

# Effective communication in the midst of stress



VERBAL DEFENSE & INFLUENCE



PREVENT CONFLICT  
REDUCE EMOTIONAL/PHYSICAL VIOLENCE  
IMPROVE COOPERATION AND COLLABORATION  
LOWER CUSTOMER COMPLAINTS  
AVOID LITIGATION

**Verbal**  
*Defense & Influence*

# Everyone benefits when your employees know how to communicate effectively under pressure



## Consider the complexity of interacting with another person:

- You must function as both the giver and receiver of information
- Interactions encompass verbal, written and physical messages
- There's a wide range of purposes (e.g., info-sharing/gathering, compliance, relationship building, selling, buying, enforcement)
- Expectations differ depending on the nature of the interaction (e.g., work-related, personal, private, public)
- Your familiarity with the person ranges from close family member to total stranger
- You must deal with disparities of race, culture, gender, religion and age
- Interactions occur in a range of locations (at work, at home, at the mall, etc.)

Despite this complexity, most of the time people are functional communicators.

The problem occurs when stress is present during communications – a widespread and inescapable occurrence -- which can lead to emotional and physical violence. There are four universal triggers to such conflict:

- **Personal Stress** (such as relationship difficulties, financial problems, work demands, physical threats, job insecurity), which heightens the risk of conflict
- **Indignity** (treating others badly with insults, put-downs and humiliation) which can provoke retaliation
- **Bystander Inaction** (by peers or persons of authority) which leaves victims of violence to fend for themselves
- **Victim Mindset** (perceived as less-than by others), which can result in vulnerability to coming the target of violence by bullies

When these triggers are present the results are often disastrous. Decent and well-trained employees can end up saying and doing things that destroy reputations, profits, jobs, relationships and even lives.

Verbal Defense & Influence trains people how to communicate effectively in the midst of stress.

The goal of this training is to prevent conflict and retaliation from happening and, when that's not possible, to enable de-escalation of the situation and a reduced risk of emotional and physical violence.

### How to learn Verbal Defense & Influence:

Read the works of Dr. George Thompson

Attend a keynote speech or one-day workshop

Purchase an online or DVD training program

Become a certified Verbal Defense & Influence practitioner

Contract with us to deliver a custom training program

Certify internal facilitators/instructors to train your employees

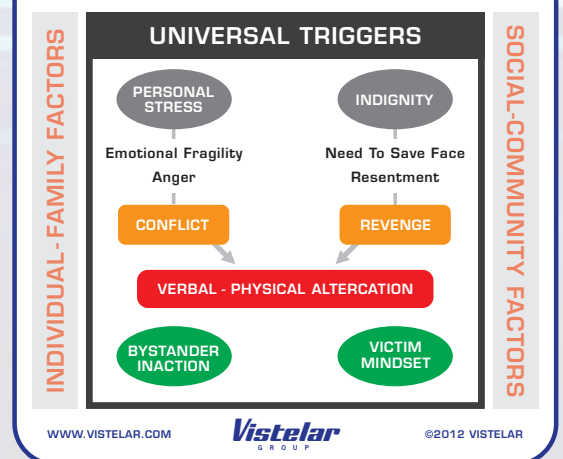
We have used Verbal Defense & Influence for over a decade to train our mental health care teams about de-escalation of verbal conflict through the strategic use of words and actions. It works!

- **Judy Weaver, R.N.**  
Director of Staff Education  
Colorado Mental Health  
Institute Of Pueblo

Verbal Defense & Influence is a scientific approach to 'talk' someone down. Proven across the decades, this methodology is one of the most well demonstrated and effective tools for any communication tool box.

- **Lt. Col Dave Grossman**  
Expert in field of human aggression

### EMOTIONAL - PHYSICAL VIOLENCE



# The Verbal Defense & Influence structured communication methodology has broad applications

Stress's negative influence on communications is pervasive and, as a result, Verbal Defense & Influence training is broadly applicable.



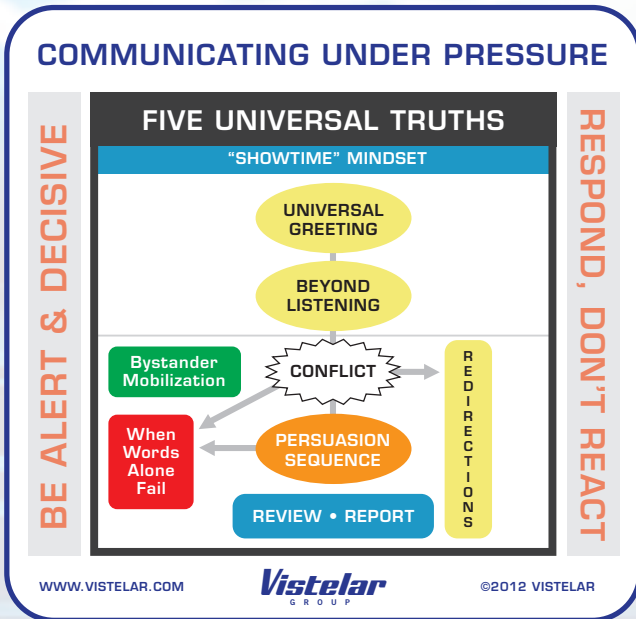
Within organizations it's vital for anyone having direct client contact (e.g., customer service personnel, healthcare workers, educators, public safety professionals, sales representatives, management) to increase the likelihood of positive outcomes and reduce complaints.

If all personnel are trained, the work environment improves and the threat of litigation is greatly reduced.

Outside of work, employees benefit in their personal lives by having the necessary skills to address verbal abuse and harassment, maintain their emotional safety in dealing with others and even help their children manage bullying – all resulting in their enhanced productivity during work hours.

Verbal Defense & Influence training is an essential addition to any organization's risk-management efforts (e.g., diversity, ethics, conflict resolution training) to prevent problems from arising when employees communicate in the midst of stress.

## Verbal Defense & Influence Methodology Framework



### FIVE UNIVERSAL TRUTHS

**Regardless of differences in race culture, gender, religion or age, all people want to be:**

- Treated with dignity and shown respect*
- Asked - rather than told - to do something*
- Told why they are being asked*
- Offered options, not threats*
- Given a second chance*

Verbal Defense & Influence provides the foundation for any truly effective police communication program. In providing expert testimony on use-of-force for over 30 years, I can definitively state that communication skills are a major factor for almost all effective uses of force.

- **Bill Lewinski, Ph.D.**  
Director,  
Force Science Research Center



### Verbal Defense & Influence teaches:

- The best way to make an initial contact
- The inadequacy of active listening
- Your three options when conflict arises
- How to redirect behavior with words
- How to generate voluntary compliance
- When it's necessary to stop talking and take action
- How to intervene before bad things happen
- The "showtime" mindset
- The keys to a respectful work environment
- How to deal with difficult people
- How to remain in control during conflict
- The necessity of treating people with dignity
- Five universal truths of human interaction
- What to do when words alone fail



# Prevent the destruction of reputations, profits, jobs, relationships and even lives with this methodology for communicating under pressure



## Benefits of Verbal Defense & Influence training

- Reduced interpersonal conflict
- Increased safety
- Better cooperation and collaboration
- Fewer complaints from customers
- Reduced risk of litigation



The Verbal Defense & Influence methodology is an essential skill. It completes the balanced package of necessary survival skills for those required to have a continuum of expertise in resolving confrontational situations.

- **Kevin M. Gilmartin, Ph.D.**  
Author, Emotional Survival

The core principles of the Verbal Defense & Influence communication methodology are essential for training students, faculty, and administrators how to safely and respectfully resolve potentially dangerous situations.

- **Jill Weisense**  
Marquette University, Milwaukee, WI

The purpose of this training is not to change the behavior of others, but to change our behavior when we interact with them.

- **Brenda Bowers**  
St. Michael's Hospital

Verbal Defense & Influence trains on how to use some of the most powerful ammunition available: the right words at the right times. This training is not some academic's pipe dream. It's realistic and proven control tactics, born of the streets and tested where lives are on the line.

- **Chuck Rensberg**  
Co-founder,  
Street Survival Seminar

Verbal Defense & Influence is a member of the Vistelar Group, a global speaking and training organization focused on addressing the spectrum of human conflict – from interpersonal discord, verbal abuse and bullying – to crisis communications, assault and physical violence.

A MEMBER OF

**Vistelar**  
GROUP

[www.Vistelar.com](http://www.Vistelar.com)

Verbal Defense & Influence is grounded in the communications methodology developed by the late Dr. George Thompson of the Verbal Judo Institute.

Previously known as Tactical Communications, this street-tested, proven and continually enhanced methodology for communicating under pressure has been taught to over 1 million individuals worldwide since 1983. It is the subject of four books written by Dr. Thompson. The most popular – Verbal Judo: The Gentle Art of Persuasion – initially published in 1993, continues to be a best seller with over 300,000 copies sold.

Verbal Defense & Influence uses Performance-Driven Instruction™, a unique approach to training that emphasizes student interaction, real-world simulations, skill practice, memorable stories and physical activity.

This approach – which minimizes the use of traditional lecture – improves retention of the taught material and enhances the student's ability to effectively perform the learned skills in their work and personal lives.

The goal of Verbal Defense & Influence training is to build the knowledge, skills and desire to be a more effective communicator in the midst of stress.

*There is a reason we do  
fire drills instead of fire talks*

**Please contact us to learn more about our methodology for communicating effectively in the midst of stress:**

Visit: [www.VerbalDefenseAndInfluence.com](http://www.VerbalDefenseAndInfluence.com)

Call: 877-690-8230

Email: [info@VerbalDefenseAndInfluence.com](mailto:info@VerbalDefenseAndInfluence.com)

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