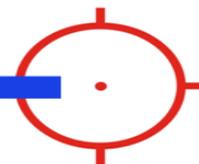


# BLUE LINE TRAINING LLC.

PROFESSIONAL TRAINING FOR LAW ENFORCEMENT, MILITARY, AND SECURITY PROFESSIONALS



PRESENTS

## VERBAL JUDO

**APRIL 17<sup>TH</sup>, 2013**

**8:30 A.M. TO 4:30 P.M.**

**LOCATION: CABELA'S  
1600 GATEWAY BLVD  
LACEY, WA.**

**PRICE: \$99/PER PERSON**

**REGISTER: [BLUELINEINCS.COM](http://BLUELINEINCS.COM)**

**DEADLINE TO REGISTER: APRIL 10<sup>ST</sup>, 2013**

**ANY QUESTIONS PLEASE CONTACT**

**[DAVIDMILLER@BLUELINEINCS.COM](mailto:DAVIDMILLER@BLUELINEINCS.COM) OR CALL 360-259-5028**

### *Strategic and Tactical Communication Training Includes:*

- How to remain professional and at your best, even when the people around you are at their worst. The essence of professionalism is to be better behaved than those around you during conflict.
- Dealing with verbal abuse and deflecting aggressive comments. People under stress say what they are thinking, usually without regard for the feelings of others. Deflecting the initial negative comment can bring us closer to the real problem so a resolution can be discovered.
- The "Three Truths" of communicating effectively under pressure. Explaining the four-steps in "Active Listening", where in a two-person conversation there are actually six roles, and why the delivery of information has credibility than the actual facts and data when you speak to others.
- How to employ a Five-Step Approach to Generate Voluntary Compliance.
- The Four Appeals of Persuasion as defined by Aristotelian thinking and action.
- How to use L.E.A.P.S., the most effective communication strategy ever created.
- Understand the five times when words fail: S.A.F.E.R. Stop talking and take an appropriate action.

## Instructor: Lee Fjelstad

Lee is the Vice President of the Verbal Judo Institute and an international trainer with a professional background that includes over twenty-five years of speaking and training experience working with audiences on the topic of Verbal Judo in the United States, Canada, the Caribbean, Scandinavia, the Netherlands, and in England.

His client list ranges from corporate and customer service industries, city and county government employees, to airlines, banking and real estate operations, health care and education. His audiences now number several hundred thousand people attending his lectures worldwide.

For more information go to [www.verbaljudo.info](http://www.verbaljudo.info)

