

Communication & De-Escalation Essentials

Presented by John Wilson

This dynamic four-hour presentation is led by John Wilson, an internationally recognized subject matter expert in de-escalation and communication under pressure. Attendees will learn proven verbal and nonverbal techniques—including The Wolfson Formula—a practical, universal system for maintaining composure, building rapport, and gaining cooperation in high-stress situations.

The training is tailored to the unique needs of the audience, with real-world strategies to improve communication with students, parents, the public, coworkers, and administrators. Participants will also explore the psychology behind crisis behavior, body language cues, and personal bias, gaining insights that strengthen their professional presence and resilience.

This nationally recognized training has been delivered to thousands of professionals and is quickly becoming the gold standard for practical de-escalation skills. Attendees will leave motivated, equipped, and empowered with tools they can use immediately.

Included

- Customized 4-hour training tailored to audience roles and responsibilities, focused on real-life interactions for high-stakes environments.
- KSL will arrive one hour prior for setup for on-site coordination. Clients must provide a safe, clean space with adequate seating and AV support for large groups (100+ attendees). KSL supplies all course materials.

Pricing

- **\$9,995**
per speaking engagement

Sample Training Outline

- **Introduction & Objectives:** Welcome and overview of the course, outlining the goals and setting expectations. Participants will explore the power of effective communication and its role in navigating high-stakes, real-world scenarios across professional settings.
- **The Wolfson Formula:** Introduces a proven, easy-to-use communication system designed to help individuals remain composed, establish rapport, and gain cooperation in challenging situations. Attendees will learn how this method applies across various contexts such as crisis response, investigations, and public interactions.
- **Crisis Psychology & Body Language:** Explores how stress, predictability, bias, and nonverbal behavior shape interactions during moments of conflict. Participants learn to identify key body language cues and manage their own presence to influence outcomes and prevent escalation.
- **Resilience & Motivation Segment:** Delivers an inspiring segment focused on building personal and professional resilience. Emphasizes internal tools for maintaining composure and strategies for overcoming adversity and staying motivated in difficult circumstances.
- **Quick-Reference Takeaways:** Participants will receive practical, easy-to-use reference materials including a pocket-sized guide and poster-style visual. These tools reinforce course content and support daily application of communication strategies long after the training.
- **Q&A + Distribution of Materials:** Ends with an open forum for participant questions and real-life discussion. Attendees leave with materials for continued learning and application in their roles.



EFFECTIVE
COMMUNICATION
TRAINING



CONFLICT
RESOLUTION



DE-ESCALATION
TRAINING



Communication & De-Escalation Essentials

Learn how to recognize early warning signs and safely defuse conflicts using calm communication and proven de-escalation techniques.

Master the Tools to Stay Calm, Build Trust, and Gain Cooperation—Even in High-Stress Situations

This training is led by communication and de-escalation expert John Wilson. This session delivers essential tools drawn from his highly acclaimed Wolfson Formula—a proven system that's rapidly becoming the new national standard in conflict resolution and communication.

This training is ideal for professionals in education, healthcare, customer service, public safety, administration, and anyone who regularly interacts with the public or team members under pressure.

Training Highlights

- Master techniques to maintain control and clarity in high-stress interactions.
- Learn how to quickly connect with others to defuse tension and foster trust.
- Use tone, timing, and language that influence outcomes and reduce conflict.
- Apply strategies that promote understanding and shared problem-solving.
- Achieve cooperation without force through proven, non-escalatory methods.



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