use by you or any third party, whether in an action in contract or tort.

Human behavior is not predictable. There are times when despite one's most sincere and best efforts, a conflict cannot be de-escalated and voluntary compliance, cooperation, and collaboration cannot be obtained.

In situations where compliance cannot be obtained, VJI recommends responding with actions that are objectively reasonable under the totality of the circumstances. In situations where personal safety and time allow, VJI recommends requesting trained and preferably a licensed medical and/or or a mental health professional to respond and assist. No material provided by VJI should be interpreted as conflicting with state, federal, and/or local laws nor the policies and procedures of any organization you are representing.

Privacy Policy

The Verbal Judo Institute, Inc. respects the privacy of both our corporate clients and individual attendees in our classes. We do not and will not sell, share, or distribute any Non-Public Information provided to us, nor do we reserve the right to disclose such information.

Clients' information will be held in confidence and only used for business (or potential business) transactions between The Verbal Judo Institute and those clients.

The Verbal Judo Institute may collect attendee information from course participants, including but not limited to name, address, email address, phone number, and certification number(s). This information is also protected by the Verbal Judo institute, but may be shared with the client sponsoring the course. Information provided in course evaluations may also be shared with the client, but will not be distributed to third parties or used for advertising or marketing purposes without the express permission of the attendee providing the evaluation.

Notes



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