



STAY SAFE TRAINING™
REAL SKILLS. REAL PEOPLE. A SAFER TOMORROW.

AWARENESS | SKILLS | MINDSET
A SAFER TOMORROW.

REAL PEOPLE.
REAL SKILLS.
A SAFER
TOMORROW.

CIVILIAN SELF DEFENSE

REAL SKILLS FOR REAL LIFE

SAME
SKILLS.
A SAFER
YOU.

WHAT IS CIVILIAN SELF DEFENSE?



Practical skills, mindset, and awareness to prevent, avoid, and survive real-world threats. It's about staying safe – not fighting, winning, or apprehending.

AWARENESS CREATES OPTIONS.



TYPES OF THREATS

- ▶ Assault & Battery
- ▶ Sexual Assault
- ▶ Armed Robbery
- ▶ Active Shooter / Mass Violence
- ▶ Violent Protests / Civil Unrest
- ▶ Everyday Threats (school, work, public)
- ▶ Online & In-Person Harassment



OUR GOAL

BE SAFE IN THE MOMENTS THAT MATTER.

We build the skills, mindset, and awareness to help you recognize danger, avoid problems, make smart decisions, and take action when necessary. Our training is realistic, practical, and designed for everyday life.

**STAYING SAFE REQUIRES
AWARENESS, SKILLS, AND A PLAN.**



MOVEMENT BASED

TRAIN HOW YOUR BODY WORKS.

- ▶ Learn natural, effective movement.
- ▶ Drill the fundamentals under pressure.
- ▶ Build balance, coordination, and control.
- ▶ Use simple skills that work in real life.



PRESSURE TESTED

PRACTICE FOR REAL SITUATIONS.

- ▶ Train with realistic scenarios.
- ▶ Build mental and physical resilience.
- ▶ Develop skills through repetition.
- ▶ Learn to stay calm, think clearly, and act.



A LIFELONG SKILL

BETTER TODAY. STRONGER TOMORROW.

- ▶ Skills build over time.
- ▶ Designed for real people, real situations.
- ▶ Useful at school, work, travel, and home.

HOW CIVILIAN SELF DEFENSE IS DIFFERENT



LAW ENFORCEMENT

THEY APPREHEND — IT'S WHAT THEY DO.

- ▶ Trained to enforce the law and make arrests.
- ▶ Their job is to respond after a crime happens.
- ▶ They have no legal duty to protect you (individual protection is rare).
- ▶ Their focus is evidence, procedures, and custody.

YOU CAN'T
COUNT ON
THEM TO BE
THERE IN TIME.

YOU ARE
YOUR FIRST
LINE OF SAFETY.



MILITARY

THEY KILL, CONTROL SPACE, AND COMPLETE THE MISSION.

- ▶ Trained for warfighting and defeating the enemy.
- ▶ Focus on lethal force, unit tactics, and controlling territory.
- ▶ Operate in teams with specialized equipment.

THEIR MISSION
IS DIFFERENT.

OUR GOAL
IS TO STAY SAFE
AND GET HOME.



SPORT

IT'S A GAME WITH RULES.

- ✓ Designed for competition, points, and winning.
- ✓ Happens in a controlled environment.
- ✓ Follows rules, weight classes, and referees.
- ✓ Does not always reflect the chaos, unpredictability, or multiple attackers of real life.

SPORT SKILLS
CAN HELP.
BUT A GAME
IS NOT LIFE.

REAL ATTACKS
DON'T STOP
WHEN YOU SCORE
A POINT.



CIVILIAN SELF DEFENSE

WE FOCUS ON STAYING SAFE.

- ✓ Realistic scenarios based on everyday environments (school, work, home, public places).
- ✓ Practical skills you can actually use.
- ✓ Focus on prevention, avoidance, de-escalation, and effective response when needed.
- ✓ Designed for real people — not operators or athletes.

OUR GOAL
IS SIMPLE:
STAY SAFE.

BE PREPARED.
BE AWARE.
HAVE OPTIONS.



REAL-WORLD EXAMPLES

Real threats. Real places. Real decisions.



SCHOOL

Hallways, parking lots, events.



WORK

Offices, retail, hospitals, job sites.



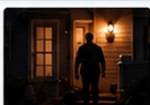
PUBLIC PLACES

Shopping, restaurants, parks, transit.



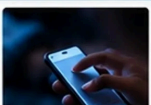
TRAVEL

Hotels, airports, ride shares.



HOME

Awareness and preparedness.



ONLINE

Predators, threats, stalking.



THE BOTTOM LINE



- ✓ Be aware of your surroundings.
- ✓ Recognize and avoid danger early.
- ✓ Use simple, effective skills.
- ✓ Stay calm, think clearly, and act.
- ✓ Be prepared for real situations.

SAME SKILLS. A SAFER YOU.



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AWARENESS



MINDSET



SKILLS



COMMUNITY



REAL PEOPLE.
STRONGER COMMUNITIES.
A SAFER TOMORROW.