

Quick Facts About **Nonviolent Communication**



- The Nonviolent or Compassionate Communication™ (NVC) process was created by Dr. Marshall Rosenberg, Ph.D. *Words That Work In Business* by Ike Laster, is based on this ground breaking work.
- At the root of the NVC process are four basic assumptions about human nature and language:
 1. We all share the same basic, universal human needs
 2. Feelings and emotions are signals telling us whether or not our needs are being met
 3. Compassion is our basic human nature
 4. At the core of all conflict, violence and emotional pain are needs that are not being met
- The NVC process is a framework for communicating what we feel and what we need in a manner that helps ensure we'll be understood.
- The NVC process is used to heal emotional pain, reduce aggression, and fortify family, personal, and professional relationships.
- The NVC process is taught in schools, child care centers, prisons, family counseling centers, hospitals, corporations, mediation centers, prisons and many other organizations around the world.
- The 4 basic steps of the NVC process are: (1) objectively observe the current situation (absent of evaluation, blame or moralistic judgment), (2) identify the feelings that the situation brings up, (3) dig deeper to identify what need is or is not being met, and (4) request actions that would better meet your needs.
- The Center for Nonviolent Communication in Albuquerque, New Mexico, was founded in 1984 by Dr. Marshall Rosenberg as a nonprofit peacemaking organization.
- Currently, more than 200 certified trainers and hundreds of others teach the NVC process to more than 250,000 people in 35 countries on six continents each year.

Media Inquiries:

To schedule an interview with Ike Lasater please contact our marketing director Tiffany Meyer at 360-891-4929 or tiffany@numamarketing.com. For more information about the Nonviolent Communication process or to request a review copy of *Words That Work In Business*, please visit the PuddleDancer Press website at www.WordsThatWorkInBusiness.com

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