

verbal judo

verbal judo is a proven communication technique that empowers individuals to handle conflict, diffuse tension, and achieve more positive outcomes through the strategic use of language. Whether in law enforcement, business, education, or daily life, verbal judo equips people with the skills to manage difficult conversations, persuade others, and maintain control under pressure. This comprehensive guide explores the principles behind verbal judo, its key techniques, real-world applications, and actionable tips for mastering verbal self-defense. Readers will discover how verbal judo can transform confrontations into productive dialogues, improve relationships, and bolster personal and professional effectiveness. Throughout the article, the concept of verbal judo is explained with practical examples, expert insights, and step-by-step strategies, making it an invaluable resource for anyone seeking to enhance their communication skills.

- Understanding Verbal Judo: The Basics
- The Principles of Verbal Judo
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- Applying Verbal Judo in Daily Life
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Understanding Verbal Judo: The Basics

Verbal judo is a communication methodology developed by Dr. George J. Thompson in the 1980s. The approach combines the strategy and finesse of martial arts with effective verbal techniques, allowing users to redirect aggression, de-escalate conflict, and influence outcomes. Unlike physical judo, which uses an opponent's energy against them, verbal judo leverages the power of words to achieve cooperation and resolution. It is widely used in law enforcement, negotiation, customer service, and leadership, making it a sought-after skill for those who regularly encounter challenging conversations. At its core, verbal judo is about listening actively, responding thoughtfully, and maintaining emotional control, all while guiding the dialogue toward a mutually beneficial solution.

The Principles of Verbal Judo

The foundation of verbal judo lies in understanding and applying several core principles. These principles guide how individuals approach conversations, especially those that are

confrontational or emotionally charged. By internalizing these tenets, communicators can remain calm, assertive, and persuasive in any situation.

Respect and Empathy

Respect is the cornerstone of verbal judo. Treating others with dignity, regardless of the circumstances, helps lower defenses and encourages cooperation. Empathy involves seeing the situation from the other person's perspective, acknowledging their feelings, and validating their concerns. Together, respect and empathy create an environment where dialogue can flourish rather than escalate.

Disinterest and Professional Detachment

Professional detachment means remaining emotionally uninvolved in the heat of conflict. By maintaining a disinterested, objective stance, communicators avoid being drawn into personal attacks or emotional reactions. This allows for clearer thinking and more effective responses, keeping the conversation focused on issues rather than personalities.

Purposeful Communication

Every interaction should have a clear purpose. Verbal judo encourages communicators to define their goals before engaging, whether it's resolving a problem, gaining compliance, or building rapport. Purposeful communication ensures that conversations stay on track and that outcomes are achieved efficiently.

- Listen actively before responding
- Stay calm and collected
- Always show respect
- Seek mutual understanding
- Focus on solutions, not blame

Essential Techniques of Verbal Judo

Verbal judo encompasses a range of techniques designed to steer conversations, diffuse hostility, and encourage cooperation. Mastering these techniques can make interactions smoother and more effective, regardless of the context.

The Five-Step Appeal Process

The five-step appeal process is a structured method used to gain voluntary compliance, especially when dealing with resistance. It involves:

1. Asking: Begin with a polite request.
2. Explaining: Provide reasons for your request.
3. Offering Options: Present choices to encourage cooperation.
4. Confirming: Check for understanding and willingness.
5. Acting: Take appropriate action if compliance is not achieved.

This process ensures professionalism and minimizes escalation by guiding the conversation logically and respectfully.

Deflection and Redirection

Deflection involves calmly sidestepping insults, provocations, or irrelevant points. Redirection then focuses the conversation back to the matter at hand. These techniques prevent emotional escalation and keep discussions productive, making them essential in high-pressure scenarios.

Paraphrasing and Active Listening

Paraphrasing demonstrates that you have heard and understood the other person's viewpoint. Active listening involves giving full attention, asking clarifying questions, and reflecting back what was said. These techniques foster trust, reduce misunderstandings, and encourage open communication.

Nonverbal Communication

Body language, tone of voice, and facial expressions all play a significant role in verbal judo. Maintaining a calm demeanor, steady eye contact, and open posture reinforces the verbal message and conveys authority without aggression.

Verbal Judo in Professional Settings

Verbal judo is invaluable in a variety of professional environments where clear, calm communication is essential. Organizations recognize its benefits for conflict resolution, customer relations, and team management.

Law Enforcement and Public Safety

Originally designed for police officers, verbal judo has revolutionized how law enforcement interacts with the public. Officers use it to de-escalate tense situations, gain voluntary compliance, and avoid physical confrontations. The techniques are now part of standard training in many agencies worldwide.

Customer Service and Sales

In customer-facing roles, verbal judo helps employees manage complaints, handle difficult customers, and negotiate solutions without confrontation. By applying empathetic listening and strategic persuasion, businesses can improve customer satisfaction and loyalty.

Education and Healthcare

Teachers, administrators, and healthcare professionals rely on verbal judo to manage classroom disruptions, address parental concerns, and communicate effectively with patients. The approach fosters respect, collaboration, and positive outcomes in sensitive or stressful situations.

Applying Verbal Judo in Daily Life

Beyond the workplace, verbal judo is a powerful tool for everyday communication. It can help resolve family disputes, navigate social challenges, and improve relationships.

Handling Personal Conflicts

Verbal judo enables individuals to address disagreements with composure and tact. By focusing on empathy and mutually beneficial solutions, conflicts can be resolved without damaging relationships.

Negotiating and Persuading

Whether negotiating bills, persuading children, or discussing sensitive topics with friends, verbal judo techniques increase the likelihood of agreement and understanding. The artful use of words and tone encourages cooperation rather than resistance.

Building Stronger Relationships

Consistent use of verbal judo fosters respect and trust in personal interactions. It encourages open dialogue, reduces tension, and helps maintain healthy boundaries, all of which contribute to stronger relationships.

Tips for Mastering Verbal Judo

Anyone can develop proficiency in verbal judo with practice and commitment. Implementing the following tips will enhance communication skills and conflict management abilities.

- Practice active listening and empathy in every conversation.
- Remain calm and objective, especially when emotions run high.
- Use clear, respectful language and positive body language.
- Apply the five-step appeal process in challenging situations.
- Reflect on past interactions to identify areas for improvement.
- Seek feedback from trusted colleagues or mentors.
- Engage in role-playing exercises to build confidence.
- Stay updated on new verbal judo strategies and research.

Conclusion

Verbal judo is an essential communication skill that transforms conflict into collaboration. By mastering its principles and techniques, individuals can navigate challenging conversations, build rapport, and achieve their goals without confrontation. Whether in professional environments or everyday life, verbal judo offers a practical, effective approach to verbal self-defense and persuasion, making it a valuable asset for anyone seeking to communicate with greater impact and confidence.

Q: What is verbal judo and how does it differ from traditional conflict resolution techniques?

A: Verbal judo is a strategic communication method that uses empathy, respect, and purposeful language to de-escalate conflicts and achieve cooperation. Unlike traditional conflict resolution, which may focus on negotiation or compromise, verbal judo emphasizes redirecting energy, active listening, and influencing outcomes through verbal finesse.

Q: Who can benefit from learning verbal judo?

A: Anyone who faces challenging conversations or conflict can benefit from verbal judo, including law enforcement officers, teachers, healthcare professionals, customer service

representatives, managers, parents, and individuals seeking better personal relationships.

Q: How can verbal judo help in workplace disputes?

A: Verbal judo helps manage workplace disputes by encouraging respectful dialogue, reducing emotional escalation, and guiding conversations toward productive solutions. It fosters a positive work environment, improves team collaboration, and minimizes misunderstandings.

Q: What are the core principles of verbal judo?

A: The core principles of verbal judo include respect, empathy, professional detachment, and purposeful communication. These principles help communicators remain calm, objective, and focused on achieving positive results.

Q: Can verbal judo techniques be used in personal relationships?

A: Yes, verbal judo is highly effective in personal relationships. It enables individuals to address disagreements calmly, build trust, and resolve issues without resorting to confrontation or emotional outbursts.

Q: What is the five-step appeal process in verbal judo?

A: The five-step appeal process is a structured approach to gaining compliance: asking politely, explaining reasons, offering options, confirming willingness, and acting if necessary. It helps guide conversations and encourages voluntary cooperation.

Q: How does verbal judo contribute to effective leadership?

A: Effective leaders use verbal judo to inspire trust, manage conflict, and persuade team members. By applying empathy and strategic communication, leaders can foster collaboration and achieve organizational goals.

Q: Is verbal judo only for law enforcement professionals?

A: While verbal judo originated in law enforcement, its techniques are now widely used in business, education, healthcare, and everyday life. Anyone can learn and apply verbal judo to improve communication and conflict resolution skills.

Q: What are common mistakes to avoid when practicing verbal judo?

A: Common mistakes include becoming emotionally involved, using disrespectful language, failing to listen actively, and losing sight of the conversation's purpose. Practitioners should remain calm, respectful, and focused on positive outcomes.

Q: How can someone start learning verbal judo?

A: To start learning verbal judo, individuals can read books on the subject, attend workshops or training sessions, practice techniques in daily interactions, and seek feedback from experienced communicators. Regular practice and reflection are key to mastering verbal judo.

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Verbal Judo: Mastering the Art of Non-Violent Communication

Are you tired of unproductive arguments? Do you wish you could de-escalate tense situations with ease and grace? Then you need to learn about Verbal Judo. This isn't about aggressive rhetoric or manipulative tactics; it's about strategically using language to achieve cooperation and positive outcomes. This comprehensive guide will explore the core principles of Verbal Judo, equipping you with practical techniques to navigate challenging conversations and build stronger relationships. We'll delve into its applications in various settings, from personal interactions to professional environments.

What is Verbal Judo?

Verbal Judo, at its core, is a communication system designed to influence behavior positively without resorting to force or coercion. It's not about winning arguments; it's about achieving a desired outcome through understanding, empathy, and skillful word choice. Think of it as a form of self-defense, but for your interactions rather than your physical body. It's about controlling the

emotional tone of a conversation and guiding it towards a resolution that benefits everyone involved.

Key Principles of Verbal Judo:

1. Tactical Empathy:

Understanding the other person's perspective is paramount in Verbal Judo. This doesn't mean agreeing with them, but actively listening to understand their feelings and motivations. Showing empathy, even when you disagree, dramatically reduces defensiveness and opens the door for constructive dialogue. It's about saying, "I understand why you feel that way," even if you don't necessarily agree with the reason.

2. Word Choice Matters:

The words you use can significantly influence the outcome of a conversation. Verbal Judo emphasizes using language that is respectful, clear, and avoids inflammatory terms. Instead of accusatory language, focus on describing the situation objectively and expressing your needs calmly. Replacing "You always..." with "I've noticed..." can make a world of difference.

3. Active Listening:

Truly hearing what the other person is saying is crucial. Active listening goes beyond simply hearing words; it involves paying attention to their body language, tone of voice, and unspoken emotions. Reflecting back what you've heard ("So, if I understand correctly, you're feeling...") ensures understanding and shows that you value their perspective.

4. Controlled De-escalation:

Verbal Judo provides techniques for de-escalating tense situations. This often involves remaining calm and collected, even when faced with anger or aggression. Using calming language, offering choices, and creating a sense of collaboration helps diffuse conflict and guide the conversation towards a more positive direction.

5. Building Rapport:

Establishing a positive connection with the other person is essential. This involves finding common ground, showing respect, and acknowledging their contributions. A collaborative approach, where both parties feel heard and valued, is much more likely to lead to a successful resolution.

Verbal Judo in Practice: Real-World Applications

Verbal Judo's effectiveness transcends personal relationships. It's a valuable skill across various

settings:

Law Enforcement: Officers utilize Verbal Judo to de-escalate potentially violent situations, reducing the need for physical force.

Customer Service: Handling upset customers effectively involves using Verbal Judo principles to build rapport, understand their concerns, and find mutually agreeable solutions.

Education: Teachers can use Verbal Judo to manage classroom behavior, addressing misbehavior constructively and encouraging positive interactions among students.

Negotiations: In any negotiation, effective communication is paramount. Verbal Judo techniques promote understanding and compromise, leading to better outcomes.

Mastering Verbal Judo: A Continuous Journey

Verbal Judo is not a quick fix; it's a skill that requires practice and refinement. Consistent effort in employing these principles will lead to greater proficiency and more positive interactions in your life. Remember that the goal isn't to "win" an argument but to achieve a desired outcome through mutual understanding and cooperation. Observe how others use these principles effectively and actively incorporate them into your own communication style. Practice makes perfect, and the rewards of improved relationships and conflict resolution are well worth the effort.

Conclusion

Verbal Judo offers a powerful framework for navigating challenging conversations and building stronger relationships. By understanding and implementing its key principles – tactical empathy, mindful word choice, active listening, controlled de-escalation, and rapport building – you can transform your interactions and achieve positive outcomes in both your personal and professional life. Embrace the art of non-violent communication and experience the transformative power of Verbal Judo.

FAQs

1. Is Verbal Judo manipulation? No, Verbal Judo is not about manipulation. It's about influencing behavior through understanding and respect, not through deceptive tactics. The aim is mutually beneficial outcomes.

2. Can anyone learn Verbal Judo? Yes, anyone can learn Verbal Judo. It requires conscious effort and practice, but the principles are accessible and applicable to anyone who wants to improve their communication skills.

3. How long does it take to master Verbal Judo? There's no set timeframe. It's a continuous learning process. Consistent practice and self-reflection are key to improving your proficiency.
4. What are some common mistakes to avoid when using Verbal Judo? Common mistakes include interrupting, becoming defensive, using accusatory language, and failing to actively listen.
5. Are there any resources available to learn more about Verbal Judo? Yes, there are numerous books, workshops, and online resources dedicated to Verbal Judo techniques and principles. Researching these resources can significantly enhance your understanding and skills.

verbal judo: *Verbal Judo* George J. Thompson, PhD, 2010-10-12 Verbal Judo is the martial art of the mind and mouth that can show you how to be better prepared in every verbal encounter. Listen and speak more effectively, engage people through empathy (the most powerful word in the English language), avoid the most common conversational disasters, and use proven strategies that allow you to successfully communicate your point of view and take the upper hand in most disputes. Verbal Judo offers a creative look at conflict that will help you defuse confrontations and generate cooperation from your spouse, your boss, and even your teenager. As the author says, when you react, the event controls you. When you respond, you're in control. This new edition features a fresh new cover and a foreword demonstrating the legacy of Verbal Judo founder and author George Thompson, as well as a never-before-published final chapter presenting Thompson's Five Universal Truths of human interaction.

verbal judo: *Verbal Judo* George J. Thompson, 1983 This book will help police officers and other contact professionals develop verbal strategies that can transform potentially explosive encounters into positive resolutions. It addresses the most difficult problems of the street encounter where quick thinking and spontaneous verbal response often make the difference between life and death. The author explores all kinds of confrontation rhetoric and offers both a theoretical and practical account of how to handle street situations. Following an introduction to the problems of street communication the author focuses on five basic rhetorical elements perspective, audience, voice, purpose and organization. The principles and techniques described can be used in practically every verbal encounter. Each chapter includes case studies that give readers practice in developing rhetorical strategies for handling street encounters and dealing with the public. The final chapter provides a professional model for police officers. It presents a definition of the law enforcement profession that will command respect from the public and offer those in the profession a firm sense of identity.

verbal judo: *De-Escalate* Douglas E. Noll, 2017-09-12 Written by award-winning author, highly experienced mediator, and co-founder of the Prison of Peace project, Douglas E. Noll, *De-Escalate* gives you the proven process to calm any angry person or volatile situation in 90 seconds or less. Based on the practical experience of a master mediator and grounded in the latest findings in neuroscience, Douglas Noll offers his proven process—to empower you to successfully and efficiently de-escalate an angry person or volatile situation in 90 seconds or less—and how to apply this skill in all areas of life. We live in a more socially polarized time nationally and globally than ever before, as arguments easily flare up, aggression and bullying rises, and lines are drawn over politics, religion, and ideology. *De-Escalate* provides a new set of social listening and communication skills that solve the problem of what to do with angry, emotional people. The quick and effective techniques detailed in *De-Escalate* will help anyone dealing with this increase in anger from outside sources or anger in themselves. With simple, easy-to-understand steps, *De-Escalate* walks you through real-life examples and scenario-based conversations in order to create resolutions, build emotional intelligence, and cultivate empathy and healing. This book will teach the precise tools to master becoming a peacemaker, cultivating ways to co-exist and co-respect others in an increasingly hostile world.

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verbal judo: The Gentle Art of Verbal Self-defense Suzette Haden Elgin, 1980 Most of us are under verbal attack everyday and often don't realize it. In *The Gentle Art of Verbal Self-Defense* you'll learn the skills you need to respond to all types of verbal attack

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verbal judo: *The Conservation Professional's Guide to Working with People* Scott A. Bonar, 2012-09-26 Successful natural resource management is much more than good science; it requires working with landowners, meeting deadlines, securing funding, supervising staff, and cooperating with politicians. The ability to work effectively with people is as important for the conservation professional as it is for the police officer, the school teacher, or the lawyer. Yet skills for managing human interactions are rarely taught in academic science programs, leaving many conservation professionals woefully unprepared for the daily realities of their jobs. Written in an entertaining, easy-to-read style, *The Conservation Professional's Guide to Working with People* fills a gap in conservation education by offering a practical, how-to guide for working effectively with colleagues, funders, supervisors, and the public. The book explores how natural resource professionals can develop skills and increase their effectiveness using strategies and techniques grounded in social psychology, negotiation, influence, conflict resolution, time management, and a wide range of other fields. Examples from history and current events, as well as real-life scenarios that resource professionals are likely to face, provide context and demonstrate how to apply the skills described. *The Conservation Professional's Guide to Working with People* should be on the bookshelf of any environmental professional who wants to be more effective while at the same time reducing job-related stress and improving overall quality of life. Those who are already good at working with people will learn new tips, while those who are petrified by the thought of conducting public meetings, requesting funding, or working with constituents will find helpful, commonsense advice about how to get started and gain confidence.

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verbal judo: *You Talkin' To Me?* Sam Leith, 2011-10-20 Rhetoric gives our words the power to inspire. But it's not just for politicians: it's all around us, whether you're buttering up a key client or persuading your children to eat their greens. You have been using rhetoric yourself, all your life. After all, you know what a rhetorical question is, don't you? In this updated edition of his classic guide, Sam Leith traces the art of argument from ancient Greece down to its many modern mutations. He introduces verbal villains from Hitler to Donald Trump - and the three musketeers: ethos, pathos and logos. He explains how rhetoric works in speeches from Cicero to Richard Nixon,

and pays tribute to the rhetorical brilliance of AC/DC's Back In Black. Before you know it, you'll be confident in chiasmus and proud of your panegyrics - because rhetoric is useful, relevant and absolutely nothing to be afraid of.

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verbal judo: The Art of Persuasion Bob Burg, 2011-09-20 The Art of Persuasion teaches you how to get what you want when you want it. You would love to have that ability, right? After studying some of the most successful men and women in modern history, author Bob Burg noticed how many common characteristics these people have—and shares them all with you. One trait that stands above all the rest is their ability to win people over to their way of thinking—they were all persuasive. Each of these life winners had a burning desire, coupled with great creativity, and a total, unshakable belief in their mission or cause. The Winning principles you will learn include: Making People Feel Important Everything is Negotiable Dealing with Difficult People Persuasion in Action What Sets You Apart from the Rest Nuggets of Wisdom Presented in everyday, clear, and often humorous language, The Art of Persuasion leaves an impression on you that will last a lifetime—filled with one success after another!

verbal judo: Summary of Verbal Judo by George J. Thompson and Jerry B. Jenkins QuickRead, Alyssa Burnette, Learn the art of effective communication. Have you ever had a conversation that felt like a chess match? Or an argument that felt more like a knock-out? Well, what if your conversations were like verbal judo? Named for the Japanese martial art whose name literally translates “gentle way,” Verbal Judo (1993) offers a police officer’s perspective on non-violent conversation. Written for anyone who wants to improve their communication skills, Verbal Judo will teach you the art of effective and gentle communication. Do you want more free book summaries like this? Download our app for free at <https://www.QuickRead.com/App> and get access to hundreds of free book and audiobook summaries. DISCLAIMER: This book summary is meant as a preview and not a replacement for the original work. If you like this summary please consider purchasing the original book to get the full experience as the original author intended it to be. If you are the original author of any book on QuickRead and want us to remove it, please contact us at hello@quickread.com.

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policy and scholarship. A comprehensive account of combat methods and military rationale, *Nonstate Warfare* offers a new understanding for wartime military behavior.

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verbal judo: Country Cop Barry Goodson, 2020-05-15 The deputy sheriff or sheriff of a county often is perceived as the lone officer protecting the citizens of a small town. *Country Cop* is the riveting story of one such deputy sheriff, Barry Goodson, and his experiences with the Parker County Sheriff's office in the 1990s and early 2000s in North Texas. Goodson was required to answer any call for service within an area roughly the size of Rhode Island (just under 1000 square miles), where a backup officer could be many miles away, and so he often patrolled and handled calls alone in a county renowned for being a haven for drug manufacturers and dealers. Goodson puts the reader in his patrol car to vicariously share what it is like to be in county law enforcement. He reveals his officer's skills, which include the ability to identify an offender immediately, to assess that offender's immediate intent (apparent or not), and to decide on proper action before the offender can unleash his or her attack on that deputy or against the originally intended victim. More often than not, he employed "verbal judo" to de-escalate a situation instead of drawing his gun. Calls from dispatch ranged from a simple need to clear livestock from the highways to shots fired or a 150 mph high-speed auto chase of drug dealers. More often, drug dealer attacks erupted during a perceived normal traffic stop with the offender suddenly producing a weapon, forcing Goodson to use force to subdue the individual. During one domestic violence call Goodson and another officer forced entry to stop a violent father from extreme violence against his wife and two teenage sons, but then Goodson had to intercept the wife as she lunged forward with a pair of long scissors in an attempt to stab the other officer in the back. *Country Cop* gives the inside story of county law enforcement and will prove a valuable resource for those in criminal justice, those who aspire to a career in law enforcement, and to all who enjoy a good police story.

verbal judo: Where to Draw the Line Anne Katherine, 2012-09-25 From the acclaimed author of the perennial favorite *Boundaries*, *Where to Draw the Line* is a practical guide to establishing and maintaining healthy boundaries in many different situations. With every encounter, we either demonstrate that we'll protect what we value or that we'll give ourselves away. Healthy boundaries preserve our integrity. Unlike defenses, which isolate us from our true selves and from those we love, boundaries filter out harm. This book provides the tools and insights needed to create boundaries so that we can allow time and energy for the things that matter—and helps break down limiting defenses that stunt personal growth. Focusing on every facet of daily life—from friendships and sexual relationships to dress and appearance to money, food, and psychotherapy—Katherine presents case studies highlighting the ways in which individuals violate their own boundaries or let other people breach them. Using real-life examples, from self-sacrificing mothers to obsessive neat freaks, she offers specific advice on making choices that balance one's own needs with the needs of others. Boundaries are the unseen structures that support healthy, productive lives. *Where to Draw the Line* shows readers how to strengthen them and hold them in place every day.

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reached the point at which he began to advocate seiryoku zenyo (maximum efficiency) and jita kyoei (mutual prosperity), which represent the universality and ideal of human existence, and are the core values of judo.

verbal judo: You Can't Say That to Me Suzette Haden Elgin, 1995-03-02 Verbal abuse comes in many devastating forms--but no matter how or when it occurs, abuse language can have grave long-term consequences for the victim's physical and psychological health and well-being. This book offers readers a practical program for controlling and ending virtually all forms of verbal abuse.

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verbal judo: Brian Jacks the Mindset of a Champion with Marc Gingell Brian Jacks, Marc Gingell, 2017-08-29 BBC's Superstars, a kind of sports reality television programme from the 70's and 80's, propelled Brian Jacks to fame. But there is a lot more to Jacks life than Superstars. Born in London's East End he dumfounded medical staff for almost nine years with a problem that meant he had to sit out all sports and could barely walk. His family had almost given hope that he would live a normal life until a chance meeting with renowned specialist who put Jacks on the road to recovery. At nine Jacks started judo and by the time he'd reached fourteen he'd become British junior champion. A massive transformation for the sick could who couldn't even climb a flight of stairs for eight years. At fifteen Jacks flew to Japan to study judo in the spiritual home of judo. Tokyo's Kodokan where he suffered at the hands of Japanese students three to five years older than him. They didn't take kindly to the cheeky cockney invading their space. They threw him from pillar to post and alone in his room the young Jacks shed tears on a number of occasions. But he never gave up and this experience made him a stronger person and a champion with medal cabinet full of trophie that includes Olympic and World Championship medals. Throughout his career Jacks faced more challenges and he asked himself serious questions about what he

verbal judo: The Verbal Judo Way of Leadership George J. Thompson, Gregory A. Walker, 2007 From the founder of the renowned Verbal Judo Institute What you say and how you say it critically impacts the outcome of your contact with people...be it subjects on the street or officers in your agency. - Discover the linguistic structures and strategies that made Verbal Judo so popular - Learn to apply both the art and science of using words & phrases to lead, persuade, clarify, diffuse...and generally navigate nearly any situation. - Become a solid, respected and highly effective leader Effective Communication Makes Effective Leaders Learn... - 3 key leadership ingredients - Behavior correction skills - Real lessons from the field - How to avoid ego errors - Communication profiling - The true power of listening

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book will enable you to identify deceptive behavior in all its forms, and show you the techniques that will help you reach the truth.

verbal judo: Covert Cows and Chick-fil-A Steve Robinson, 2019-06-11 The longtime chief marketing officer for Chick-fil-A tells the inside story of how the company turned prevailing theories of fast-food marketing upside down and built one of the most successful and beloved brands in America. Covert Cows will help you... Discover unexpected, out-of-the-box marketing methods and new ways of approaching business problems. Understand the positive impact of building a business based on biblical principles. Receive an insider's look at the evolution of one of America's most beloved brands. Learn key marketing and business insights from the man who was the chief marketing officer for Chick-fil-A for thirty-four years. During his thirty-four-year tenure at Chick-fil-A, Steve Robinson was integrally involved in the company's growth--from 184 stores and \$100 million in annual sales in 1981 to over 2,100 stores and over \$6.8 billion in annual sales in 2015--and was a first-hand witness to its evolution as an indelible global brand. In Covert Cows and Chick-fil-A, Robinson shares behind-the-scenes accounts of key moments, including the creation of the Chick-fil-A corporate purpose and the formation and management of the now-iconic Eat Mor Chikin cow campaign. Drawing on his personal interactions with the gifted team of company leaders, restaurant operators, and the company's founder, Truett Cathy, Robinson explains the important traits that built the company's culture and sustained it through recession and many other challenges. He also reveals how every aspect of the company's approach reflects an unwavering dedication to Christian values and to the individual customer experience. Written with disarming candor and revealing storytelling, Covert Cows and Chick-fil-A is the never-before-told story of a great American success.

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how to be deliberately illogical - and get away with it. This book will make you maddeningly smart: your family, friends and opponents will all wish that you had never read it. Publisher's warning: In the wrong hands this book is dangerous. We recommend that you arm yourself with it whilst keeping out of the hands of others. Only buy this book as a gift if you are sure that you can trust the recipient.

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