Proven Results from Battlefield to Boardroom

Offering consultation, talks, training, seminars, and a variety of critical services to suit your business and enterprise needs.

A Veteran Owned Company

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Personal Safety & Awareness
Background

- 20 years experience
- 13 years Police Officer in Oakland, Ca
- Military veteran, combat tour 2005
- Consultant & FTE
- Guest instructor, guest speaker
- Program & Operations Management
- Business owner
- Patent Pending – Project SHIELD
Introduction

• What is Personal Safety & Awareness?
  • How to go about our daily lives with less risk
  • Personal safety, awareness & preparedness
  • Only investment is a desire to live a safer life

• Course material is based on recommendations from the military, law enforcement, businesses, global security and U.S. Government organizations.
Overview

• Things we can do every day
• Safety at home
• Safety at school and work
• How to detect and avoid danger
• De-escalation techniques
• How to get help
• Active Shooter awareness
Daily Checklist!
Daily Checklist!

• Safety is an ongoing process
• We all live very busy lives
• Replace complacency with thoughtfulness
• Think about where you are going, and what you are doing
• Does your attire meet your needs?
• Can I go the day with what I have?
Daily Checklist!

- Personal belongings – on your person or secure!
- Phone & electronics charged
- Water bottle / healthy snacks
- Medications – yourself and loved ones
- First Aid Kit
- Flashlight
- What else do you need?
Daily Checklist!

• Survey your surroundings as a routine!
• Are you familiar with where you are?
• Is it in a high crime area?
• Does the place change from day to night?
• Vehicles in good repair, have extras in the car, get gas at $\frac{1}{2}$ to $\frac{1}{4}$ tank.
• PAY ATTENTION TO LIFE, NOT YOUR PHONE!
Safety at Home

Home is where the heart is
Safety at Home

• Safety at home is fundamental!
• Everyone takes part in home safety
• Security checks - arrival and departure
• Windows and doors locked?
• Close your garage door
• LOCK YOUR DOORS even when home
• “WHO IS IT”
Safety at Home

• Exterior lights on at night
• Dark outside, lights on inside = people can see you!
• Use blinds and shutters
• Lock exterior gates
• Consider security systems / cameras
• “Nothing ever happens here”
Safety at School & Work

• Challenging concept
• Uncontrolled in comparison to home
• Safety is everyone’s responsibility
• Is your environment secure?
• Have there been problems in the past?
• Does the location take safety seriously?
Safety at School & Work

• Do employees take security seriously?
• Can you do security checks?
• Are entrances & exits open or locked as appropriate?
• Who handles security issues?
• Are there routine problem people?
Safety at School & Work

• Be careful when arriving and leaving
• Do you open / close by yourself?
• Be aware and report people who aren’t supposed to be where they are
• Be aware and report people who aren’t supposed to be there at all!
De-escalation
De-escalation

• When is it your responsibility?
• Keep safe, be confident
• Keep your distance
• Remain calm
• Speak with empathy
• Have a plan to avoid danger
• When to call for help
Cyber Security
Cyber Security

- Top concern of businesses & CEO’s
- People don’t take cyber security seriously
- Capital One Data Breach – 100M
- Journal of Medicine – 132M over 7 years
- Hackers, data miners, thieves
- Phishing, spear phishing, harpooning, schemes, etc.
Cyber Security

• If you post where you are people can find you
• Be aware of what your kids are doing
• Secure your passwords and take them seriously
• If you suspect intrusion, report it, change your passwords and be aware
Violence and Active Shooter

- Workplace violence and active shooter are a pervasive and increasing problem.
- Top concern of Fortune 1000 CEO’s
- 90 Million workers affected each year
- $120 Billion annual cost (Neckerman Insurance 2012).
VAS Top to Bottom

- Terrorism: "Terrorism" included in other statistics, limited information. Increasing incidents worldwide.
- Active Shooter
- Targeted Violence: 700 violence related deaths per year (homicide / suicide)
- Aggravated Assault: 572,000 Crimes in 2009 (Bureau of Justice)
- Assault: 2 Million workers affected by some form of workplace violence (OSHA)
- Confrontation: 90 Million Employees affected yearly
- Bullying
- Uncomfortable Workplace: Daily Impact to production
Run Hide Fight

ACTIVE SHOOTER RESPONSE
LEARN HOW TO SURVIVE A SHOOTING EVENT

RUN

HIDE

FIGHT

CALL 911 ONLY WHEN IT’S SAFE TO DO SO
RUN!
• Remove yourself from danger, help others escape

HIDE!
• Find the safest possible space. Lock or barricade the door, turn off lights, be silent

FIGHT!
• As a last resort, use physical aggression and attempt to incapacitate the shooter
Conclusion

• Personal Safety & Security is about you!
• Go about your daily life in a safer and more productive way
• Replace complacency with thoughtfulness
• Teach your family, friends, employees, coworkers
• Safety is everyone’s responsibility!
Questions and Thank you!