

# Tactical Communication

Pennsylvania State Police



# Tonight's Presentation

- Draws from Verbal Judo, The Gentle Art of Persuasion by Dr. George Thompson and Jerry Jenkins
- Draws upon Tactical Communications as taught by the Pennsylvania State Police Academy



# VERBAL JUDO

- In Japanese, *ju* means “gentle” and *do* means “way”, thus *judo* means “the gentle way”.
- Verbal judo is an art...
  - These techniques will allow you to:
    - Speak with people, even difficult people, without causing or escalating conflict.
    - Remain calm while others attempt to incite you.
    - Take criticism with dignity and style!



# VERBAL JUDO

## Goals

- Enhance personal safety
- Enhance professionalism
- Increase proficiency by improving performance
- Exercise Power and Influence



# VERBAL JUDO

- Sun-tzu, a confucian philosopher once said, “To win one hundred victories in one hundred battles is not the highest skill. **To subdue the enemy without fighting is the highest skill**”.
- The secret: It’s ok if someone insults, resists or attacks you verbally. Laugh it off to show that it has no meaning, no sting. If you fight back and resist the affront, you give it life and credibility. If you defend yourself you invite a counter attack.



# When we talk....

- The other guy waits to interrupt.
- How fast do we think ?
- How fast do we speak ?
- So what we say better count.



# People Under Pressure....

- Rarely say what they mean
- Words are clouded by emotions:  
fear, anger, embarrassment, etc.
- We need to strip away those  
words



# So what do we do?

- Activate our **tactical language**.
- Achieve a state of “mushin”
- Warrior before battle does what?
- Are we not warriors ?





# The Heart of the Message

- Strip away the “junk”
- And hear the real message
- This message is usually simple enough
- The key is to hear it.



# When we talk....

- Our authority comes from...
- The rules, the regs
- The Association.



# VERBAL JUDO

- There are three types of people in the world
  - Nice people
  - Difficult people
  - Wimps



# Nice people

- Nice people do exactly what they are told.
  - They respect authority
  - They don't complain
  - They don't argue
- However, if you do not treat them well, they will feel rotten about it. You will then lose credibility and more importantly, their support!



# Difficult people

- Difficult people by their very nature will not do what you tell them the first time you ask. Their nature causes them to say “**why? what for?**”
- Difficult people are as eager to argue a point as nice people are to cooperate.
- **“Why?” is *the most* American question there is!**



# Difficult people

- When these people challenge your authority it is usually pointless to explain why you asked them to do something.
- If you want voluntary compliance from a difficult person, you need to clearly and specifically explain what's in it for them and what they have to gain! Only when this doesn't work should you explain to them what they have to lose.



# Difficult people

- Two principles for dealing with difficult people:
  - Let them say what they want as long as they continue to do what you say!
  - Always **go for the win/win solution.**



# Wimps

- Wimps will smile to your face and then stab you in the back.
- They act friendly and then complain about you to anyone who will listen. These are the people who will file a lawsuit against you if you give them the opportunity.
- Wimps do not like authority and hate being told what to do. They like revenge!
- If you confront the wimps honestly, they will immediately weaken and be exposed.





# Officials

- There are two kinds of officials:
  - Peacemakers
    - Can end a brawl with a few choice words
  - Troublemakers
    - Can cause things to go from calm to chaotic by simply showing up at a scene.
    - Are masters at deploying the most common type of abuse....**VERBAL ABUSE!**



# Achieve mushin

- Assume all is recorded.....because it probably is.
- Your feelings are irrelevant during the game.



# When confronted

- Engage Tactical Language
- Natural Language is confrontational
- Harmonize the message with your tone of voice, facial expressions, demeanor, and other non verbal behaviors.



# REMEMBER

- “ If it feels good.....
- .....it’s no good”



# Empathy

- The most powerful word in the English language!
- *Empathy* has Latin and Greek roots. **Em**, from the Latin, “**to see through.**” and **pathy**, from the Greek, means “**the eye of the other.**” So to empathize means to understand, to see through the eyes of another.
- If you can't empathize with people, you will not be able to get them to listen to you!



# Why Empathy ?

- It allows people to realize you understand or appreciate what they are saying.
- Ever speak to someone who is emotionless and says nothing back to you ???



# Showing Empathy

- Minimal Encouragers:
- “Uh huh, yes, mmmmhh, right”, etc.
- Ask clarifying questions: “Let me mke sure I have this right” (Shows you care enough to understand the concern)
- Why do all this ? It gives you the right to speak and suggest.



# Strip Phrases

- Strip phrases allow you the opportunity to **deflect** and not immediately address things and at the same time remain calm.
- They allow you to remain in control because you are being tactical and responding---not reacting---to the problem.
- Use them to maintain “mushin”





# Strip Phrases

- 'ppreciate that
- understan' that
- Heard that
- Got that
- Roger that
- What phrases can you come up with?



## ■ 5 STEPS OF VERBALIZATION...

1. ASK (ethical appeal)

2. SET CONTEXT (reasonable appeal)

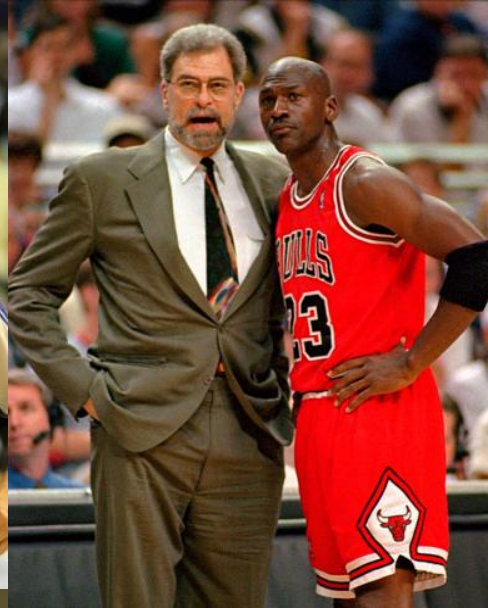
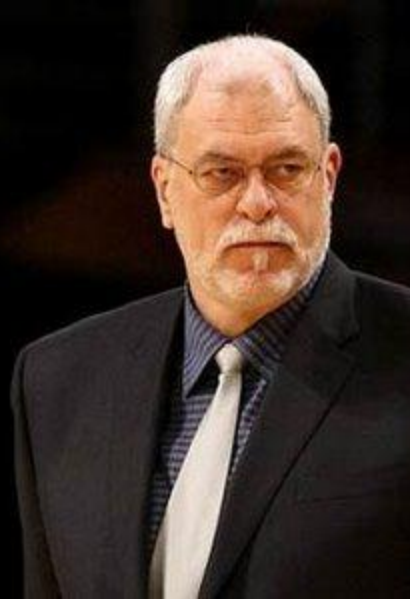
3. PRESENT OPTIONS (personal appeal)

4. CONFIRM (practical appeal)

“Coach, is there anything I can say to earn your cooperation at this time?”

5. ACT!





IN A CLOSE GAME,  
I CHECK MY PULSE.

I KNOW IF IT GETS OVER ONE HUNDRED  
IT'S GOING TO AFFECT MY THINKING

**-Phil Jackson**



- YOU NEED TO BE AT *YOUR BEST* ...
  
- WHEN EVERYONE ELSE IS AT *THEIR WORST!*



# Verbal Judo

- Allows us to:
  - Treat everyone with...
    - Respect
    - Dignity
    - Pride
    - Assertiveness
    - Professionalism



# Verbal Judo

- When we disrespect people, put them down in front of others or make them feel bad, we lose our power and create more enemies. We lose our professional face. We get upset, we use language irresponsibly, and we no longer have a disinterested state of mind.
- In other words...We have become part of the problem!



# Using these skills.....

- Allows us to be sure we acted appropriately
- They can play that video, and you are on ethical ground
- It also allows us to gain compliance. And that is the ultimate win in tactical communication.

