

Prevent the destruction of reputations, profits, jobs, relationships and even lives with this methodology for communicating under pressure

The Verbal Defense & Influence methodology is an essential skill. It completes the balanced package of necessary survival skills for those required to have a continuum of expertise in resolving confrontational situations.

- Kevin M. Gilmartin, Ph.D.
Author, Emotional Survival

The purpose of this training is not to change the behavior of others, but to change our behavior when we interact with them.

- Brenda Bowers
St. Michael's Hospital

Verbal Defense & Influence trains on how to use some of the most powerful ammunition available: the right words at the right times. This training is not some academic's pipe dream. It's realistic and proven control tactics, born of the streets and tested where lives are on the line.

- Chuck Remsberg
Co-founder,
Street Survival Seminar

Verbal Defense & Influence is a division of Vistelar, a global consulting and training organization focused on addressing the entire spectrum of human conflict – from interpersonal discord, verbal abuse and bullying – to crisis communications, assault and physical violence.



877-690-8230
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Milwaukee, WI 53202

VISTELAR.com

Benefits of Verbal Defense & Influence training:

- Reduced interpersonal conflict
- Increased safety
- Better cooperation and collaboration
- Fewer complaints from customers
- Reduced risk of litigation



Verbal Defense & Influence is the only training program that teaches people how to respond in an effective manner during stressful interactions — instead of reacting impulsively.

Even in the absence of stress, our training improves an individual's interpersonal and persuasion skills, self-confidence in dealing with others and ability to maintain emotional and physical safety.

The core principles of Verbal Defense & Influence, which have been taught for more than 30 years, are grounded in both academic research and real-world application. The structured framework in which these principles have been synthesized makes them simple to learn, remember and apply.

Verbal Defense & Influence uses Emotionally-Safe Performance Driven Instruction™, a unique approach to training that emphasizes student interaction, real-world simulations, skill practice (using our proprietary Learning X Lerator technology that enables easy recording and sharing of video/audio), memorable stories and physical activity. This approach improves retention of the taught material and, more importantly, enhances the student's ability to actually perform the learned skills in their work and personal lives.

*There is a reason we do
fire drills instead of fire talks*

Please contact us to learn more about our methodology for communicating effectively in the midst of stress:

Visit: www.Vistetar.com

Call: 877-690-8230

Email: info@Vistelar.com

Effective communication in the midst of stress

PREVENT CONFLICT

REDUCE EMOTIONAL / PHYSICAL VIOLENCE

IMPROVE COOPERATION AND COLLABORATION

LOWER CUSTOMER COMPLAINTS

AVOID LITIGATION

INCREASE OVERALL SAFETY



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Everyone benefits when your employees know how to communicate effectively under pressure



How to learn Verbal Defense & Influence:

Read the *Confidence in Conflict* book series

Attend a keynote speech or one-day workshop

Purchase an online or DVD training program

Become a certified Verbal Defense & Influence practitioner

Contract with us to deliver a custom training program

Certify internal facilitators/instructors to train your employees

We have used Verbal Defense & Influence for over a decade to train our mental health care teams about de-escalation of verbal conflict through the strategic use of words and actions. It works!

- Judy Weaver, R.N.

Director of Staff Education
Colorado Mental Health
Institute Of Pueblo

Verbal Defense & Influence is a scientific approach to 'talk' someone down. Proven across the decades, this methodology is one of the most well demonstrated and effective tools for any communication tool box.

- Lt. Col Dave Grossman
Expert in field of
human aggression

Consider the complexity of interacting with another person:

- You must function as both the giver and receiver of information
- Interactions encompass verbal, written and physical messages
- There's a wide range of purposes (e.g., info-sharing/gathering, compliance, relationship building, selling, buying, enforcement)
- Expectations differ depending on the nature of the interaction (e.g., work-related, personal, private, public)
- Your familiarity with the person ranges from close family member to total stranger
- You must deal with disparities of race, culture, gender, religion and age
- Interactions occur in a range of locations (at work, at home, at the mall, etc.)

Despite this complexity, most of the time people are functional communicators.

The problem occurs when conflict triggers are present during communications – a widespread and inescapable occurrence -- which can lead to verbal/physical altercation. There are three universal triggers to conflict:

- **Stress** — from such factors as relationship difficulties, financial problems, work demands, drugs and alcohol, job insecurity, and physical threats — that can heighten the risk of conflict.
- **Indignity** — that results from insults, put-downs and humiliation — that can provoke retaliation and revenge.
- **Vulnerability** — being perceived as less-than by others — that can result in being the target of bullying, verbal abuse and harassment.

When these triggers are present the results can be disastrous. Decent and well-trained employees can end up saying and doing things that destroy reputations, profits, jobs, relationships and even lives.

Verbal Defense & Influence trains people how to communicate effectively in the midst of stress.

The goal of this training is to prevent conflict and retaliation from happening and, when that's not possible, to enable de-escalation of the situation and a reduced risk of emotional and physical violence.

Verbal Defense & Influence has broad applications

The universal conflict trigger's negative influence on communications is pervasive and, as a result, Verbal Defense & Influence training is broadly applicable.



Within organizations it's vital for anyone having direct client contact (e.g., customer service personnel, healthcare workers, educators, public safety professionals, sales representatives, management) to increase the likelihood of positive outcomes and reduce complaints.

If all personnel are trained, the work environment improves and the threat of litigation is greatly reduced.

Outside of work, employees benefit in their personal lives by having the necessary skills to address verbal abuse and harassment, maintain their emotional safety in dealing with others and even help their children manage bullying – all resulting in their enhanced productivity during work hours.

Verbal Defense & Influence training is an essential addition to any organization's risk-management efforts (e.g., diversity, ethics, conflict resolution training) to prevent problems from arising when employees communicate in the midst of stress.

Verbal Defense & Influence provides the foundation for any truly effective police communication program. In providing expert testimony on use-of-force for over 30 years, I can definitively state that communication skills are a major factor for almost all effective uses of force.

- Bill Lewinski, Ph.D.
Director,
Force Science Research Center

Verbal Defense & Influence teaches:

The best way to make an initial contact

The inadequacy of active listening

Your three options when conflict arises

How to redirect behavior with words

How to generate voluntary compliance

When it's necessary to stop talking and take action

How to intervene before bad things happen

The "showtime" mindset

The keys to a respectful work environment

How to deal with difficult people

How to remain in control during conflict

The necessity of treating people with dignity

Five Maxims of human interaction

