



THE CONTACT PROFESSIONAL ONE-DAY MANUAL

Verbal Judo Institute, Inc.

Teaching empathy, dignity, & respect for over 40 years

VN: CPA-1.26.1

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



CAPCE is the Commission on Accreditation for Prehospital Continuing Education, a national accrediting body for continuing education (CE) programs for Emergency Medical Services (EMS) professionals.

An application for accreditation has been submitted to Commission on Accreditation for Pre-Hospital Continuing Education. The purpose of CAPCE is to standardize the review and approval of quality EMS Continuing Education activities.

The member organizations of CAPCE are as follows:

- American College of Emergency Physicians
- American College of Osteopathic Emergency Physicians
- American Heart Association
- National Association of Emergency Medical Services Educators
- National Association of Emergency Medical Services Physicians
- National Association of Emergency Medical Technicians
- National Registry of Emergency Medical Technicians
- National Association of State Emergency Medical Services Officials
- American Red Cross

capce.org

The Verbal Judo Institute, Inc. holds a current accreditation for all courses through The Commission on Accreditation for Prehospital Continuing Education. All Continuing Education Hours are applicable ONLY if taught by an Associate Instructor from the Verbal Judo Institute, Inc. See your instructor for the registration QR code or link.

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

Verbal Judo is intended to be an approach to being in control of situations without creating stress, frustration, or continued conflict. Verbal Judo proves its efficacy when utilized in situations where emotions run high and where the threat of conflict, violence, and/or litigation looms. 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 the 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 a part of Verbal Judo.

We thank you for choosing Verbal Judo.

Does anyone have any questions before we get started?

II

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Dr. George J. Thompson 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, Africa, Canada, Latin America, 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!

Verbal Judo Institute, Inc.

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MISSION, UNIQUES, DE-ESCALATION DEFINED



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

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.

Tried and true methods proven in Business, Education, Entertainment, Healthcare, Leadership, 911 Dispatch, and Enforcement.

Instructors with hands on experience in the fields they teach.

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 REACTIONS

PROFESSIONAL LANGUAGE – (Verbal Judo)

- The use of words to achieve PROFESSIONAL OBJECTIVES
- In contact with the AUDIENCE
- Skillful communication that is on-TARGET

VS

What is the Target?

Explaining or holding people accountable to the

LAWS, RULES, POLICIES, and PROCEDURES

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

NOTES

GOALS OF THE COURSE, TRAITS OF A PROFESSIONAL

GOALS OF THE COURSE

1. Personal SAFETY, REPUTATION
2. Enhanced PROFESSIONALISM
3. Decrease COMPLAINTS
4. Decrease VICARIOUS LIABILITY - LAWSUITS
5. Lessen PERSONAL STRESS AT WORK AND HOME
6. Court Power & Articulation
7. Increase Morale
8. Improve Outcomes

TRAITS OF A PROFESSIONAL

- High VISIBILITY
- Quick, Defensible DECISIONS
- Codified Body of Knowledge – Laws, Rules, Policies, Procedures
- 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



NOTES

“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.

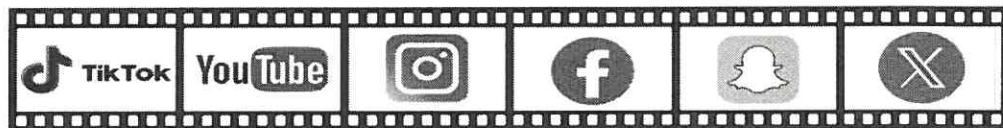
1. You are an ACTOR ON A STAGE.

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.



NOTES

PROFESSIONALISM DEFINED

THE GOAL OF PROFESSIONALISM

TO MINIMIZE POTENTIAL FOR RESISTANCE AND

GENERATE VOLUNTARY COMPLIANCE

(G.V.C.)



1. COLLABORATION

2. COOPERATION

NOTES

S.A.F.E.R.

MOVING BEYOND WORDS:

THE FIVE CONDITIONS WHEN WORDS FAIL

SECURITY

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

A.C.T.

ACTIONS
CONSISTENT
 with your
TRAINING

ATTACK

Whenever your PERSONAL DANGER ZONE (P.D.Z.) is violated - A.C.T.!

- Based upon
- 1. TRAINING
 - 2. SITUATION



Reactionary Gap

FLIGHT/FEAR/FIGHTING WORDS

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.!
- 3. The 5 – Step Eliminates Excessive Repetition – Review in Manual



“Unaddressed
 behavior is
 condoned behavior.”
 - Doug Haig

REVISED PRIORITIES

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

NOTES

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 know 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

NOTES

HABIT OF MIND: "MUSHIN"

"MU / SHIN" = NO / MIND DIS / INTEREST = NON / BIAS

OPEN, FLEXIBLE, UNBIASED

"Think of Mushin as, Emotional Neutrality."
- Curtis Smith

Principles of Disinterest

- Always keep a professional face.
- Always treat others as you would want to be treated under identical circumstances.
- Never inflate people with adrenaline.
- Flexibility is Strength – Rigidity is Weakness.
- Redirect rather than resist.

BE NEUTRAL:

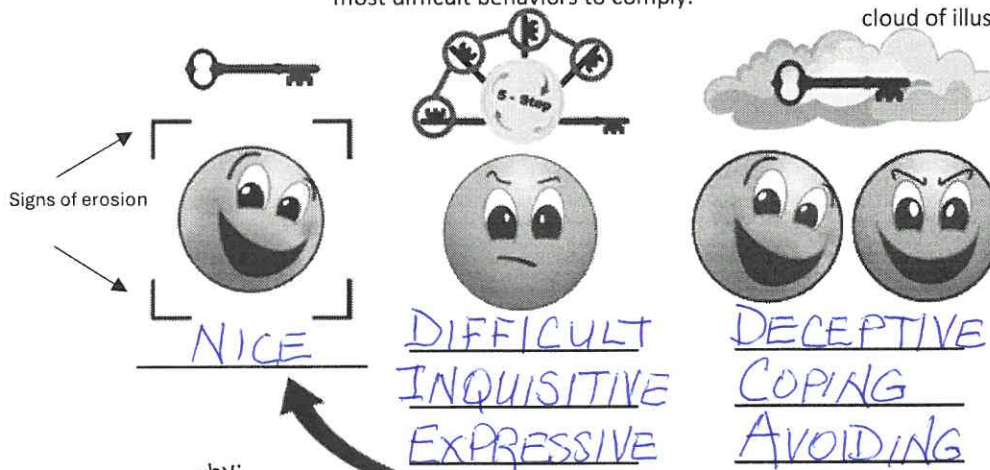
1. Need to "read" people: Intercultural Differences

2. There are many cultures but only...

THREE BEHAVIORS OF PEOPLE

It takes 2-4 keys linked together to get most difficult behaviors to comply.

They operate in a cloud of illusion



"It's a race to the why; whoever controls the why controls the dialogue."
- Doug Haig

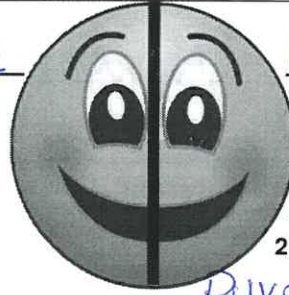
MUST BE SKILLFUL WITH ALL THREE!

NOTES

ANATOMY OF A VERBAL ATTACK

PERSONAL FACE

PROFESSIONAL FACE



1. GENDER

2. THREATS

3. PHYSICAL ATTRIBUTES

4. AGE

5. RELIGION

6. RACE

7. POLITICS

8. EDUCATION / ECONOMIC STATUS

9. SEXUAL COMMENTS / PROFANITY

10. AUTHORITY / INTEGRITY

Bias – explicit or implicit

Explicit: is a bias you are aware of

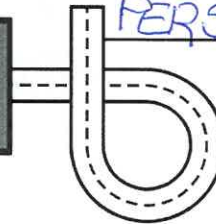
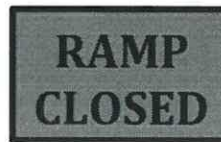
Implicit: is a bias you are not aware of

Contact wants you to:

PERFORM YOUR BIAS

EGO is the on ramp to the:

PERSONAL FACE



They have the POWER.

You have the POWER.

NOTES

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...

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



Natural Language Is

DISASTROUS!

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

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 ASK
2. We get the last A.C.T.; they get the last WORD
3. RE-spect vs. Respect

Respect is a personal belief system, (Personal Face) and must be earned.

RE- spect is a performance from the professional side of the face which is freely given.

CONTACT PROFESSIONAL

OUR IDENTITY:

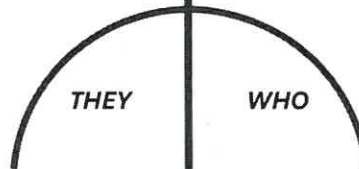
- A. IN CONTACT WITH SELF
- B. IN CONTACT WITH THE ORGANIZATION
- C. IN CONTACT WITH THE CONTACT

“Amateurs practice until they get it right. Professionals practice until they can’t get it wrong.”
 VJI Karate Team Affirmation # 8

YOU MUST KNOW YOUR OWN WEAKNESSES (Build A Trigger Guard)

2. Name your Reaction: “ _____ ”

1. Define your Trigger:



3. Own your Professional Response!



The path to strength is built on recognized weaknesses.

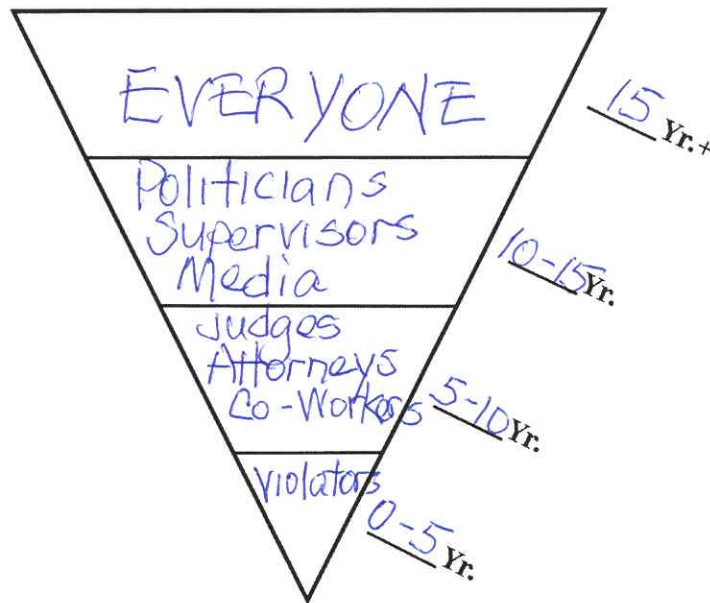
“TO GENERATE VOLUNTARY COMPLIANCE IS THE ESSENCE OF PROFESSIONALISM.”
 - Doc. Thompson

NOTES

STAGES OF BURNOUT

HOW TO ADDRESS IT

BURNOUT- A condition that results from chronic workplace stress that has not been successfully managed.



STEPS TO ADDRESS BURNOUT

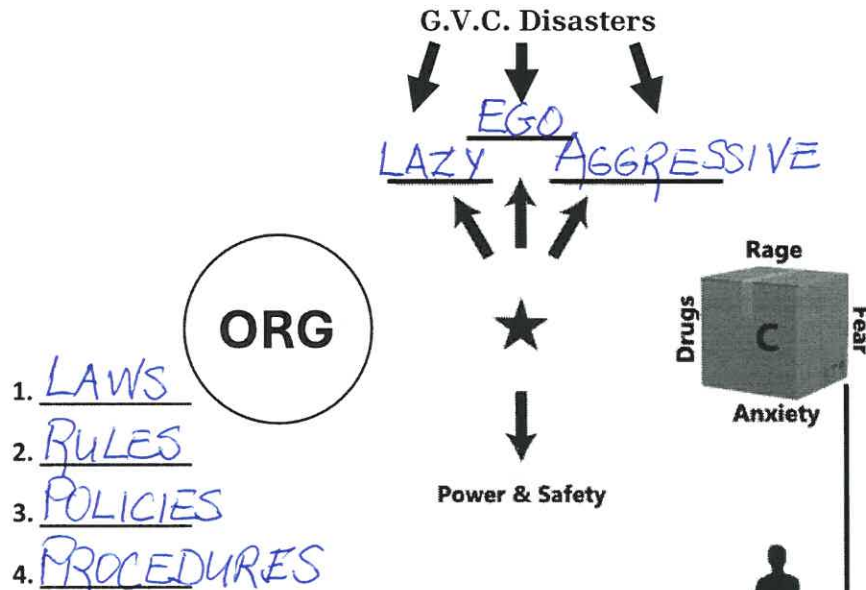
- SELF CARE
- ASSIST COLLEAGUE
- ETHICAL INTERVENTION TAP OUT
- REPORT AS NECESSARY
- EMPLOYEE ASSISTANCE PROGRAM (E.A.P.)

NOTES

ART OF REPRESENTATION

THE FIRST GREAT ART

Enforcement without empathy creates disharmony



1. LAWS
2. RULES
3. POLICIES
4. PROCEDURES

W.O.O.S.H.A. – As a practitioner of Verbal Judo, we should constantly be **Working On Our Speech Habits and Actions.**

Empathy creates a platform of Dignity & Respect for your counterpart.

POWER PRINCIPLES

1. As ego goes up, power and safety go down!
2. As ego goes down, power and safety go up!
3. You must DISAPPEAR to have influence over others!
4. Which side do we represent?
 - BOTH, EQUALLY IF WE CAN
 - DEFAULT TO YOUR ORGANIZATION IF YOU CANNOT

NOTES

COMMUNICATION



First
"Street"
Truth

People rarely say what they mean
when angry or upset.

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



Second
"Street"
Truth

ROLES 2 People = 6 Roles / Dynamics

You

• Real Self (RS)

• Self As Seen By Self (SS)

• Self As Seen By Others (SO)

Contact

• Real Self (RS)

• Self As Seen By Self (SS)

• Self As Seen By Others (SO)

Your contact's perception is the reality of your personal
safety.

NOTES

COMMUNICATION (cont.)

From the receiver's point of view



Third
"Street"
Truth

Content 7 - 10 % Words

Voice 33 - 40 % Tone _____ 93%

Other Non-Verbal's (O.N.V.) are proxemics and body language. _____ of your effectiveness lies in your

They are 50 - 60 % of communication. _____

Tone of voice = ATTITUDE

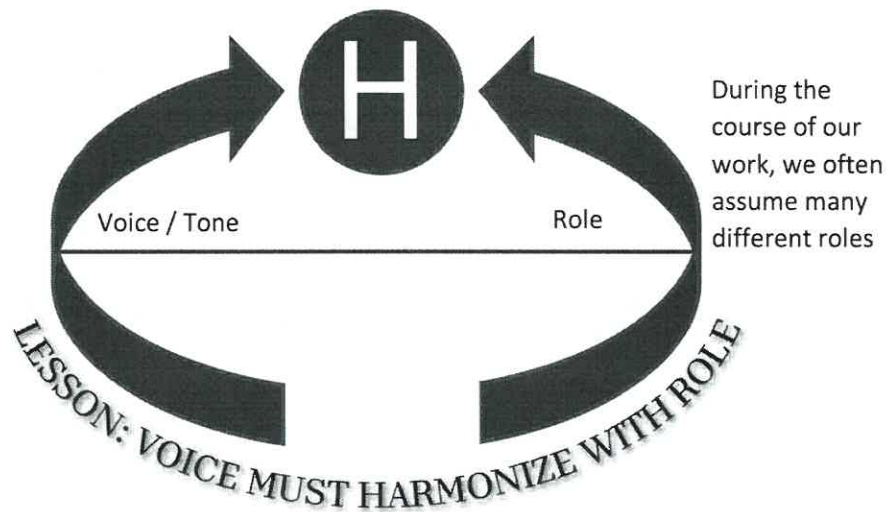
DELIVERY STYLE

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

ROLE **Vs** VOICE

If there is any conflict between Role and Voice people believe the Voice! **DISASTER!**



NOTES

COMMUNICATION (cont.)

VOICE – There are two considerations concerning voice, we must monitor our counterparts' vocal elements and our own.

PACE _____ : Speed in which you speak

PITCH _____ : High or Low

MODULATION _____ : Enunciation – to pronounce words clearly.

VOLUME _____ : Loud or Soft

Example: It's HOW you say it, not WHAT you say!

LESSON:

1. FINE TUNE YOUR EAR _____ !

2. Voice = WINDOW OF THE CONTACT'S INTENTIONS

Example: 'I never said they stole the iPad.'

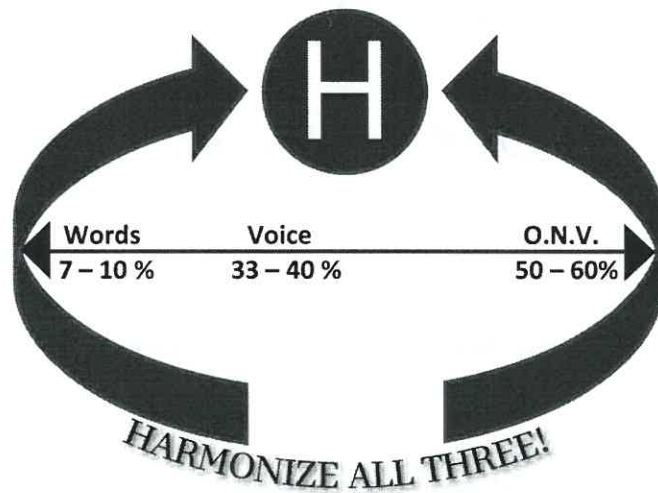
NOTES

COMMUNICATION (cont.)

3. Other Non-Verbal's (O.N.V.)

VOICE and OTHER NON-VERBALS (O.N.V.)

Any conflict between Voice and O.N.V.,
people believe O.N.V.!



*"Your body speaks louder than
your voice. Your voice speaks
louder than your words."
-Doug Haig*

NOTES

COMMUNICATION (cont.)

Trust your instincts, the power of perception.

+ 90 % O.N.V. \longleftrightarrow - 10 % O.N.V.

The whole body can't lie, but 90 - 99 % of it can.

Therefore, whenever you detect a contradiction in
O.N.V., be prepared to believe the minor element.



Red Flags:



1. Shiny Oily Forehead in Cool Temperatures
2. Glancing / Darting Eyes
3. Inappropriate Verbal Responses
4. Hand Movement
5. Shaking Legs / Tapping Feet
6. Drag and Set

NOTES

CONTROL TECHNIQUES

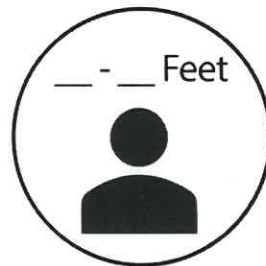
Proxemics: Spatial Relations

R.A.M.: Reasonable Arc of Movement is the specific location you ask your contact to go and or movements you either want them or don't want them to make.

The R.A.M. is Not Set until you Set it!

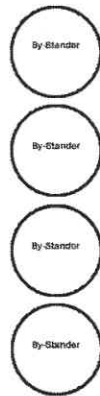
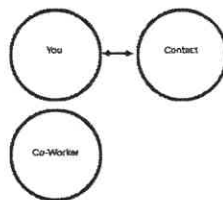
Example: For your safety and mine, could I ask you to move from the parking lot onto the curb? I would hate to see either of us injured by an inattentive driver.

Be aware of where you are in relation to the contact.

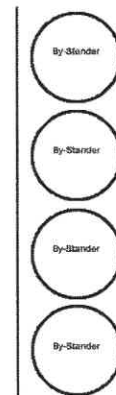
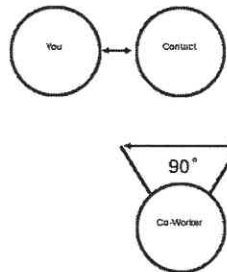


Personal Danger Zone
(P.D.Z.)

No Control



Taking Control



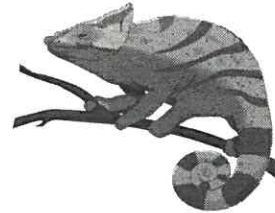
SEPARATE
TO REMOVE
AUDIENCE

NOTES

CONTROL TECHNIQUES (cont.)

R.A.T.: Reasonable Arc of Talk

- Setting verbal boundaries of communication
- Drawing the line in the sand
- Professionally directing the conversation
- Accomplished with the 5-Step.



NOTES

8 - STEP

1. Appropriate Greeting :

- "Hello, Morning, Afternoon, or Evening"

"Leave people better than you found them at their worst."
- Doc Thompson

2. Identify Yourself & Position :

(*Body Worn Camera Disclaimer if required by law or department policy.)

- "My name is..., I'm with the...."

3. Reason For Stop / Contact :

- "The reason I stopped to talk to you is...."

4. Any justified Reason For Actions ?

- "Is there a justified reason, for....?" (violation of the Laws, Rules, Policies, or Procedures)

5. Request I.D./ Cooperation

- "I'm asking you to..."(ask for G.V.C.)
- "I'm asking you to..." (Cooperation)
- "I'm asking you for..." (your I.D.)



Anytime you get a no or something that sounds like no, go to the 5-Step.

6. Request Additional Information Clarification

7. Decision Stage or Act

- Examples: Document, Advise, Warn, Cite, Evict, Exclude, Call others.

Must Harmonize

8. Appropriate Close:

- "Thank you for your cooperation, I don't see this being an issue in the future" (Forecast Future Collaboration)

5 - STEP

1. ASK

Universal Truth 1 & 2

- “Can I ask you to....”



2. SET CONTEXT

(Explain Why) Universal Truth 3

- “The reason we have this rule is....”

3. PRESENT OPTIONS

(+ - +) Universal Truth 4 – Always start with positive option

- “You have some good options (+)”

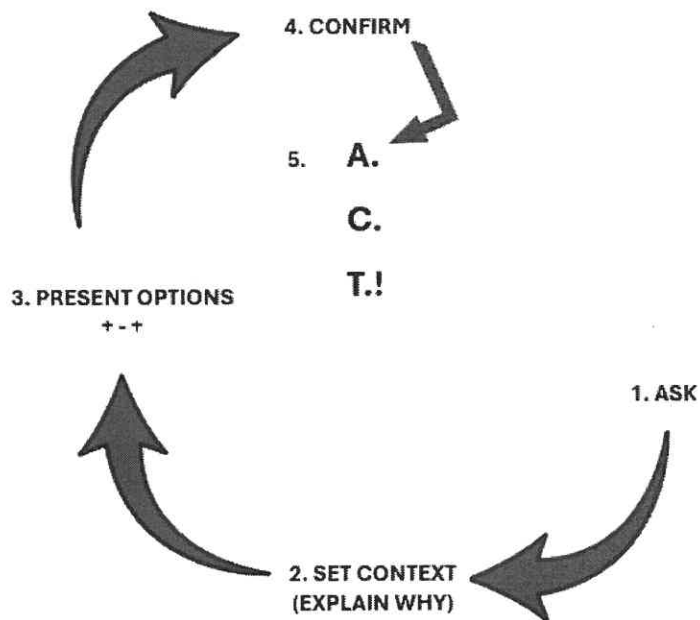
4. CONFIRM

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 your Training (A.C.T.)



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

L.E.A.P.S.

THE FIVE TOOLS TO GENERATE VOLUNTARY COMPLIANCE, COLLABORATION, COOPERATION – (G.V.C.)

What is the opposite of talking?

For most people it's Waiting to Interrupt!

LISTEN - Project the fact that you are a listener.

The four steps in active listening:

1. Open & Unbiased
2. Hear literally or verbatim
3. Interpret accurately
4. A.C.T. appropriately

LESSON: PROJECT A LISTENING FACE!

Empathize - Don't confuse with sympathize!

*"To see through the
eyes of the other"
- Dr. Thompson*

Tactical Empathy – To see the situation through the eyes of the other for the purpose of generating voluntary compliance, cooperation, and collaboration.

People have a point of view, right or wrong, just, or unjust. You do not have to agree with everything they say, you simply should understand their perspectives.

NOTES

L.E.A.P.S. (cont.)

THE FIVE TYPES OF QUESTIONS:

A SK -

1. Fact Finding - Who, what, where, when, why, how?
2. General - What happened? or How can I be of service?
3. Direct - Did you, or Didn't you? or Did they, or Didn't they?
4. Leading - Isn't it true that ...?
5. Opinion Seeking - In your opinion, what do you think should happen?

Strategies in questioning:

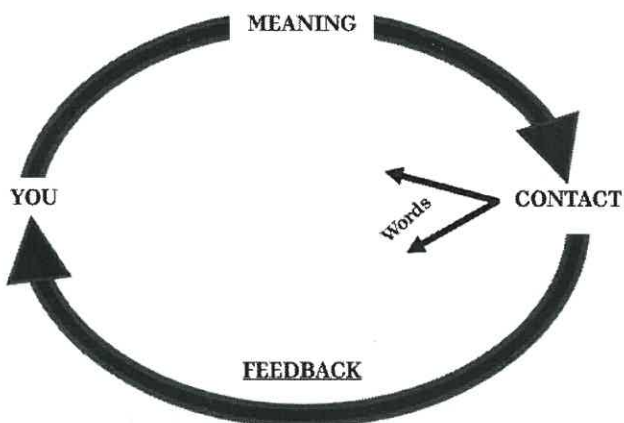
1. Forecast / Set Context - Explain to your audience the direction you'll be taking and the purpose of your questioning.
2. Vary the questions - To lessen resistance or to calm the audience.
3. Each question has a strength and a weakness, it's important to know both.

NOTES

L.E.A.P.S. (cont.)

P araphrase - The single most powerful communication tool.

- Paraphrase is a necessary backup system to communication.
- Paraphrasing means to put the other person's perceived MEANING into your WORDS and give it back to them to modify or clarify.



THE SWORD OF INTERRUPTION

“Let me be sure I understand what you just said.”
then
Put the other person's meaning into your words.

Example: You're feeling (**EMOTION**), because of (**REASON**), true?

The contacts meaning in your words, so you BOTH understand it.

NOTES

L.E.A.P.S. (cont.)

ART OF PARAPHRASING

- You can Interrupt someone and not generate resistance.
- It makes the other a better listener. No one will listen harder than to their own point of view.
- It Creates Empathy. The other will believe you are trying to understand.
- It often makes the other modify their initial statement (become more reasonable) so they can hear their meaning in different words and tones.

S ummarize – The ability to take a lot of information and condense the main points.

1. Creates Decisiveness and authority.
2. Reconnects communication when temporarily interrupted.
3. Fishhook technique, a way of reestablishing on-target communication



We were just talking about _____, is that right? Very good then...

NOTES

Verbal Judo Maxims

- It's not enough to BE good, you must LOOK good, SOUND good, or NO good!
- Never step on one's personal face!
- The goal is to be respected.
- People are like steel – when they lose their temper, they are ineffective!
- Most people use natural (unprofessional) language; Verbal Judo is professional language.
- To Generate Voluntary Compliance is the essence of professionalism.
- Most of our job is explaining a law, rule, policy, or procedure or holding someone accountable to a law, rule, policy, or procedure.
- Professionalism is not how you think you are doing the job; it is how they think you are doing the job.
- Unaddressed behavior is condoned behavior.
- It is not their job to show up cooperative; it is our job to get them that way.
- It's a race to the "why"; whoever controls the "why" controls the dialogue.
- Your contact's perception is the reality of your personal safety.
- Leave people better off than you found them at their worst.
- There is dignity in the why.
- When people feel heard, they do not want to hurt.
- De-escalation is violence prevention.
- The Five Universal Truths are a recipe for reconciliation.
- “Verbal Judo is the way and weight of words.” – Nebraska Parole Instructor

Verbal Judo Acronyms

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

- Working
- On
- Our
- Speech
- Habits
- and Actions

G.V.C.

- Generate
- Voluntary
- Compliance
- Cooperation
- Collaboration

A.C.T.

- Actions
- Consistent
- with your Training

S.A.F.E.R.

- Security
- Attack
- Flight/Fear
- Excessive Repetition
- Revised Priorities

O.N.V.

- Other
- Non
- Verbal's

R.A.M.

- Reasonable
- Arc
- of Movement

P.D.Z.

- Personal
- Danger
- Zone

R.A.T.

- Reasonable
- Arc
- of Talk

L.E.A.P.S.

- Listen
- Empathize
- Ask
- Paraphrase
- Summarize

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