



WHAT IS THE TRAINING AGENDA FOR VERBAL JUDO?

Seminar Agenda Verbal Judo Tactical Communications For Business

Introduction

The Goals Of The Course

Traits Of A Professional

Module One:

The Goal Of The Professional

The Tools 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

The "Five-Step" 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 Professional:

Representation, Translation And Mediation

Module Six:

The Four Appeals Of Persuasion

The Forty-Six Principles Of Disinterest

Module Seven:

The "Tactical Eight-Step" Meet & Greet

COURSE OBJECTIVES AND INTRODUCTION



There are five primary goals for teaching Verbal Judo: 1. - Personal Safety, 2. - Enhanced Professionalism, 3. - Less Complaints, 4. - Less Vicarious Liability and 5. - Less Personal Stress. Employees are safer when they use their words to achieve a professional purpose rather than express their personal feelings. The most dangerous weapon an employee 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 employee's ability to look good and sound good, as well as be good. The way we do what we do is often the difference between success and failure. This "Art of Delivery" results in employees generating fewer complaints and hence generating fewer lawsuits from their actions. Organizations trained in Verbal Judo have seen reductions of up to 80% in complaints and an untold amount of dollars saved in lawsuits. All of this results in less stress for the employee and the organization.

VERBAL JUDO AGENDA

Module 1

In this module, we define and show how to become the consummate Professional. Presented is an in depth definition of Professionalism, defining its central goal: Generating Voluntary Compliance. The tools available to the professional are listed, with detailed emphasis on Professional Presence and Words. We present the philosophy of 'mushin' and show the employee how to become "The Contact Professional," the ultimate artist in representing the goals of the organization.

Module 2

Employees work in an arena of verbal assault. In this section, we teach them the skills necessary to present a "Professional Face" at all times. Knowing more about communication than the people with whom they interact enables them to become who they have to be to handle difficult situations. The module stresses that 93% of a Professional's effectiveness lies not in his message but in his "Delivery Style." We teach not only what the delivery style is but also how to use it more effectively.

Module 3

Here we show employees 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. We illustrate Verbal Judo in action through the "Five-Step" style of persuasion using real examples. If the Professional uses the five-step discipline, he CANNOT LOSE. We teach the limits of words and how to reach their maximum power.

Module 4

NO EMPLOYEE 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 how to evaluate the threat and move to other appropriate options.

Module 5

Contact Professionals 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 themselves than they may naturally desire is the sum of the three arts.

Module 6

To show employees 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 Professionals to remain flexible in their approaches to persuasion and more efficient in their use of words. Knowing the ethical and verbal principles helps employees 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 greeting people, one that elicits far less resistance and misunderstanding and sounds professional and strong throughout. Put together with the "Five-Step Style", these two disciplines arm employees with a TACTICAL ADVANTAGE they have never had before. There is a better way to do business, and this is it!

