



Verbal

Judo

I N S T I T U T E

Instructor and
Student Manual
VN: CP-4.24.2

CONTACT PROFESSIONALS

Verbal Judo – The mastery of communication by redirecting behavior with words.

JU = gentle / flexible, **DO** = way

Redirection rather than **Resistance**

Maximum efficiency and maximum effectiveness with
Minimum Effort

A “**Contact**” Art

Mastery through **Adaptation**

“Most people use natural language; Verbal Judo is a professional language.” - Doc Thompson

According to Dr. Thompson, instead of focusing on how people are different, we should focus on how people are the same.

FIVE UNIVERSAL TRUTHS

1. All people want to be treated with **DIGNITY** and **RESPECT**.
2. All people want to be **ASKED** rather than being **TOLD** to do something.
3. All people want to be told **WHY** they are being asked to do something.
4. All people want to be given **OPTIONS** rather than **THREATS**.
5. When they make a mistake, all people want a **SECOND CHANCE**.

1. Ask

Universal Truth 1 & 2

2. Set Context

(Explain Why) Universal Truth 3

3. Present Options

(+ - +) Universal Truth 4

4. Confirm

Universal Truth 3 & 5

“Is there anything I can say to earn your cooperation at this time? I’d like to think so.”

5. A.C.T.!

Actions Consistent with Training (A.C.T.)

Voice:

Pace : Speed in which you speak

Pitch : High or Low

Modulation : Enunciation

Volume : Loud or Soft

ACTIVITY

To highlight the point of HOW over WHAT, listen to how this sentence is read each time. Does the message change? How is the perception altered by PPMV?

“I never said they stole the iPad”