

Verbal
Defense & Influence

Colorado Family Support Council
Conference

June 4, 2013



Vistelar
G R O U P

Verbal
Defense & Influence

In Memoriam



Doc Thompson

Dr. George Thompson (1942-2011) taught one million professionals the art of "Verbal Judo" — verbally redirecting negative behavior.

Thompson 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.

Notice

This training is designed for you to acquire street-tested, proven, practical skills to:

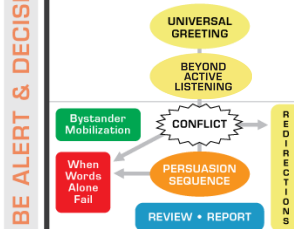
- Prevent conflict
- Reduce emotional & physical violence
- Remain effective in the midst of stress

Note: Due to the nature of this training, conflict situations will be depicted.

COMMUNICATING UNDER PRESSURE

FIVE UNIVERSAL TRUTHS

"SHOWTIME" MINDSET



WWW.VISTELAR.COM

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Pinelle Background

- Colorado Mental Health Institute DPS
- Pueblo County Sheriff's Office
- Police Academy Instructor
- Colorado State Fair
- Continuum Of Therapeutic Intervention Program Developer
- Verbal Judo / Verbal Defense & Influence



About Verbal Defense & Influence

Any situation has the potential for getting out of hand. Knowing how to **remain effective in the midst of stress** is your most important communication tool for keeping everyone safe.



Goals of the Course

- **PERSONAL SAFETY**
- Enhanced Professionalism
- Decreased Citizen Complaints
- Decreased Vicarious Liability
- Less Stress
- Court Power & Articulation
- Increased Staff Morale



Traits of a Professional

- High visibility
- Quick decisions
- Codified body of knowledge
- Continuous training
- Adapt to change
- Ethical standard of conduct
- Licensed: *Your nametag is a symbol of ...*

PUBLIC TRUST



Professional Intervention

**Generates Voluntary Compliance,
Cooperation and Collaboration**



GVC 3.0 Means ...

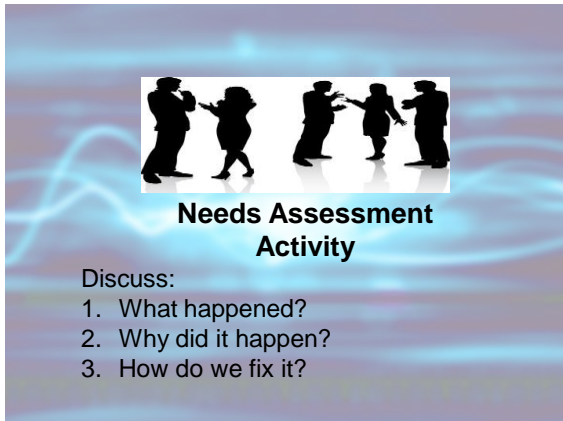
Voluntary **compliance**
when you have to ...

Voluntary **cooperation**
on a good day ...
and

Voluntary **collaboration**
on a great day









Five Universal Truths

1. All people want to be ...
treated with dignity and respect
2. All people want to be ...
asked rather than told to do something



Five Universal Truths

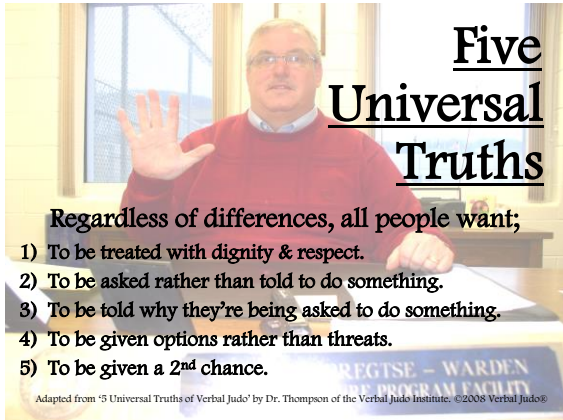
3. All people want to be ...
told why they are being asked to do something
4. All people want to be to be ...
given options rather than threats



Five Universal Truths

5. All people want ... *a second chance*





Five Universal Truths

Regardless of differences, all people want;

- 1) To be treated with dignity & respect.
- 2) To be asked rather than told to do something.
- 3) To be told why they're being asked to do something.
- 4) To be given options rather than threats.
- 5) To be given a 2nd chance.

Adapted from "5 Universal Truths of Verbal Judo" by Dr. Thompson of the Verbal Judo Institute. ©2008 Verbal Judo®



5 Universal Truths

DFPS Staff treat others:

1. ALWAYS TREAT OTHERS with dignity and respect.
2. ASK THEM, don't tell them to do something.
3. TELL THEM WHY they should do it.
4. GIVE OPTIONS, not threats.
5. GIVE THEM a second chance, if appropriate.





5 Universal Truths

IF YOU WANT AN INTERACTION TO GO YOUR WAY, YOU NEED TO:

1. TREAT OTHERS with dignity and respect.
2. ASK THEM, don't tell them to do something.
3. TELL THEM WHY they should do it.
4. GIVE OPTIONS, not threats.
5. GRANT THEM a second chance.



Anti-Peace Phrases

- "Calm down!"
- "What's your problem?"
- "You people!"
- "Come over here!"
- "I'm not going to tell you again!"
- "Because these are the rules ..."



Tactical Peace Phrases

- "Excuse me Sir, may I talk to you?"
- "What can I do to help?"
- "For your safety and mine ..."
- "Would you assist me?"
- "Can you work with me?"
- "You look like a reasonable person ..."
- "What's the matter?"



Natural Language

Natural language is Disastrous

It is caused by speaking whatever comes to mind (sarcasm, profanity, insults) by saying whatever rises readily to the lips.

We cannot fight fire with fire because it causes explosive results!







A term used to mentally give you a tactical mindset for the task at hand.

Using your professional face and words will generate voluntary **compliance**, **cooperation** and **collaboration**.





Professionalism Concept

Learn to stop
REACTING
 and start
RESPONDING
 to the ongoing situation



Emotional Equilibrium

“mu / shin”

↓ ↓
NO MIND

Dis / interest

↓ ↓
Non Bias



Emotional Equilibrium

One must remain open , flexible and
unbiased

Professional detachment is ...
A habit of mind



Know Your Weaknesses



Hot Buttons
Or Triggers

Name It: "Mr. Better Than"

Define It: He Who . . .

Challenges My Authority
Own It!.

The Path To Strength Is Built On Recognized Weaknesses

Verbal
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R-E-S-P-E-C-T

RESPECT

Personal / Earned

RE-spect

Professional / Given



Three Kinds of People



Nice



Difficult



Sneaky

Verbal
Performance & Influence



Universal Greeting

Create a reasonable doubt
in the person's mind
that you are not a jerk



Universal Greeting

1. Appropriate greeting
2. Introduce yourself and your affiliation
3. Explain the reason for the contact
4. Ask a relevant question



Universal Greeting

1. *Good morning*
2. *I'm Tony Pinelle, a consultant with Verbal Defense & Influence*
3. *The reason I am here today is to present Verbal Defense & Influence*
4. *My expectation is to have participants perform tactical communication tactics with people they interact with at work, as well as their family, friends and others.*





ACTIVITY

Introduce yourself to a tablemate using the Universal Greeting

Universal Greeting

Self-Introduction Script

1. *Good morning*
2. *I'm (name/title)*
3. *The reason I'm here today is to attend the Basic Verbal Defense & Influence class*
4. *I hope to learn about (1-2 expectations)*





Beyond Active Listening

The opposite of talking should be listening,
but for most people it is waiting ...

waiting to interrupt!



Beyond Active Listening

- You must be unbiased, flexible and open
- Hear literally
- Interpret accurately
- Act appropriately



Beyond Active Listening

LEAPS Concept: *Listening & Empathizing*

- Listening gives you intel on where the subject is today
- Empathizing gives you intel on where the subject has been in the past
- Combining this knowledge gives you the best predictor of where the subject is going to go in the future



Beyond Active Listening

LEAPS Concept: *Ask*

Five types of questions:

- Fact finding
- General
- Direct
- Leading
- Opinion seeking



Beyond Active Listening

LEAPS Concept: *Paraphrase*

The Sword of Insertion:

THEIR meaning dressed in **YOUR** words so that **BOTH** can understand ...

“Let me be sure that I understand what you just said.”



Beyond Active Listening

LEAPS Concept: Paraphrase

The ART of Paraphrase:

- You can interrupt and not generate resistance
- No one will listen harder than to their own point of view



Beyond Active Listening

LEAPS Concept: Paraphrase

The ART of Paraphrase, cont.

- Creates empathy: The other will believe you are trying to understand
- It often makes the other modify their initial statement after hearing their meaning in different words



Beyond Active Listening

LEAPS Concept: Summarize

- Creates decisiveness and authority
- Reconnects communication when temporarily interrupted
- Checks on understanding
- Improves memory retention



The Contact Professional

- In contact with self
- In contact with the organization
- In contact with the subject





ACTIVITY

Who do you represent?

1. Self
2. ?
3. ?
4. ?
5. ?

The Art of Representation



- Laws
 - Policies
 - Procedures
 - Constitution
 - Bill of Rights

The Art of Representation

Hammer = Disharmony



Verbal
Performance & Influences



Frank Dana DMV scene edited
YouTube.flv

Street Truth #1

People Never Say What They Mean Under Stress

MEANING

Help
Fear
Violated
My Stuff
Time



blah, blah, blah, blah, blah
blah, blah, blah, blah, blah
blah, blah, blah, blah, blah

RESPOND To The Meaning,
Never REACT To The WORDS.

Verbal
Performance & Influences





Anatomy of a Verbal Assault

- Why people verbal assault you?
- Professional and Personal Face
- Who has access to your Personal Face
- Ego is the On Ramp to Personal Face
- What is Personal Face
- What types of verbal attacks do people use to verbal assault you?
- How to render the verbal assault impotent?
- Preparing to meet Pete

A concept created by Doug Haig, Verbal Judo National Trainer



Types of Verbal Assaults

- Authority
- Profanity
- Personal Threats
- Family Safety
- Other Staff Members
- Physical Features
- Age
- Sex / Sexuality
- Skill / Competence
- Education
- Economic Status
- Religion
- ETC.



How to Handle Verbal Abuse

Natural reaction = Confrontation

vs.

Preplanned response =

Deflection & Redirection

"I hear what you're saying and I got that, but ..."

"I understand you're angry, and I might be too under the same circumstances, however ..."



How to Handle Verbal Abuse

Natural reaction = Confrontation

vs.

Preplanned response =

Deflection & Redirection

"It seems that way, and I agree it's difficult, but ..."

"I can see that you are upset and I'm sorry you feel that way, however ..."





ACTIVITY

Deflector Activity

Example

Comment:

"Why are you at calling me again, I get tired of you people calling. Don't you have anything better to do than bother us?"

Response:

"I can see/hear you are upset, and I'm trying to help. I'm calling to get some information we need to be able to help you."



Tactics

Combination deflectors:

- *"I hear what you're saying, and I got that, however..."*
- *"I hear that, and I'm listening, but ..."*
- *"You seem upset, and I'm sorry you feel that way, however ..."*



Tactics

Why use deflectors?

- *It allows you to feel good*
- *Springboard-focus technique*
- *It disempowers the other person*

Every word spoken by the contact professional after the words BUT or HOWEVER should be professional language that is tailored to and focused on the goal.









Persuasion Sequence

- A. Ask
- W. Explain why / Set context A. B. C.
- O. Give Options A. B. C.
- C. Confirm non-compliance
- A. Act





When Words Alone Fail

SAFER =

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



Our Maxims

- It's not enough to BE good. You have to look good and sound good ...
or it's NO GOOD
- **Never** step on one's Personal Face
- People are like steel - when we lose our temper we are useless





12 Thompson - Bad Grades
(Corrected).wmv

Vistelar Resources

- www.Vistelar.com
- www.Vistelar.com/blog
- www.VerbalDefenseAndInfluence.com
- www.BeyondConflict2013.com



Vistelar Resources

SAVE THE DATE: Beyond Conflict 2013

*Achieving Emotional & Physical Safety in
a Volatile Society*

November 7-10, 2013
Milwaukee, Wis.
www.beyondconflict2013.com