



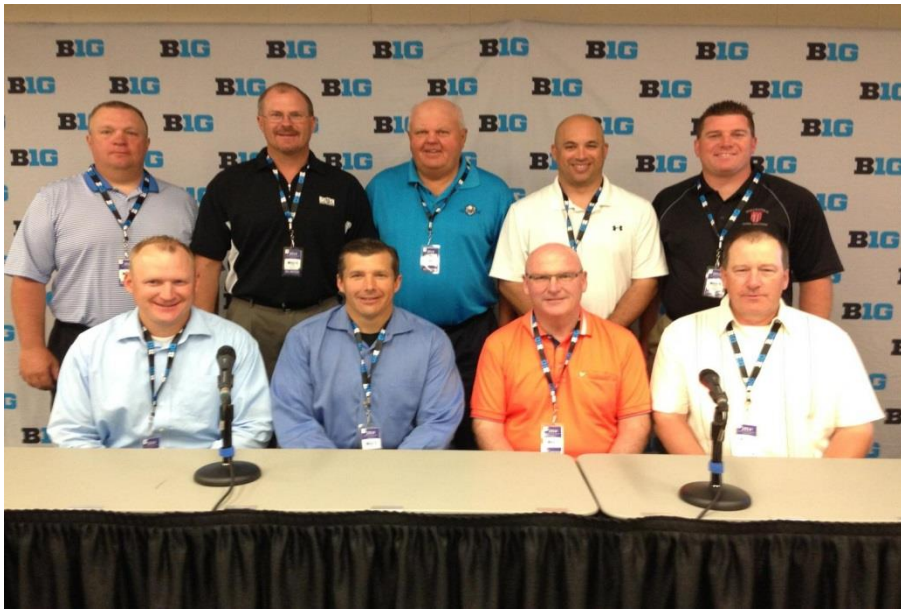
The Art of Verbal Judo

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WHAT'S
YOUR
STORY?







Sports Officiating

- What is this world all about?

<https://www.youtube.com/watch?v=uO-E2T1hayU>



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?

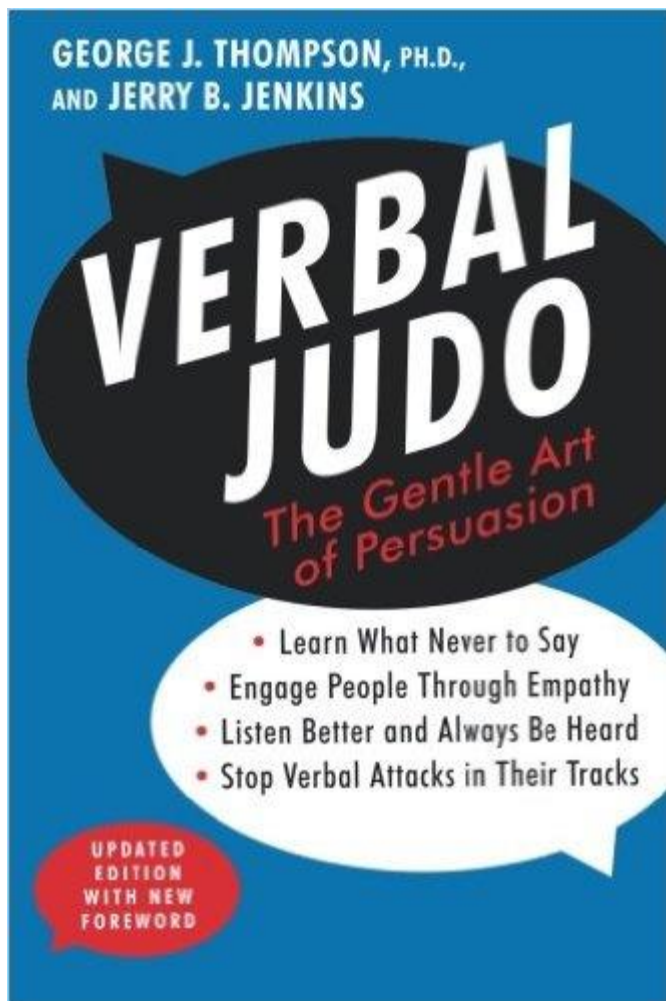
Judo (the “gentle way”) is the art of **DEFLECTING...**

Verbal judo is a tactical communication style!

What is a win?



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!

Why Verbal Judo?

- Enhanced professionalism.
- Decrease in complaints.
- Lessen Personal Stress
 - 1) See conflict as an opportunity.
 - 2) See better game assignments.
 - 3) Fight your natural, adversarial human reaction to argue/win!



The Best Communicators...

- Are able to study and figure people out very quickly!
- They are strategic communicators.
- Experience is a true asset in this area!



A quick story...

A doctor entered the hospital in a hurry after being called in for an urgent, life-saving surgery. He answered the call ASAP, changed his clothes and went directly to the operating room. He found the boy's father pacing in the hallway waiting for the doctor.

On seeing the doctor, the father yelled, "Why did you take all this time to come? Don't you know that my son's life is in danger? Don't you have any sense of responsibility?"

The doctor smiled and said, "I am sorry, I wasn't in the hospital and I came as fast as I could after receiving the call and now, please calm down so that I can do my work".

“Calm down?! What if YOUR son was in this room right now, would you calm down? If your own son dies while waiting for doctor then what will you do?” said the father angrily. The doctor smiled again and replied, “We will do our best by God’s grace and you should also pray for your son’s healthy and successful surgery”.

“Giving advice when your son’s life is not in danger is SO easy” grumbled the father.



The surgery took two hours after which the doctor walked into the waiting area and told the father, “Thank goodness! Your son’s life is saved!”

And without waiting for the father’s reply he carried on his way running by saying, “If you have any questions, ask the nurse”.



“Why is he so arrogant? He couldn’t wait TWO minutes so that I ask about my son’s condition!” said the father when seeing the nurse just after the doctor left.

The nurse answered, tears coming down her face, “His son died three days ago in a car accident, he was at the burial when we called him for your son’s emergency surgery. And now that he saved your son’s life, he left running to finish his son’s burial.”

Never judge anyone because you never know how their life is and what they’re going through.

**YOU KNOW MY NAME, NOT
MY STORY. YOU'VE HEARD
WHAT I'VE DONE, NOT WHAT
I'VE BEEN THROUGH. IF YOU
WERE IN MY SHOES, YOU'D
FALL THE FIRST STEP.**

WWW.MHSAA.ORG

FEEL IT - CREATE IT - SHARE IT



Coaches

- A typical HS head basketball coach will put in over 1,000 hours during the season completing a number of tasks in running their program. All of this work is “graded” in the eyes of many based on 20 game nights.
- Coaches are expected to give kids a great experience while managing outside pressures and expectations of those players, their parents, other relatives, college opportunities, school administrators, Board of Education members, booster clubs, community groups and the general public as a whole.
- This all is done in an environment with the many challenges of social media, online message boards, unrealistic parents and the constant pressure of funding and fundraising. Oh, and most of our coaches also have families and other full time jobs.

Officials

- A typical HS basketball official will spend over 100 hours per season working games, attending association meetings, rules review, film study, summer & early fall clinic attendance and crew meetings.
- Officials annually pay MHSAA registration dues (\$50), association dues (\$40), uniforms & equipment (\$100), clinic fee (\$50), with gas, food, travel and time away from work & family (various cost). An official that works a full varsity schedule makes \$1,200 in game fees (20 x \$60).
- This all is done in an environment with the many challenges of social media, online message boards, camera phones and video at every turn with no use of instant replay.

Studying People

**“The greatest
adventure
is figuring out
the mind
of another.”**

THEGOODVIBE.CO



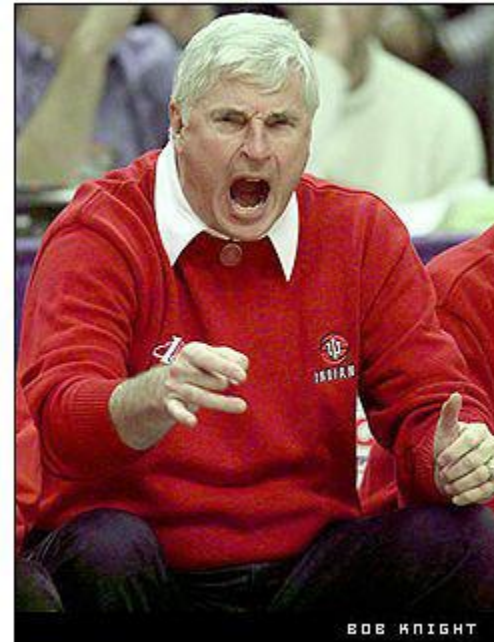
The 3 Types of People

- The “Nice”: this type of person easily complies with all directives. It is easy to deal with the “nice” in competitive situations.
- These people are NOT our problem in most cases.



The 3 Types of People

- The “Difficult”: this type of person always questions “WHY” they have to do anything. Believe it or not, this person too is easy to deal with in competitive situations because you know what you’re getting.



The 3 Types of People

- The Two Face: this type of person is the most difficult to deal with.
- 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!

I sit back & observe every person in my life, whether we talk everyday or not. I know who motivates me & keeps it 100. I also know who talks about me & smiles in my face. I know who I can trust & who I need to keep a distance with. Whether I say anything or let you be fake, I know.

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 to lose their cool, but not officials.



The Balancing Act



- Officials do NOT have to get the last WORD...we have the last ACTION if needed.
- Officials must be good listeners...but we are not verbal fire hydrants!

How am I perceived?

DOCTORS



What my friends think I do



What my Mom thinks I do



What society thinks I do



What the government thinks I do



What I think I do



What I really do

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”

Great Communicators...



**MUST
COMMUNICATE
SIMPLY!**

3 Things to Never Say

1. CALM DOWN
2. SHUT UP
3. ANY PROFANITY

Use words to generate
voluntary
compliance!



For Example....

Larry Brown Clip

<https://www.youtube.com/watch?v=FQzRFNr0osk>

Traffic Stop Clip

https://www.youtube.com/watch?v=Jz5V_Pdxy10

The Verbal Judo Process

Step 1: LISTEN!

**TWO EARS, ONE MOUTH
PHILOSOPHY**

**Never ASSUME what the
issue or problem will be!**



Step 2: Show 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.



Step 3: Use a Verbal Deflector



- 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.

Step 4 : Option Time!

- Give the person
OPTIONS!
- Good Option First
- Bad Option Second
- Repeat the Good
Option Again!
- Blame the
rule/regulation/agency/
etc. Try and DE-
PERSONALIZE!



Step 5 : ACT & MOVE ON

- Use your rules or procedures to act if necessary if all means and measures for voluntary compliance have been unsuccessful.
- You will never get 100% voluntary compliance.



The 5 Steps

1. After you have listened completely, ask for compliance (please & thank you).
2. After you have shown some empathy, tell them why you are asking for compliance (you will get 70% of people complying at this step).
3. Attempt to use a verbal deflector to redirect the conversation to your intended goal.
4. Give them options....good first, then bad (you will get 80% of people complying at this step). 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!

I want minimum
information given
with maximum
politeness.

Jackie Kennedy

meethillie.com

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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