



**Verbal Judo  
The Gentle Art of Persuasion**

**Book Report by Frumi Barr, MBA, PhD**

**Author:** George G. Thompson, PhD & Jerry B. Jenkins

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**Author bio and credits:** George J. Thompson Ph.D., is a former English professor and a black belt master of karate. He created and crash tested verbal Judo when he was a police officer on an urban beat. He is now a popular lecturer and lives in Albuquerque, new Mexico. Jerry B. Jenkins was most recently the co-author of Miracle Man: The Nolan Ryan Story.

**Author's main point (what will you remember about this book?)** Thompson's premise is that the cocked tongue is more dangerous than the cocked gun. In training tens of thousands of police officers throughout the US the author has developed foundational, state-of-the-art communications skills that are easy to use and will work for everybody. The book is designed for people who want more effective and satisfying relationships with their families, their colleagues, their employees and their friends. What differentiates this book from others on communication skills is that it offers solutions that work when people are under pressure.

**A few supporting ideas (ideas which support the main point):**

- Use the language of your audience
- Learn to talk in a way that makes neither person lose face
- It's OK if someone insults, resists, or attacks you. Laugh it off and show that it has no meaning. This disarms the cocked tongue.
- Learn to identify 3 types of people, Nice, Difficult and Wimps. Difficult people often ask why. Shift from resisting to welcoming and appreciating "Difficult" people. Wimps are the ones to watch for – they don't like authority. Confront them honestly and they will be weakened. Exposure unsettles them.
- The first principle of physical judo is to not resist your opponent. Instead, move with him and redirect his energy. Leap into questions and use them as an opportunity.
- The bottom line of communication is empathy. Empathy absorbs tension. If you take a moment to think as another might be thinking, then speak with this perspective in mind, you can gain immediate rapport.

- When we employ the words that most naturally come to our lips, we run the risk of giving the greatest speech we'll ever live to regret.
- Use strip phrases to deflect insults and allow you to focus on what you're doing.
- The best way to interrupt people without upsetting them is to paraphrase. This adds a third person in the conversation.
- The sword of insertion: "wait a second" or "listen."
- The ultimate empathetic sentence: "Let me be sure I heard what you just said."
- The first great communication art: representation – you are serving as a conduit for the organization you represent.
- The second great communication art: translation –the ability to put what you say in the most proper, fitting, assertive and powerful words possible.
- The third great art of communication: mediation - to help see something new. Effective mediators go between or across your experience, enabling you to see something in a new way. They educate, making sense out of things by putting them into perspective.
- Your voice: tone, pace, pitch and modulation
- Rhetoric is the art of finding the right means and the right words to generate voluntary compliance. Rhetoric is verbal judo.
- Five components of verbal judo (PAVPO):
  - Perspective
  - Audience
  - Voice
  - Purpose – the result you must achieve
  - Organization – how you want the encounter to unfold from beginning to end.
- Four steps to a good domestic dispute:
  1. paraphrase
  2. paraphrase again
  3. Refocus the other's attention
  4. Say what you want to say
- Five steps to generate voluntary compliance:
  - Listen
  - Empathize
  - Ask
  - Paraphrase
  - Summarize

**Reviewer's recommendation:** Good common sense book – a how to of how to react to conflict situations and verbal abuse.

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**About the reviewer: Frumi Rachel Barr, MBA, PhD**

Many CEO's find themselves asking "What now?" to sensitive situations that only an experienced former CEO can understand. Frumi is brought in to solve problems and often remains to work with you, as your confidante and secret weapon. She has an uncanny knack of getting to the heart of your corporate climate and maximizing your team's performance, profitability and sustainability.

To schedule a free ***Break From the Pack to Success*** consultation email [ceocondfidante@frumi.com](mailto:ceocondfidante@frumi.com) or call 949-729-1577