



The Art of Verbal Judo

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TOURNAMENT ASSIGNMENTS & RATINGS

- The nature of tournament assignments.
- The NCAA Basketball example...
96, 48, 24, 12, 9, 3, 1
- There will never be a system that everyone will “love.” There will always be varying degrees of unhappiness.

What is Verbal Judo?

The key difference between the arts of Judo and Karate are...

Judo (the “gentle way”) is the art of
DEFLECTING

This is a tactical communication style!

Why Verbal Judo?

- Enhanced professionalism.
- Decrease in complaints.
- Lessen Personal Stress.
 - 1) See conflict as an opportunity.
 - 2) See better assignments.

Fight your natural, adversarial human reaction to yell back!

Dr. George Thompson

- Earned his doctorate degree in English Literature.
- Spent most of his professional life in law enforcement.
- A policeman must issue orders and elicit compliance from hostile subjects, as when they are reaching for a weapon.
- Simply put, there are many similarities with what a sports official deals with!

Great Communicators...

**MUST COMMUNICATE
SIMPLY!**

The 3 Types of People

- The “Nice”: this type of person easily complies with all directives. It is easy to deal the “nice” in competitive situations.
- The “Difficult”: this type of person always questions “WHY” they have to do anything. Believe it or not, this person too is to deal with in competitive situations because you know what you’re getting.
- The Two Face: this type of person is the most difficult to deal with.

The 3 Types of People, cont.

- The two-face will be nice to your face, but will stab you in the back (snipers and gossipers).
- You need to strip the two-face of their camouflage!

Officiating is Leadership

- As a leader, it is important to know your strengths, as well as your weaknesses.
- You **MUST** always stay in control of your emotions; coaches, players and fans get lose their cool, but not officials.
- In sports, the coach can get the last word...the official, however, gets the last **ACTION**.
- Know that we are **NOT** fire hydrants- we will not accept verbal abuse!

It's Not What You Say, It's How You Say It

- Others make perceptions about you as an official in the following way:
 - 7-10% Based on the content
“What I say”
 - 30% Based on tone of voice & delivery
“How I say it”
 - 60% Based on non-verbal cues
“How I deliver it”

2 Things to Never Say

1. CALM DOWN
2. SHUT UP

Use words to generate
voluntary compliance!

Empathy

- Disarm disgruntled people with this phrase:

“ Let me be sure I heard what you just said” ...

You have just become the personification of empathy. No matter how much the other person is upset, just about anyone will be quiet because they want to be sure you heard what they said. You are essentially paraphrasing what they have said.

Verbal Deflectors

- I appreciate that, BUT
- I hear what you're saying, BUT
- If it happened exactly the way you're describing it I would agree with you, BUT
- You're right, BUT
- I completely understand your concern, BUT

- After the BUT, use only professional words that serve your purpose. Everything after BUT is designed to get the job done.

Professional Language

- Use professional language to achieve your goal...

I appreciate that, BUT

In using professional language, direct that person to
YOUR GOAL FOR THE SITUATION.

This is the art of re-directing personal behavior, not the
art of BS.

5 Benefits of Paraphrasing

1. You have now hooked the other person...it's the only way to interrupt someone without generating further resistance.
2. You have taken control of the situation because you are talking and they are listening.
3. You are making sure you heard right on the spot, not finding out later you misunderstood.
4. If you have not heard the person correctly, it can be corrected.
5. You've made the other person a better listener...nobody listens better than he or she does to his or her own point of view.

The 5 Steps

1. After you have listened completely, ask for compliance (please & thank you).
2. Tell them why you are asking for compliance (you will get 70% of people complying at this step).
3. Give them options....good first, then bad (you will get 80% of people complying at this step).
4. Confirm the option...if not compliance, try “is there anything I can say that will allow us to get this game going again?”
5. ACT

What is universally accepted in all cultures?

- Politeness!

In Summary...

- Let the coach speak first...use the Verbal Judo techniques.
- Keep the communication lines open, but you are there to officiate, not debate.
- Talk with the head coach only...not assistants.
- Don't go to the coach...make him or her come to you.
- Be in control...professionalism is only perceived as a one way street.



Questions?

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