

Training Notice

Title: **Verbal Judo**

Subject: Verbal Judo teaches a philosophy of how to look creatively at conflict and use specific tactics and strategies to find peaceful resolutions.

Topics: See attached Talking Points and description

Who Should Attend: Anyone who wants to improve their communication skills and ability to deal with the public, especially those who may encounter conflict, including those who issue permits, code violations, or others who may encounter conflict situations.

Handouts/Reference: yes, to be provided at training.

Date: April 23 or 24 or 25, 2007 (training is one day long)

Time: 8:30 a.m. to 4:30 p.m.

Registration Starts: 8:00 a.m.

Location: April 23: Silliman Center, 6800 Mowry Avenue, Newark, CA
April 24 or 25: City Hall, 600 Elm St, San Carlos CA

Cost: Free to ABAG PLAN Members. Others billed \$50 based on attendance.

Includes: x Continental Breakfast x Lunch

To Register: go to www.abag.ca.gov/plan/training

Contact for More Information: Carol Taylor, (510) 464-7962 or carolj@abag.ca.gov

VERBAL JUDO

TALKING POINTS FOR OPEN-ENROLLMENT COURSE:

- How to remain professional even when those around you are behaving less than at their best.
- Deal better with verbal abuse and deflecting aggressive comments. Save face and your sense of humor.
- Learn to think what you want and not say what you're thinking. Burn less bridges and be less stressed.
- Use the "Three Truths" of communicating effectively under pressure. It's not what we say but how we say it!
- Employ a Five-Step Approach to Generate Voluntary Compliance and get people to do what you need them to do.
- Use a perfected "Meet and Greet" for reducing aggressive behavior and getting information fast.
- Understand the five times when words fail: S.A.F.E.R. Knowing when to stop talking and start acting.
- Use L.E.A.P.S., the most effective communication strategy ever created. Create better listening skills, get to the point and keep the point the main point under pressure, asks questions strategically, and create accountability.

PERFORMANCE OBJECTIVE OF VERBAL JUDO TRAINING:

Verbal Judo teaches a philosophy of how to look creatively at conflict and use specific tactics and strategies to find peaceful resolutions. These skills are crucial if we is to remain under emotional control and prevent a situation from escalating. The program is comprehensive and to the point. There is little or no discussion of theory because all the techniques, strategies, and examples come directly from 20 years of training people who have then used Verbal Judo in the real-world. A significant goal is safety, reducing problems and stress while enhancing credibility.

We create a learning environment that is filled with humor and wit and the wisdom of the ages from Aristotle to Shakespeare to politicians to people on the streets of our cities and the situations they encounter that burn the very bridges on which they stand. Use the techniques at work or in the home.

GOALS: Enhanced Safety, Enhanced Professionalism, Reduced Complaints, Reduced Liability, and Reduced Stress.

PROBLEM: Organizations sometimes spend thousands of dollars and countless hours toward the goal of reaching the public to promote policies and ideas. The simple truth is people actually spend over 80% of their day communicating and 97% using verbal persuasion to try to resolve problems/difficulties. Little or no training in using appropriate Presence and Words as critical-thinking options is ever considered and this can lead to burn out, frustration, rash judgments or punishment from over-reaction. This causes increased physical or emotional complications which in turn can lead to a vicious cycle of disharmony in the office and in the home.

TRAINING BENEFITS: Increased self-reliance enhances ones' ability to come up with the right words for the right person at the right time. Using words as tools and not weapons builds successful futures, creating credibility, dignity, and empathy for the individual and the community as a whole.

BACKGROUND:

With over 1,000,000 people trained in the strategies and tactics of Verbal Judo and more reached through three books (the latest published in three languages), several video and audio products, numerous television and radio interviews on four continents, hundreds of newsprint and magazine articles, and an international following through our web sites, The Verbal Judo Institute, Inc., has become the premier training company in conflict resolution training. Additional information available at: www.verbaljudo.info.

Lee Fjelstad, Vice President, Instructor/Presenter

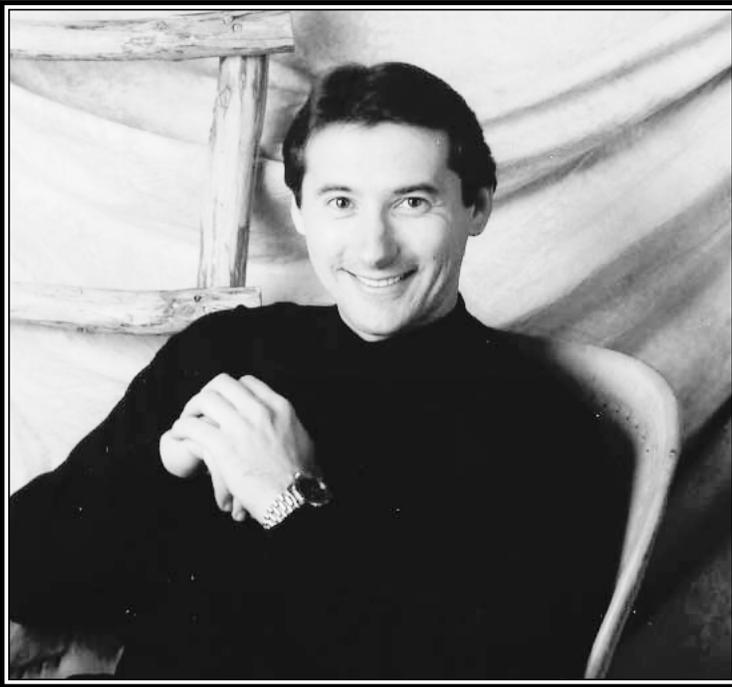
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Allen Yearick, Open Enrollment Administrator

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The Verbal Judo Institute (941-350-9559)

www.verbaljudo.info



Lee Fjelstad's professional background includes over a decade of speaking experience, five years as an Operations Supervisor for the Phillips Laboratory, a \$130 million computer research and development facility; several years of sales experience in retail; six years of security and law enforcement work for the Department of the Air Force protecting nuclear weapons systems, and reserve police work for the Sandavol County Sheriff's Department in New Mexico.

His educational background includes degrees in English and Business with advanced course work in Behavioral Science. Lee also instructs self-defense seminars, retains black belt rankings in Shotokan and Tae Kwon Do karate and is the Vice President of the Verbal Judo Institute. He now spends over 250 days per year training people in the art of Verbal Judo, a program which has a following of over 600,000 people in the last 14 years. Verbal Judo has been taught to audiences in the United States, Canada, Australia, England and Saipan.

W. LEE FJELSTAD

ARTICLES PUBLISHED ON VERBAL JUDO.

"Passenger Violence"

-- Air Transport World, March 1998

"10 things you should never say to anyone"

--New Woman Magazine, October 1994

"Rhetoric can be an alternative to physical force."

--Transworld Airline's Ambassador Magazine,
December 1990

"Verbal Judo: Handling Verbal Conflicts"

--Best's insurance Convention Guide, Summer 1986

"Disagree--but don't fight ire with ire"

--USA Today, February 19, 1987

"Copping an Attitude"

--Los Angeles Times, May 8, 1990

"How to handle tough customers--professionally"

--BIZ magazine, May-June 1987

"Hit 'em with a soft word"

--Chicago Tribune, August 3, 1986

"Add 1 part mysticism to some street smarts for a new tool"

--Philadelphia Inquirer, June 22, 1992

"Cops on Camera"

--Time Magazine, November 13, 1989

INTERVIEWS ON VERBAL JUDO

Interviews on Verbal Judo have been printed in the Los Angeles Times, Chicago Sun, Albuquerque Journal, Philadelphia Inquirer, Washington Post, USA Today, Air World Transport Magazine, Time Magazine, and other major publications.

Television and radio interviews have been conducted for 48 Hours, Inside Edition, CNN's Sonja Live, the Evening News on CBS, NBC, and Fox, the BBC in Canada, and a talk shows in England, Australia, Germany, and Japan.