



WHAT IS VERBAL JUDO?

Verbal Judo, or Tactical Communication, enables employees to focus on the behavior of others while maintaining their own and other's safety and then use Appropriate Presence and Words to achieve a professional purpose.

Verbal Judo, like Judo itself, uses the energy of others to master situations. It contains a set of communication principles and tactics that enable the user to generate cooperation and gain voluntary compliance from others under stressful conditions. These tactics are especially useful when dealing with hostile, angry, upset, frustrated or disgruntled people.

Verbal Judo teaches a philosophy of how to look creatively at conflict, offering specific, powerful, and usable strategies to resolve tense situations. Employees will learn to respond to situations rather than react to personal feelings. Additionally employees will come to understand how to deal with difficult people and how to use conflict management tactics to diffuse confrontational encounters.

The course has precisely defined training goals that address concerns important to both the organization and its individual employees. They are:

SAFETY: Employees use words to prevent confrontations from becoming violent situations, reducing the potential injury to employees and those with whom they interact.

ENHANCED PROFESSIONALISM: Employees recognize the impact their words have on others and use language appropriate to each encounter. Employees perform professionally, thus creating a positive organizational attitude.

REDUCED VICARIOUS LIABILITY: Employees who handle encounters skillfully and professionally are less likely to generate complaints and lawsuits. Employees trained in Verbal Judo will be able to describe their reasoning and explain their actions according to professional principles.

This program is designed for employees whose duties require them to resolve tense confrontations peacefully and safely. Verbal Judo is the top rated communication course in the country with over 600,000 graduates.

WHAT ARE THE BENEFITS OF VERBAL JUDO?

Verbal Judo teaches a philosophy of how to look creatively at conflict and then use specific strategies and tactics to find peaceful resolutions. Verbal Judo teaches a means of creatively examining problems and reaching solutions while preserving individual dignity and organizational integrity. Maintaining a "Professional Face" is crucial if employees are to remain under emotional control during disagreements or conflicts and be able to effectively find solutions to these potentially violent encounters. Performance must always be part of the professional process; it ensures true professionalism in all working

environments: with our subordinates, peers, and supervisors, with other departments in our organization, and most importantly -- with our primary contacts -- customers.

Organizations can expect that once their employees are trained in Verbal Judo, they will know the following:

- How to use Words to achieve professional purposes and how to resist using language to express personal feelings, thus controlling themselves inside so they can exert control on the outside.
- How to employ empathy and the art of "Representation" to become Contact Professionals, maintaining self-control and staying in contact with the needs of the organization and their audience.
- How to effectively deliver words that are on target by first understanding the receiver's point of view, including the "Five Step" approach to persuading difficult people.
- The art of "Translation" - to ensure that communication is on target and understood by the receiver.
- The art of "Mediation" - delivering words in the form of a personal appeal, in order to achieve voluntary compliance from people who are under temporary emotional influences, ranging from uncertainty and confusion to anger, mistrust, and even prejudice.
- How to use the four appeals of persuasion and the twenty-four principles of street smarts.
- The five conditions where words fail and employees must move beyond verbal communication.

Verbal
Judo
INSTITUTE