

Advanced Communication & De-Escalation

Presented by John Wilson and Amy Segui

This engaging 3 to 4-hour seminar is designed to help professionals effectively manage and resolve conflict in high-pressure environments. Led by John Wilson and Amy Segui, two leading experts in communication, conflict analysis, and de-escalation, this course offers practical skills that can be applied in professional, public-facing, and team-based settings.

Participants will explore various types of conflict, understand their root causes, and learn simple, adaptable strategies to promote clarity, cooperation, and resolution. Emphasis is placed on recognizing early warning signs, understanding how human behavior drives conflict escalation, and learning to communicate with intention under pressure.

A unique component of the course includes the Foust-Wolfson Project tools—quick, evidence-based assessments that can be used in daily practice to resolve disputes effectively. All attendees will leave with reference materials in both physical and digital formats to support ongoing learning and application.

Included

- Customized 4-hour training for professionals in education, public safety, and service-oriented roles.

Sample Training Outline

- **Introduction & Objectives:** Welcoming participants and an overview of the course goals, setting the stage for the day's learning. Instructors demonstrate how effective communication directly influences professional outcomes, especially in high-pressure situations.
- **Understanding Conflict:** Examines the different types of workplace and interpersonal conflict, identifies common root causes of escalation, and explains how stress and emotion can shape an individual's response to conflict.
- **Human Behavior in High-Stakes Situations:** Explains how behavior and perception influence the direction of a conflict, how to recognize early warning signs, and how to adjust communication style to reduce the likelihood of escalation.
- **Communication & De-escalation Tools:** Provides practical verbal and nonverbal strategies to manage conflict more effectively. Emphasis placed on the use of tone, timing, and clarity to influence outcomes, with specific application of the Wolfson communication model.
- **The Foust-Wolfson Project Tools:** Introduces a structured conflict assessment model. Attendees walk through a step-by-step process for evaluating and responding to conflict, and will apply their learning through practice scenarios grounded in real-world experiences.
- **Resilience & Motivation Segment:** Focuses on building personal resilience by developing internal tools to stay composed and focused during conflict. Techniques will also be shared to help participants recover, reflect, and grow from challenging interactions.
- **Q&A + Distribution of Materials:** Course concludes with an open group discussion and opportunity for practical questions. Attendees will receive both printed and digital resources to support continued application of course concepts in their day-to-day roles.

Pricing

- **\$10,995**
per speaking engagement



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Advanced Communication & De-Escalation

Built around the nationally recognized Wolfson Formula, this expert-led session strengthens high-stakes communication, bias awareness, and de-escalation under pressure.

Expand Your Toolkit. Deepen Your Skills. Elevate Your Confidence.

Join internationally recognized expert John Wilson for an immersive 4-hour training based on his acclaimed Wolfson Formula—a practical, easy-to-use system that's becoming the national standard for communication and conflict resolution.

Training Highlights

- Learn how to maintain composure and control during tense or emotionally charged interactions, even under extreme pressure.
- Master proven verbal and nonverbal de-escalation strategies to confidently defuse volatile or unpredictable situations.
- Build trust and gain cooperation from difficult individuals by establishing genuine rapport and respectful communication.
- Develop the ability to recognize body language, understand behavioral triggers, and manage personal or implicit bias.
- Apply practical psychological insight and real-world scenarios to respond with clarity, empathy, and professionalism.



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