Dr. George Thompson, the English professor-turned-street-cop who ultimately taught one million professionals the art of verbally redirecting negative behavior, passed away June 7 at his home in Auburn, New York. He was 69.

Dr. Thompson, known as “Doc” to the legions of professionals trained in his methodology of Verbal Judo, developed his tactics by witnessing seasoned law enforcement professionals — whom he affectionately called “salty old dogs” — talk down violence and generate voluntary cooperation in real-time crisis situations.

Through his Verbal Judo Institute and, recently, under its new brand of Verbal Defense & Influence, Dr. Thompson led a legion of global trainers who taught these tactics to law enforcement within police forces large and small.
Introduction

Verbal Defense & Influence is a way for you to learn and use of Tactical Communication skills.

Situations have a potential for getting out of hand in all environments. Knowing how to “redirect a person's behavior with words” is staff’s most important weapon for keeping everyone safe.

How the Class will be Taught

• Explanation
• Demonstration
• Repetition
• Simulation

Goal

To leave people feeling better… than they were feeling at their worst
Why We Train

There is a reason for “Fire Drills” and not “Fire Talks”

5 Universal Truths

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

EVERYBODY WANTS:

#1. To be treated with dignity & respect.
#2. To be asked rather than told.
#3. To be told why they’re being asked to do something.
#4. To be given choices rather than threats.
#5. To be given a 2nd chance.
Five Maxims/UTs

Motivation!

“We treat people like ladies and gentlemen, not necessarily because they are, but because we are.”

North Dakota Highway Patrol

Habit of Mind

“mushin”
“mu / shin”

NO MIND

= Dis / Interest

Non Bias

Mushin Definition - Professional Detachment

- Always Keep Professional Face
- Always Treat Others As You Would Want To Be Treated . . . Under Identical Circumstances
- Never Inflates People With Adrenaline
- Flexibility Is Strength - Rigid Weakness
- Redirect Rather Than Resist.

“Showtime”

Showtime is a term used to mentally prepare staff (tactical mind set) for the task at hand. It reminds staff to use only their professional face and, to use words that will generate voluntary compliance.
The Goal for Professional Intervention
is to obtain
GVC 3.0
Generate voluntary
Compliance, Cooperation, and
Collaboration

Universal Greeting
• Appropriate greeting (with name, if known)
• Identify yourself / affiliation (if appropriate)
• Explain reason for contact
• Ask relevant question (beyond active listening)
• Persuasion sequence
• Closure (review/report)
Purpose of "Universal Greeting" create a
reasonable doubt that you are not a jerk

Encounter
Communication Under Pressure

- Five Maxims (Showtime mindset)
- Universal greeting (be alert & decisive respond, don’t react)
- Ask questions (beyond active listening)
- Assist/Answer questions (persuasion) (conflict---redirect/deflect/escalate)
- Closure (report, debrief, document)

Initial Encounter

- Good Morning,
- I am … (Title/Name) from the … (List your department or job).
- You looked lost may I help you find something? (beyond active listening)
- Assist/Answer (persuasion sequence)
- Closure (Thank you, apologize, report)
Let's Practice

• Split into teams
• Video tape your greeting

Communication

The Opposite of Talking
Should Be Listening,
But for Most People
It Is Waiting…

Waiting To Interrupt!

Listening Components

• Words
• Tone of Voice
• Facial Expressions
• Body Language
• Context of the Situation
• Distance / Positioning
Beyond Active Listening

L.E.A.P.S.

1. Listen
2. Empathize
3. Ask
4. Paraphrase
5. Summarize

L.E.A.P.S.

Listen
– Open & Unbiased
– Hear Literally
– Interpret Accurately
– Act Appropriately

L.E.A.P.S.

Empathize
– To See Through The Others Eyes
– Construct A Verbal Means To Relate To The Subject
– You Do Not Have To Agree… Simply Understand The Others Perspective.
Empathize-Stages of Grief

• Realize the stages of grief effect all parties involved
• Realize the different stages elicit different response in individuals
• Everyone grieves differently and over different things in life

What stage are we encountering?

L.E.A.P.

Ask (Five Types of Questions)
– Fact Finding
– General
– Direct
– Leading
– Opinion Seeking
L.E.A.P.S.
Paraphrase
“Let Me Be Sure That I Understand What You Just Said.”

His Meaning Dressed In Your Words, So That You Can BOTH Understand It.

Clear Communication

L.E.A.P.S.
Summarize
– Creates Decisiveness & Authority
– Reconnects Communication When Temporarily Interrupted.
– Checks on Understanding
– Improves Memory Retention
LEAPS Example

Three Kinds of People
You Must Be Skillful With All Three.

NICE
DIFFICULT
SNEAKY

Difficult People

A Difficult Person will always tell you no, the first time you ask them to do something, but somewhere around the second, third, or fourth time, when handled properly, 9 out of 10 will comply.
Key Points

• Explain that this a rule/policy
• Explain what the rule/policy says and why it exists
• Ask if they understand the rule/policy?

Non-escalation vs. De-escalation Tactics

If we spent more time on non-escalation tactics, we won’t need to spend so much time on de-escalation tactics.

Communication

RESPOND To The Meaning, Never REACT To The Words.
Natural Language is Disastrous

“When you speak the words that rise readily to your lips, you create the greatest speech you’ll ever live to regret.”

Dr. George Thompson, Ph.D.

Types of Verbal Assaults

- Authority- “you are nothing to me”
- Profanity- “you a fat b...”
- Personal Threats- “I will come back and you will be sorry!”
- Family Safety- “I will burn your house down”
- Physical Features- “why would I listen to a bald man”
- Age- “you are so old I bet you carry the first rib of creation”
- Sex / Sexuality- “Why would I listen to a hair brain woman”
- Skill / Competence- “what is this your first day on the job”
- Education- “you are dumber than a box of rocks, bet you didn’t graduate kindergarten”
- Economic Status- “you are so poor you can’t pay attention”

How To Handle Verbal Abuse

Natural Reaction = Confrontation Vs. Studied Response = Deflection & Redirection

• “I appreciate that, however...”
• “I understand that, however...”
• “I hear that, however...”
• “I got that, however...”
• “I’m sorry you feel that way, however...”

Note: Combination Phrases Work Best
Anatomy of a Conversation

Content (words) = 7-10%
Voice (T, P, P) = 33-40%
O.N.V. (Other Non-Verbals) = 50-60%

93% = Delivery Style
Everything must Harmonize

Voice

• 33 - 40%
• How you Say It
  Tone = Attitude
  Pace = Interest
  Pitch = Passion
• Words & Voice must Harmonize

It’s Not What You Say,
It’s HOW You Say It!

I Never
Said He
Stole
The Money
Harmonize

Other Non-Verbals

• 50 - 60%
• Body Language
• Proxemics: Spatial Relations

Words, Voice & ONV must Harmonize

Proxemics

• Be Alert & Decisive
• Control of Distance (lead from behind)
• Personal Danger Zone (behind you)
• Relative Positioning (Safe exit)
• Multiple Subjects (Mobilize bystanders)
• Divide & Control (leader of the pack)
• Reasonable Arc Concepts (in front/sides)
Proxemics—Guiding Hands

Communication Under Pressure
Five Maxims

1. Ask
2. Set Context-explain policy or rule
3. Give Options
4. Confirm Noncompliance (second chance)
   “Is there anything I can say…to get you to… I would like to think so.”
5. Act – Disengage and/or Escalate

Top List of Don’t Use Anti Peace Phrases

• Calm Down
• What’s your problem
• You people
• Come over here
• I’m not going to tell you again
• Because those are the rules
Top List of Peace Phrases

• Excuse me sir may I talk with you?
• What can I do to help?
• For your safety and mine
• Could I ask you?
• Would you assist me?
• Can you work with me?
• You look like a reasonable person

Anti-Peace Phrases

Thinking Right

Sometimes staff find themselves in the same Square Box that other people find themselves in. They are “under the influence” and out of control. They need our help, it is up to us to help our fellow staff to think right.

We are our fellow staff members keepers as they are ours.
Know Your Weaknesses

Name It: Mr. “Wanna Bet”

Define It: He Who . . .
Challenges My Authority
Own It!

The Path To Strength Is Built On
Recognized Weaknesses.

Know Your Weakness

REspect vs Respect

- REspect = given simply because of title/uniform
- Respect = earned through time, history, professionalism, etc.

- Goal is to obtain respect
Verbal Defense & Influence

• It’s Not Enough To BE Good, You Have To LOOK Good & SOUND Good, or It’s 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 Useless!

Treat everyone with Dignity & Respect

P.A.C.E. Concept

Problem – your perspective / their perspective

Audience – relationship / experience / your role

Constraints – obstacles: ignore/step around/use

Ethical Presence – professional presence projected
Crisis Intervention Concept

Crisis Intervention Format

1. Attempt to get person’s attention.
2. Check on their perception of reality.
3. Attempt to establish a rapport.
4. Explain your perception of reality.
5. Move towards resolution.

5 Types of Deflectors

• Funny Word Blocks
• Serious Word Blocks
• Polite Threat Word Blocks
• Mobilizing the Audience Word Blocks
• Sudden Assault (Time Out) Word Blocks

Reasons To Use Deflection Techniques

• It allows you to feel and sound good
• Changes the focus (I understand that BUT…)
• It disempowers the subject
• It works!
Funny Word Block Rules

- Quick
- Appropriate
- Not a Counter Punch

Note:
Must be delivered with the right face, tone, and body language with an non aggressive use of distance

Deflectors

Principles Of VDI

- Say What You Want,
  DO What I SAY unless safety is threaten.
- I Have The Last ACT,
  I GIVE You The Last Word!
- RESpect Vs. Respect.
Verbal Karate vs. Verbal Judo

Verbal Karate
- Unprofessional
- Express Personal Feelings
- Self-Referential Language - “I - me”
- Not in Contact
- Off-target Reactions

Verbal Judo
- Professional
- Use of Words to Achieve Professional Objectives
- In Contact with Audience
- Skillful Communication That is On-Target.

3 Things to Remember
1. We need to stop REACTING to threats and start RESPONDING to the ongoing situation.
2. Our Response will no longer be viewed as a photograph. It is now viewed as a full length feature film.
3. Our professional response must harmonize through verbal and non verbal communication techniques.

Always on Stage
You are the Representative

Isn’t it true that at the point of impact, a single employee “represents” the whole organization for better or worse?

What kind of representative do you want to be?

Traits of a Professional

• High Visible
• Desire for Knowledge & Education to improve communication
• Embrace Change
• Demonstrate & Support the Behavior Standards of PCRMC

Proper Response Requires…

That staff members:
• Remain Alert
• Be Decisive
• Have a preplanned, practiced response in mind (tactical communication---verbal defense)
Never Assume…Ask

There are no longer any innocent professional bystanders
Once you are a witness or exposed to a situation, you must:
• Assist your fellow staff members
• Fix something if it’s going wrong
• Stop something that could go wrong
• But no matter what, you need to write a report (Quantros) that explains what you observed.

I.G.Y.B. Types
• Protection from a sudden assault
• Protection from poor tactics: staff safety violations
• Protection from policy violation
• Protection from Out-Of-Control Behavior
Persuasion Sequences

- Ethical Appeal- convince that it is the “right” thing to do
- Rationale Appeal- convince of the logic behind the request
- Personal Appeal- What’s in it for them?
- Practical Appeal- off beaten action- sometimes it’s the call of security

Types of Practical Appeals

1. Closing distance and/or use of a “show of force” by positioning additional staff members
2. Use of “off-based” strategies to get the person’s attention in an attempt to GVC 3.0

Tactical Empathy

Tactical Empathy refers to the active intelligence gathering to discover what a person is thinking in an attempt to generate voluntary compliance, cooperation, and collaboration.
Rattle Snake & Cobra Analogy

What’s in it for them…?

Purpose of Debriefing

Improve
Future
Performance
Types of Debriefing

• Immediate Team Debriefing
• Formal Debriefing Process

Team Debriefing Sequence

• Are you OK? Wellness Check
• How do you think you did? What happened?
• Positive comment, if possible
• What would you do different next time?
• Learn from your experiences and others-share your experience

Putting it all together

Practice

• 5 Universal Truths…ALWAYS
• Showtime
• Initial Encounter
• If there is a safety issue (proper response)
• Persuasion sequence
• When conflict is resolved…complete the initial encounter steps
• Closure (report, debrief, document)
Communication Under Pressure
Showtime

1. Universal Greeting with Name & department
   Ask for Identification if Unknown / Required
2. Explain Reason For The Contact
   (Beyond active listening L.E.A.P.S)
   (Conflict)--------(Persuasion Sequence)
   (Redirection------Deflection-------Escalation)
3. Decision Stage (compliance/non-compliance)
4. Closure(debrief, report,document)

Peace Story

Closure Principle

Leave people better than they were feeling at their worst
Make your own movie

• Take 20 minutes
  – Real life situation (scenarios provided)
  – Go make your movie

We must Practice to Look Good, Sound Good and to be Good

Thank You

• Complete your assessment of learning quiz
• Complete your course evaluation
• Go out and “practice” your response
• Share your stories with us
Keep working…only the strong survive!

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