



# IFBD

Institute for Business  
Development

>>> [IFBD.BE /](https://www.ifbd.be/)  
communication



Life or death listening skills ...

## Learn to communicate like hostage negotiators

- > Get life or death listening, communication & negotiation skills.
- > Learn the specialised techniques used by Scotland Yard detectives.
- > Apply the 10 rules of negotiation to get the outcome you want.



2023

Course delivered by:

**Richard Mullender**

Former Lead Trainer at the  
National Hostage and Crisis  
Negotiation Unit, Scotland Yard



## Why this programme ...

We're all taught to talk. Very few of us are taught to listen. And yet all effective communication starts with listening. Especially in crucial conversations and negotiations...

Richard's training redresses the balance. He'll give you a range of memorable, robust and phenomenally successful listening skills. You will take part in a range of fascinating exercises to help you embed these new skills. Great fun to do, and proof positive of quite how powerful Richard's insights are when you put them into action.

Richard is nothing if not authentic. Yes, he's a world class speaker, delivering compelling content. However many say it's his humility and humour that are proving to be a breath of fresh air at international conferences and events across multiple market disciplines.

The skills Richard put to use every day as a hostage negotiator have proved to be equally valuable in the business world. A world where effective listening is in high demand – to Boardroom level and beyond – as companies across the globe identify listening as a skill that directly impacts their bottom line.

Because as Richard proves, the intelligence gained from elite-level listening can be used to persuade, influence and negotiate.

## Your personal Q&A with your trainer

### >>> What's so different about your training, Richard?

We're all taught to talk. None of us are taught to listen. And yet decades of experience in crisis situations have taught me that all effective communication starts with listening. Listening is a skill that's seriously undervalued in the business world. My training is based on doing, so you will get 1% theory, 99% practical application.

### >>> As a delegate, what would I be able to do after your training that I can't do now?

You'll be able to get people to open up, to know precisely what to listen for and to understand how to interpret the intelligence you've gained.

### >>> And then I'll be able to influence them?

Yes, you'll be able to sell your ideas using your prospect's most deeply held beliefs, rather than your own. It's amazingly effective. To succeed, all you have to do is listen as if lives depended on it.

### >>> What would you say is the biggest benefit of your training?

Gaining a skill very few people have and using it ethically to influence and persuade.

### >>> What's your training style Richard?

I'll be asking you to join in lots of practical exercises and role-play. Expect to be entertained, be challenged and to learn valuable skills from the closely guarded world of hostage negotiation.

## So what are Richard's credentials?



Richard Mullender

### And what unique experiences equip Richard to teach listening at an elite level?

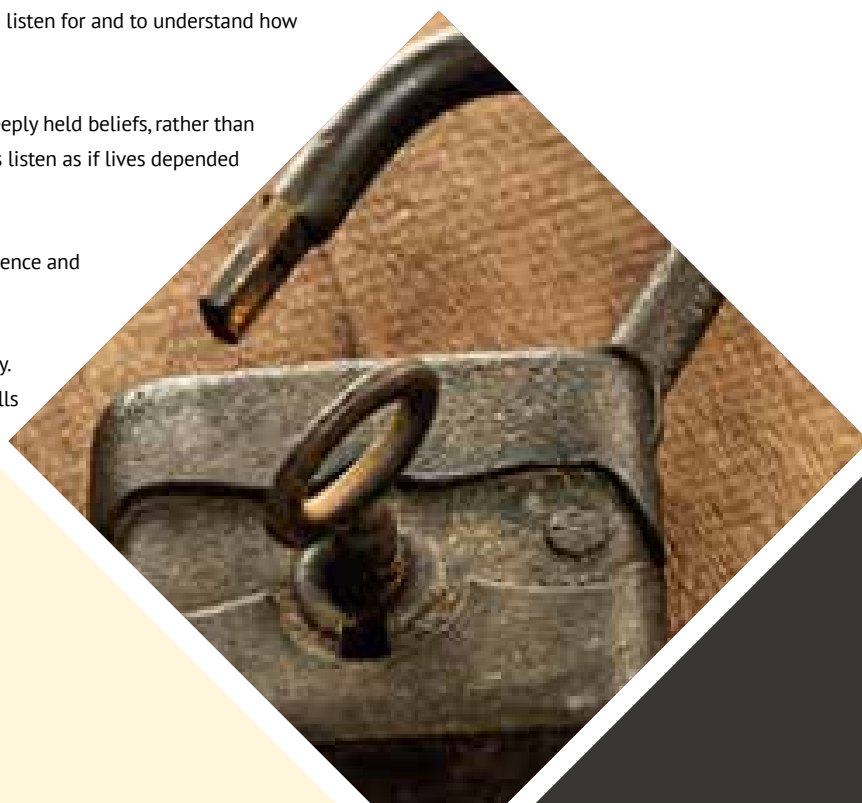
It's been a colourful life: after military service (where Richard saw action in Northern Ireland, and spent time guarding Rudolf Hess in Spandau Prison) he went into the private sector and then joined the Metropolitan Police. After decades as a detective investigating serious crimes, Richard was invited to become a hostage negotiator. His success was such that he was appointed Lead Trainer at the National Hostage and Crisis Unit at Scotland Yard, training hostage negotiators across the UK. During this time Richard was involved in an advisory capacity with the FBI, the UN, The Indian Secret Services, The Scorpions in Mandela's South Africa and The World Food Programme, among others.

### Talks with the Taliban

Richard's activities in defence of British subjects abroad are largely confidential. However he was part of the team that negotiated the high-profile release of three UN workers held hostage in Afghanistan in 2004. And his listening expertise contributed to the intelligence that informed the rescue of Norman Kember in Iraq in 2006.

### Life or death listening training

Richard now speaks and trains for the private, public and not-for-profit sectors. This latest stage in his career has seen him fulfil speaking and training engagements in every corner of the globe. He's helped people to achieve ambitious outcomes – from Downing Street to PwC, from LinkedIn to BT, and from Cambridge University to Sky UK. And he can help you, and your people, to do the same.



# Programme

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## SESSION 1: A MORNING OF LISTENING SKILLS

*'We're all taught how to talk. None of us are taught to listen.'*

### You will ...

- ◆ bust the 5 communication myths.
- ◆ learn to listen like a hostage negotiator.
- ◆ discover what to listen for.
- ◆ interpret the true significance of what's being said.
- ◆ test your hypothesis without offending the other person.

### By lunchtime you'll be able to ...

- ◆ identify someone's values, beliefs and motivators.
- ◆ uncover secrets they are unaware they've revealed.
- ◆ know precisely how to pitch a course of action to them.

## SESSION 2 : QUESTIONING

*'Learn the specialised techniques used by Scotland Yard detectives.'*

### You will ...

- ◆ explore the world of questioning from probing and leading, to alternative and tag.
- ◆ learn how to use questions sparingly to optimum effect.
- ◆ harness the phenomenal power of the indirect question.

### Walk away with powerful new investigative skills you can use to ...

- ◆ prepare your brief.
- ◆ populate your Discovery Map.
- ◆ perfect your prospecting.

## SESSION 3: NEGOTIATION SKILLS

*'So you can operate like a hostage negotiator.'*

### You will ...

- ◆ learn the stages and sequence of a successful negotiation.
- ◆ explore the roles allocated within a hostage negotiation cell.
- ◆ employ those roles within your team to get better business results.

### Walk away with the ability to ...

- ◆ talk someone off a bridge or into a course of action.
- ◆ apply the 10 rules of negotiation to get the outcome you want.
- ◆ use language to optimum effect to engage and involve.

## Warning

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Richard Mullender teaches life or death listening. This skill gives you access to an individual's mindset without their knowledge. You'll learn to use your insight into a person's values and beliefs to influence their actions. Since we operate on trust, we expect you to use what you learn on a Mullender's course responsibly.

## Timetable training:

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- 08hrs30: Reception, welcoming & registration.
- 09hrs00: Startup of the workshop & introduction trainer
- 12hrs30: Lunch
- 17hrs00: Closing of the day.

# Learn to communicate like hostage negotiators

> **Date & venue:** more information on our website [www.ifbd.be](http://www.ifbd.be)

> **Price:** € 795 (excl. 21% VAT)

## COMPANY DETAILS

COMPANY:

ADDRESS: .....

PC & CITY: .....

TEL.:

BUSINESS OF ACTIVITY: .....

COMPANY SIZE: .....

## INVOICE ADDRESS (if different)

COMPANY: .....

PO NUMBER: .....

VAT number:

## PARTICIPANTS INFORMATION

Mr. / Ms.:

Jobtitle: .....

E-mail: .....

Mr. / Ms.:

Jobtitle: .....

E-mail: .....

## PRACTICAL DETAILS

### DATE & VENUE

More information on our website [www.ifbd.be](http://www.ifbd.be)

### **PRICE: 795 € excl 21% VAT**

- ◆ Price includes pre course material, tuition, meals and documents but not hotel room accommodation.
- ◆ Please contact IFBD for discounts for multiple enrolments.
- ◆ Please contact IFBD if you want to use KMO Portefeuille, Cheques Formation, Opleidingscheques ... as the IFBD has its accreditation for all these above mentioned support.

### EASY WAYS TO REGISTER

- ◆ Tel: +32 50 38 30 30
- ◆ E-mail: [info@ifbd.be](mailto:info@ifbd.be)
- ◆ Internet: [www.ifbd.be](http://www.ifbd.be)
- ◆ Mail: IFBD, Zeeweg 155, 8200 Brugge

### WHAT HAPPENS IF I HAVE TO CANCEL?

Confirm your cancellation in writing 2 weeks before the date of the course and you will only pay 75 € cancellation fee. Regrettably, no refunds can be made for cancellations received less than two weeks prior to the training, invoices remain payable. You can always be replaced by a colleague at no extra cost. Due to unforeseen circumstances, the programme may change and the IFBD reserves the right to alter the venue and/or speakers.

## IFBD DATABASE & GDPR

We like to keep you informed of the latest developments in your sector. That is why we have included your details in our database. Your details are stored securely for our own use and will never be shared with third parties. We are taking all the necessary measures to ensure this. In accordance with the Law on the processing personal data of 08/12/1992 and the General Data Protection Regulation of 24/05/2016, you are entitled to access to, rectification of and erasure of your data at any time. More information is available on our webpage [www.ifbd.be/en/GDPR](http://www.ifbd.be/en/GDPR) or by e-mail: [DPO@ifbd.be](mailto:DPO@ifbd.be).

>>> You can e-mail your registration to [info@ifbd.be](mailto:info@ifbd.be)

>>> Preferably, however, you should register on our website:

[registration](#)