



Verbal De-escalation

The Art of Persuasion

presented by:
Agape Tactical, LLC

A prudent man sees danger and takes refuge, but the simple keep going and suffer for it.
PROVERBS 22:3



Two types of people

Gas Can

Vs

Aroma Therapy



Live Leak!



3 Universal Truths about communication

- 1. Behavior is the result of one's perception of how things occur.
 - We act on what we think happened.

- 2. The way things occur is determined by the use of communication.
 - The tone of your voice, or the way you carry yourself, can escalate or de-escalate a situation.

- 3. By changing communication, one can change the perception of how things occur; therefore, changing behavior.
 - Speaking in a calm voice and having a command presence, you can reduce tension; therefore, avoiding conflict.



Understanding communication

“When you speak the words that rise readily to your lips, you create the greatest speech you’ll ever live to regret.”

➤ Dr. George Thompson, Ph.D.

1. All cultures want to be treated with Dignity and Respect
 - when treated with disrespect, people will fight
2. All people would rather be asked than told what to do
 - asking is respectful
3. All people want to know why they are asked or told to do something
 - explaining why is respectful
4. All people would rather have options than threats
 - giving options is respectful
5. All people want a second chance to make a matter right
 - people value the opportunity to get it right





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Anatomy of a Conversation

- Content (words) = 7-10%
- Voice (how you say it) = 33-40%
 - Tone (attitude)
 - Pace (interest)
 - Pitch (passion)
- Body Language (non-verbal clues) = 50-60%
 - Spatial Relations (distance)
 - Empowering or Adversarial (handholding vs ticket book)

For best results, they all need to harmonize



Dealing with Anger

- Top list of don't use Anti-Peace Phrases (controlling)
 - Calm Down
 - What's your problem
 - You people
 - Come over here
 - I'm not going to tell you again
 - Because those are the rules



Dealing with Anger

Consider what individuals need

- Empathy
 - Defined, to see from the eye's of
 - Empathy absorbs tension
- To be seen
- To be heard
- To be understood



Dealing with Anger

- Empathic planned responses for deflection and redirection
 - “I have a family as well; what could be more important than our personal safety?”
 - “I appreciate that, however.....”
 - “I understand that, however....”
 - “I hear that, but....”
 - “I’m sorry you feel that way, however....”
 - “I see you’re upset, but....”



Dealing with Anger

- Top list of Peace Phrases (Directing)
 - Excuse me sir may I speak to you a moment?
 - What can I do to help?
 - For your safety and mine could you...?
 - May I ask you?
 - Would you assist me?
 - Can you work with me?
 - You look like a reasonable person, is there anything...?



HR/Disciplinary or Termination meetings

- A relational culture can be contradictory to safety
 - If terminations are done in managers office, consider all your personal effects
 - You are not free to leave
- Disciplinary or termination meetings should be held in a generic conference room
 - HR sits next to the door, employee sits across the table
- Limit attendance to employee, their manager and you
 - A crowd can escalate emotions – i.e., they are ganging up on me
 - If employee is a safety concern, terminate over the phone or have back-up in the hallway
- Make it quick, this is not a surprise. You have had several performance meetings.
 - 2 sentences-”Sorry things did not work out for you here. Good luck and we will mail your last check”
 - After they sign paperwork, leave it on the table, get up to leave. No conversation necessary. Escort them out



Steps to voluntary compliance

1. Appropriate greeting
 - Welcome
 - Name, Affiliation
 - We look professional
 - States our authority

Welcome to our organization. My name is Ken with corporate security.



Steps to voluntary compliance

2. Ask questions

- General
- Fact finding
- Direct
- Leading
- Wait for a response

How may I help you? This is a restricted area for management only. Are you new here? No, is there a reason why you are here?



Steps to voluntary compliance

3. Set Context

- explain this is a rule/policy
- Explain what the rule/policy says and why it exists
- Ask if they understand the rule/policy

Our policy states only individuals with the proper credentials are allowed in this area. Do you understand this?



Steps to voluntary compliance

4. Give Options not threats

- individuals will rarely choose an option against their best interest
- Make it personal

You can leave on **your** own or **you** will force me to call the police and have **you** charged with trespassing. The choice is **yours**.



Steps to voluntary compliance

5.. Confirm Noncompliance (give second chance)

- Summarize the encounter
 - Creates decisiveness and authority
 - Reconnects communication
 - Checks on understanding
 - Improves memory retention

So, what **you're** saying is, **you** don't work here, **you're** refusing to leave a restricted area and comply with company policy even at the risk of being arrested. Is that correct?



Steps to voluntary compliance

6. Act

- You gained compliance
- Separate the parties
- Disengage
 - Call for backup
 - Call police
 - Wait with them until help arrives
- Escalate
 - Only if subject becomes violent

What have you trained to do?





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