



WHAT IS THE TRAINING AGENDA FOR VERBAL JUDO?

**Seminar Agenda
Verbal Judo
Tactical Communications
For
Law Enforcement & Public Safety Personnel**

Introduction

The Five Goals Of The Course

Traits Of A Professional

Module One:

The Goal Of The Peace Officer

The Force Options Used To Achieve This Goal

The Habit Of Mind Necessary To Achieve This Goal

The Contact Professional

The Art Of Representation

Module Two:

Communication: From The Receiver's Point Of View

Three Survival Truths Of Communication

Module Three:

Verbal Karate Versus Verbal Judo:

Definition And Physical Demonstration

Verbal Judo Illustrated:

The "Five-Step Hard Style" Of Persuasion

Module Four:

How To Recognize When Words Fail And

Be Prepared To Move To Action: S.A.F.E.R.

Module Five:

The Three Arts Needed To Be A Peace Officer:

Representation, Translation And Mediation

The "Thin Blue Line" Defined

Module Six:

The Four Appeals Of Persuasion

The Forty-Six Principles Of Disinterest For Action

Module Seven:

The "Tactical Eight-Step" Car/Person Stop

COURSE OBJECTIVES AND INTRODUCTION

There are five primary goals for teaching Verbal Judo to police officers: 1. Officer Safety, 2. Enhanced Professionalism, 3. Less Complaints, 4. Less Vicarious Liability and 5. Less Personal Stress. Officers 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 must 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 good and sound good, as well as be good. How we do, what we do is often the difference between success and failure. We teach officers how to deliver "bad news" to others with dignity and respect. This stress on the "Art of Delivery" results in officers generating fewer complaints from their interaction with the public, and hence generating fewer lawsuits from their actions. Departments trained in Verbal Judo have seen reductions of up to 80% in complaints from the public,

and an untold amount of dollars saved in lawsuits. All of this results in less stress for the officer and the department.

VERBAL JUDO AGENDA

Module 1

An in-depth definition of Professionalism, defining its central goal - Generating Voluntary Compliance: its force options, stressing presence and words as the first two, its necessary habit of mind -- MUSHIN or a still, unbiased mental center; and its new name, The Contact Professional, who is an artist at representing something other than himself. In this Module we define and show how to become the consummate Professional.

Module 2

The Peace Officer works in an arena 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 them to become who they have to be to handle the difficult situations they will face daily. The module stresses that 93% of an officer's effectiveness lies in his "Delivery Style", not his message and we show officers how to use their "Style" more effectively and safely.

Module 3

Here we teach officers 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 brute power in a physical demonstration. We will illustrate Verbal Judo in action through the "Five-Step Hard Style" form of persuasion using real street examples. If the officer uses the five-step discipline, he CANNOT LOSE IN COURT. We teach the limits of words and how to reach their maximum power.

Module 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.

Module 5

Police Officers are the great PERSUADERS in America. Here we teach the three arts necessary to change the way people may want to behave when they are under the influence of liquor, drugs, rage, stupidity or greed. How to influence difficult people to think better for them than they may naturally desire is the sum of the three arts.

Module 6

To show officers 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 taken directly from cops on the streets. Knowing the four appeals enables officers to remain flexible in their approaches to persuasion and more efficient in their use of words. Knowing the ethical and verbal principles help

officers stay centered and focused on the goal of generating voluntary compliance rather than reacting to personal feelings.

Module 7

In this section, we teach the "Tactical Eight-Step" a safer and more powerful approach to car or people stops, one which elicits far less resistance and misunderstanding and sounds professional and strong throughout. Put together with the "Five-Step Hard Style", 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!

WHERE ARE "OPEN" CLASSES IN VERBAL JUDO?

Verbal Judo courses are conducted at your department training site. Occasionally departments will provide open seats for outside personnel. Hit the "Course Schedule" icon at the top of this page to find available training opportunities. Call the Verbal Judo Institute, (888) 966-7421, for information and registration.



For information:

(704) 773-1415

email info@verbaljudo.org