



## Tactical Communications

*A valuable opportunity for staff enrichment!*

The Tactical Communications Seminar is instructed by John Shaheen, Manager of Auxiliary Services at University of Washington Bothell. This seminar is specifically designed for parking and transportation services personnel. During the course of performing our jobs, we frequently encounter negative, irrational, and aggressive customers. This session is designed to assist you in effectively dealing with these individuals while keeping your cool and maintaining a professional demeanor. You'll learn behavior management techniques that can help you to guide the emotional outbursts of others and help to protect you as well as your employer. Come learn amongst your peers...and have some fun while you're at it!

The goal of tactical communications is to encourage voluntary compliance from difficult and aggressive customers. Attendees will receive useful tools intended to help them create an opportunity for compliance when dealing with difficult customers.

### Course Objectives

- Enhance your personal safety
- Increase your professional credibility
- Reduce complaints
- Decrease personal job stress
- Improve your morale

### Course Topics

- Self-control strategies
- Greetings and approaches
- Separating emotion from your interactions
- Understanding (and categorizing) difficult people
- The art of paraphrasing
- Active listening
- Giving choices
- Taking control without aggression
- Strategies on ending an unpleasant interaction
- Personal safety issues
- The "Z" approach to conflict

John Shaheen, CAPP, has a combined 34 years of experience in parking and transportation, including 8 years with the Disneyland parking and transportation operation and 25 years at Washington State University. Mr. Shaheen currently serves as PIPTA President and is engaged in various committee roles with the International Parking Institute in which he has been a member since 1987.

To register for Tactical Communications follow <http://www.pipta.org/events/conference-2010-information> and click on "Click Here to Register"