



**Verbal
Judo**
INSTITUTE



CALIFORNIA JOINT POWERS
RISK MANAGEMENT AUTHORITY

SAVE THE DATE | September 2nd –REGIONAL TRAINING

Verbal Judo De-escalation Workshop for Law Enforcement *Presented by Mike “Ziggy” Siegfried*

Topic Includes:

- Workbooks, evaluations & certificates, plus videos, discussions, workbooks, real life examples and demo scenes Course goals, and traits of a professional
- Understand your goal for the encounter and how to achieve it
- Understand the anatomy of a verbal attack, and not take it personally
- 3 behaviors of people- learn to quickly ID and change your approach for each
- ID and prevent staff burn-out
- How to handle verbal abuse
- Learn to control your mind with people who push your buttons
- Art of Representation- know your role and balance
- Listening is a diminishing skill, but tactical, learn why
- 3 Street Truths - to help understand others and communicate effectively
- 8-step contact- your verbal roadmap to always use
- 5-step - when you meet resistance; it's very persuasive
- SAFER- the acronym when words fail, and you need to ACT.
- Learn control tactics and how to properly deliver
- The 5 tools of de-escalation with scenarios how to read others and apply that in your approach
- Techniques for de-escalation and persuasion.
- How to leave people better than you found them at their worst

Date: Wednesday, September 2nd.

Time: 8:30a.m. – 5:00p.m.

Location: Rocklin Event Center
2650 Sunset Blvd Rocklin, CA 95677

Register: [Training Registration Form: Verbal Judo De-escalation Workshop 9-2-26](#) | California Joint Powers Risk Management Authority, CA

Please reach out to Jenna.Wirkner@alliant.com or Marcia@CJPRMA.org if you have any questions.

Presenter:

Mike “Ziggy” Siegfried

Mike “Ziggy” Siegfried is a dynamic speaker who focuses on class involvement and adult learning concepts. He is known for finding the latest cutting-edge videos, data and content and integrating them into his presentations. Through this engaging approach, Mike delivers the tried-and-true concepts of Verbal Judo in an exciting and insightful manner. For over a decade, Mike was the primary tactical communications instructor trainer for the California Commission on Peace Officer Standards and Training (POST). Mike helped POST develop their curriculum for the Verbal Judo based *Strategic Communications De-escalation Program*. Mike spent 26 years working as a deputy Sheriff and later as a Sergeant in San Bernardino County, California. Mike worked patrol, training and corrections. He spent nine years in the correctional setting, first as a deputy and later as a supervisor in a 3,000-bed facility. Mike served as a Crisis Intervention Team instructor, and a facilitator. He holds a 7th Degree black Belt in UKKA Kenpo Kung Fu and is a 2025 Martial Arts Hall of Fame Inductee. He was also an instructor trainer in defensive tactics, firearms and range master. Mike was a Superior Court recognized use of force subject matter expert. Mike is a published author in Police Magazine, the FBI National Academy Associate Magazine, Police Recruit Magazine, and Campus Security Magazine. Mike is the Chief Operating Officer of the Verbal Judo Institute, Inc.

OPEN TO ALL Law Enforcement JPA MEMBERS

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