

42 Key Differentiations in Nonviolent Communication

Title in Swedish:

42 Nyckelskillnader

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I. Content (What the book is about?)

This is a book that describes 42 so-called “Key Differentiations” in NVC. By making clear distinctions between the different concepts, this book will highlight different parts of NVC, essential for a deeper understanding of the assumptions behind the process.

- A theoretical background of the different parts of NVC.
- Personal stories to support the concepts described
- Illustrations to clarify the message for many of the “Key Differentiations”.
- Exercises for individuals and groups,

A. Premise

As we started going deeper into NVC we would both have loved to have had a tool like this book. We often struggled with understanding vague ideas of what the core of NVC was about. Especially when running workshops and wanting to contribute to others with clarity about the theoretical background of NVC, we often would have liked to have had “something to put in the hands” of the workshop participants. We really wanted to compile and explain the most frequently used “Key Differentiations”. And now we are happy to be able to share this with anyone who is interested in getting deeper into understanding the different levels of NVC.

We really like the assumptions that NVC is based on and want to use the “Key

differentiations” to clarify them.

B. Unique Selling Proposition

If consumers in the target market purchase and read “Be clear”, they will:

- Gain clarity and understanding of the different parts of NVC
- Learn to deal with obstacles like labels, enemy images and judgments
- Learn effective ways of using intellectual understanding to enhance their communicative skills and where to focus their attention when communicating
- Be more effective in sharing and explaining NVC
- Get a deeper understanding of why it can be such a challenge to use NVC in a domination-based society

Because, this book:

- Outlines the different “Key differentiations”
- Compares important components in communication
- Encourages the reader to also deal with his or her inner processes
- Is written with personal experiences and a broad perspective in mind.

C. Overview:

(1) description of the problem or need:

Sooner or later students of NVC stumble upon some things that seem like a challenge and they could use more support in gaining clarity in how and when to use the different “NVC-tools.

The trainer, teacher or coach can at the same time be challenged to convey this clarity in a way that is useful for the student. The trainer can also stumble upon her or his own challenges in how to “walk their talk”.

(2) Presentation of the solution:

To share/teach NVC is sometimes quite challenging, at least if we try to “walk our talk”. This book gives a deeper understanding into the philosophical assumptions behind NVC, and helps in applying them in daily life and in different situations. This will help anyone who wants to live and teach NVC in any setting. So both the student and the trainer will be supported by this booklet.

(3) Amplification of the solution through concrete applications.

The book addresses some of the most common challenges we all meet in our daily lives. Through the richness of personal examples the reader will be able to apply the “Key differentiations” in their own personal situations.

D. Manuscript

1. Manuscript Status

Printed in June 2010 in Swedish.

2. Special Features:

Illustrations for clarification

3. Anticipated Manuscript Length

The Swedish version of the book has about 33,000 words (which corresponds to about 120 pages in a A5-format.)

4. Anticipated Manuscript Completion Date

Ready in Swedish May 2010

II. The Market (Who will buy this book?)

A. Demographic Description

This book is relevant for anyone who wants to deepen her or his NVC skills and thereby contribute to connection and peace in their direct surroundings.

B. Psychographic Description

The audience of this book is made up of human beings who are

- Studying NVC and want to get clarity on the basic assumptions behind the approach
- Leading NVC workshops
- Wanting more ease and mastery in their communicative skills
- Wanting more ease and mastery in their role as mediators
- Wanting to deepen her/his NVC skills and to share them with others

C. Affinity Group

People who want to get support in learning about communication

- People from the NVC community around the world

NVC trainers and certification candidates. (Especially as the understanding of key differentiations is part of CNVC's certification process, this book can be of great support.)

Participants of longer NVC trainings

Mediators

· Teachers

D. Competition (What else is available that covers the topics covered in this book?)

Many NVC books mention parts of these concepts in different ways but as far as we know there is no book like this available.

III. The Authors (Why are you the best possible authors for this book?)

A. Background

Liv Larsson: I have been a certified NVC trainer since 2002 and have been working extensively with NVC trainings since 1999 in many different parts of the world. I have also translated four of Marshall Rosenberg's books ("NVC - a language for life", "Life enriching education", "We can work it out" and "Getting past the pain between us"), Inbal Kashtan's "Parenting with a heart" and six of Vilma Costetti's books for children into Swedish.

Katarina Hoffmann: I have been specializing in information and communication, teaching at the university level for fifteen years. My first workshop with Marshall Rosenberg was in 1994 and I have been a certified NVC trainer since 2009. I have been appointed reviewer for the translation of one of Marshall Rosenberg's books, by the Center for Nonviolent Communication.

We have both participated in lots of trainings with Marshall Rosenberg, the founder of NVC - and with other trainers as well - and are confident that our understanding of NVC is very close to Marshall's.

B. Previous Writing

So far, Liv Larsson has authored eight books on NVC.

- An NVC workbook for individuals and groups, and one for close relationships.
- A book on Anger, Guilt and Shame.
- A book on how to use NVC in Mediation (published in Swedish, Polish and German, soon to be published in English)
- A book on Gratitude and Appreciation-
- A book on Communication and Humour.
- Two books for children (in Swedish, that have been translated into Polish, Estonian, English and French).
- Since 2003, I have been writing monthly for a Swedish magazine where people can ask questions about communication.

Samples of written work are available on request.

C. Personal Marketing

- We have a large network both in and outside of the NVC community who would be willing to endorse the book, including U.S. and international NVC trainers and organizations whose names are known to a large part of the target audience (close connections e.g. to Bay NVC, NVC Academy.)
- Many people who have had previous training in NVC have said that our way of teaching has helped them in seeing how they can walk their talk.
- Liv Larsson leads English-language NVC trainings in different parts of the world.
- We will strongly promote the book in our trainings and in other books we are writing together or separately on NVC .
- We will strongly promote the book in our newsletters and on our WebPages. We would like to sell it through our web shop as well.
- Liv Larsson has her own website (www.friareliv.se <<http://www.friareliv.se>>) available in both English and Swedish.
- Katarina Hoffmann has her own website (www.13steg.se <<http://www.13steg.se>>) which will soon be available in both English and

Swedish.

Chapter-by-Chapter Synopsis

1. Key Differentiations regarding the four components in NVC

- “Observations” vs. “Evaluations”.
- “Feelings” vs. “Thoughts”.
- “Needs” vs. “Strategies”.
- “Requesting specific action” vs. “Vague requests”.
- “Requesting what I want” vs. “Requesting what I don’t want”.
- “Demands” vs. “Requests”.

2. Key Differentiations regarding “Jackals” and “Giraffes”

- “Classical Giraffe” vs. “Idiomatic Giraffe”.
- “Being Giraffe” vs. “Doing Giraffe”.
- “Jackal Honesty” vs. “Giraffe Honesty”.
- “Screaming in Jackal” vs. “Screaming in Giraffe”.
- “No in Jackal” vs. “No in Giraffe”.
- “Excuse in Giraffe” vs. “Excuse in Jackal”.

3. Key Differentiations regarding Honesty

- “Jackal Honesty” vs. “Giraffe Honesty”.
- “Observations” vs. “Evaluations”.
- “Feelings” vs. “Thoughts”.
- “Needs” vs. “Strategies”.
- “Requesting specific action” vs. “Vague requests”.
- “Stimulus” vs. “Cause”.
- “Judgements based on right/wrong” vs. “Judgements based on needs”.

4. Key Differentiations regarding Empathy

- “Empathy focusing on content” vs. “Empathy focusing on process”.
- “Empathy focusing on the need” vs. “Empathy focusing on unmet needs”.
- “Knowing” vs. “Guessing”.
- “Intellectual guessing” vs. “Empathic guessing”.
- “Empathy” vs. “Sympathy”.

- “Advice” vs. “Empathy”.
- “Empathy” vs. “Consolation”.
- “Mourning” vs. “Giving up”.
- “Self empathy” vs. “Wallowing in feelings”.
- “Self empathy” vs. “Acting out feelings”.

5. Key Differentiations regarding Self empathy

- “Self empathy” vs. “Acting out feelings”.
- “Mourning” vs. “Giving up”.
- “Self empathy” vs. “Wallowing in feelings”.
- “Empathy” vs. “Sympathy”.

6. Key Differentiations regarding Power

- “Power based on domination” vs. “Power based on needs”.
- “Power with” vs. “Power over”.
- “Fear of authority” vs. “Respect for authority”.
- “Obedience” vs. “Self discipline”.
- “Protective use of force” vs. “Punitive use of force”.
- “Judgements based on right/wrong” vs. “Judgements based on needs”.
- “Punishment” vs. “Consequences”.
- “Vulnerability” vs. “Weakness”.
- “Intrinsic motivation” vs. “Extrinsic motivation”.
- “Choice” vs. “Dependence”.
- “Dependence or Independence” vs. “Interdependence”.
- “Approval” vs. “Appreciation”.

7. Additional Key Differentiations

- “Stimulus” vs. “Cause”.
- “Compromise” vs. “shift”.
- “Life connected” vs. “Life alienated”.
- “Demanding” vs. “Staying”.
- “Love as a feeling” vs. “Love as a need”.
- “Natural” vs. “Habitual”.

- “Accomplish” vs. “Creating”.
- “Open questions” vs. “Closed questions”.