



SECURITY ON SITE

Presents

LET'S TALK ABOUT IT:

VERBAL DE-ESCALATION

What You Want vs. What You Need

How Do We Effectively
Communicate With
People?

GEORGE THOMPSON'S UNIVERSAL TRUTHS

- All people want to be treated with dignity and respect.
- All people want to be asked rather than told to do something.
- All people want to be informed as to why they are being asked or ordered to do something.
- All people want to be given options rather than threats.
- All people want a second chance when they make a mistake.

Communication is
Comprised of Three
Things

- **Tone:** “A modulation of the voice expressing a particular feeling or mood: a firm tone of voice”.
- **Volume:** “Quantity or power of sound; degree of loudness”.
- **Pitch:** “The quality of a sound governed by the rate of vibrations producing it; the degree of highness or lowness of a tone”.

FORMULA FOR PERSUASION



- This formula has been around for centuries and was used during plays performed in Greece.

SO, WHAT DO THEY MEAN?

ETHOS

- Ethics, credibility, and trust. Think of ethical appeal.
What is the right thing to do?
- How do you appeal to their morals?



PATHOS

- Emotions/emotional state. Think of what the person cares about (what are they passionate about?)
- How do you appeal to their emotions?



LOGOS

- Logic. Use a logical explanation to persuade the person.
- How do you explain logically what you want from the person?



KARIOS



- This one is sometimes forgotten. It is choosing the right time, place, or opportunity to address the person.
- When is the right time? Sometimes there isn't one.

IN OTHER WORDS....

- If you can establish yourself as credible, appeal to the person's emotions, and use a logical explanation; then you have a better chance of gaining compliance and de-escalating a potential conflict.

What We Want VS.
What We Need

How Do We Do This?

- We talk to people. We don't shout at them or order them around.
- Don't demand. Give choices.
- Ordering people to do things creates superiority. This in turn creates conflict.
- Conflict can lead to.....



Empire Strikes Back. Directed by Irvin Kershner. Lucasfilm, 1980.

HOW DO WE KEEP FROM LOSING OUR COOL?

- Always use the buddy system to avoid being a ticking bomb.



- Don't take it personally.
- Always take a breathe before speaking. Don't say the first thing that comes to mind.

HOW DO WE MAINTAIN OUR FOCUS?

- It is a job. The individual is going to question everything.
- Avoid the anger by being personable and answering their questions.
- If the person is no longer listening to you, tag team off of your buddy.
- Maintain your patience. Breathe. Take a second or two to respond.

- Remember we are sheepdogs herding the sheep.
- Some sheep do not like us. Some are scared of us.
- They will insult you. They will threaten you. They will attempt to degrade and humiliate you.
- So.....

- Be real with people.
- Never use the phrase “Because I said so” or “That’s just the way it is”.
- Avoid being confrontational. People will fuel off it.
- Treat them they way you want to be treated.
- Empathize and sympathize
- Just because we are keeping people safe, does not mean we cannot be civil.

Active Listening

- **Step 1:** Pay Attention; listen to the person without interrupting them.
- **Step 2:** Withhold Judgement; do not criticize, judge, or argue.
- **Step 3:** Reflect; mirror the information and emotions by paraphrasing key points. “Let me get this straight....”
- **Step 4:** Clarify; ask open ended or ambiguous questions.
- **Step 5:** Summarize; restate key points to confirm your understanding. “Does that make sense?”
- **Step 6:** Share; take the appropriate steps to solving the problem. (contacting your supervisor, directing them to the ATM, etc.)

- Research suggests that we remember between 25 percent and 50 percent of what we hear.
- Active Listening means you make a conscious effort to hear and understand what the person is saying.
- Don't be afraid to ask questions.

Phrases That Work

- “Here’s the thing....”
- “I understand where you’re coming from....”
- “Help me to understand....”
- “Let’s see if we can fix this....”
- “I agree. It is frustrating....”
- “Let me get this straight....”

Choices

- People respond better to choices than they do commands.
- Choice: “You can talk to me or PD if you prefer.”
- We **ASK**. “Do you mind stepping over here away from the music, so I can hear you better?”
- By asking people, you have a better chance of them complying with what you need thus it allows you to get what you want.

- Always refrain from using foul language.
- Always remain calm. If you are calm, the person you are dealing with will calm down.
- Speak slowly if needed. Don't be afraid to repeat yourself.
- Don't be dismissive.
- Remember to separate the person from the crowd, event, or other person(s).
- If you can, have another guard assist you i.e. a supervisor.
- NEVER be afraid to call and ask your supervisor.
- NEVER take it personally.

QUESTIONS?