

# EFFECTIVE THREAT PROTECTION, INC.

TACTICALLY PREPARING CIVILIAN, INSTITUTIONAL, & EDUCATIONAL THREAT MITIGATORS



2019

## Stopping & Surviving the Active Shooter & Mass-Killer Attack



***Employee & Facilities Protection:***

*a Guide to  
Mass-Casualty Attack Prevention & Active Threat Mitigation*

[WWW.EFFECTIVETHREATPROTECTION.COM](http://WWW.EFFECTIVETHREATPROTECTION.COM)

*in partnership with Dauntless Tactical Training, Inc.*

***Protection Strategies, Training, & Survival Mindset Development for  
Corporations, Businesses, Care Facilities, Retail Complexes, &  
Entertainment Venues:***

**for When Run. Hide. Fight, Is SIMPLY  
Not Good Enough!**

**[www.EffectiveThreatProtection.com](http://www.EffectiveThreatProtection.com)**

**Memphis, Tennessee**

**901-329-9900**

## **Preface**

### **Fact:**

As far as we know, to date, our government has successfully protected us from most attacks by foreign terrorists. However, history has shown over and over that it doesn't have the resources to stop the home grown terrorist, like the mass public killers who periodically shoot up our schools, entertainment events, public spaces, workspaces, and houses of worship.

### **The Difference?**

The difference can be found in the government's ability to aggressively and successfully conduct disruptive International Intelligence collection on our enemies versus the impossibility of it providing police officers everywhere the public happens to be. It is impossible for us to have a police officer, or squad of them everywhere, and every time, that we need them.

Therefore, as individuals and institutions we must be positioned to save ourselves. And, where we shop and work must also be positioned to save their customers and their workers.

If you manage or administrate in such a place, that responsibility belongs to you.

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**As you examine this guide, and these training options, please keep the following concept of what we call the "Carnage to Time Ratio"™ in your mind as you do:**

**Carnage to Time Ratio:**

**The amount of death that your firm, school, or church has deemed to be acceptable before police arrive.**



## INTRODUCTION:

### Famous Last Words: *"It Will Never Happen Here"*

**While there are many components to facility and campus security, and a variety of security threats and safety concerns that an institution may face, when it Comes to Stopping the Active Shooter that has committed to perpetrating a murder, or creating a massacre and carnage in your workplace, healthcare facility, school, hotel, or retail space, YOU CARRY THE WEIGHT.**

If You Are the Leader, Administrator, or Owner of a Public Space, Corporate Campus, Healthcare or Educational Facility, Major Retail Establishment, Hotel, or a Venue, or if you are the Promoter of an Entertainment Event, the Responsibility to Preserve the Innocent Human Life Gathered Within Belongs to You...Not to the Police, the Government, or a Hired Security Firm.

The Police teach RUN. HIDE. FIGHT, because both you and they have been conditioned to believe that they are actually the first responders. They teach you to rely on them. But, unfortunately, in most lethal threat circumstances, you CAN'T solely rely on them for the preservation of life. First, they will most likely not be there when the lethal event starts, thus they are the second responders. Second, you will not find any police agency that will teach you or your team the actual combative and tactical skills needed to immediately ensure that YOU can save your OWN life, and the lives of others...Even though YOU are the True First Responder.

You can rely on them to be there to Hang Crime Scene Tape, and to INVESTIGATE... But, when seconds count, the weight to protect...well, **IT BELONGS TO YOU.**

The Active Shooter or Mass Killing Event DEMANDS that YOUR business or institution ENSURES that it can actually provide IMMEDIATE PROTECTION to its patrons, patients, students, venders, and staff, AND, that it can provide specifically, forcible THREAT MITIGATION against the lethal threat actor who is dedicated to killing as many people as possible, in as short of a time as possible, most often without regard to their own life.

YOU, and the Key Personnel & Administrators on YOUR Management Team and Staff, along with any contracted protection and safety security officers, **CARRY THE WEIGHT TO MITIGATE!**

### **YOUR OWN LIFE MAY DEPEND ON IT.**

#### Our Focus Is Very Specific:

**Our Mission is rooted in helping you to establish layers of security based in the principles of vigilance & observation, space protection, interception, and Threat Mitigation, and in teaching you what to do when surveillance, prevention, interception, and denial of entry or access fails, and TRAINING YOU and YOUR TEAM to do it.**

**We prepare your firm's or institution's protection team, and other staff, to engage in Active Threat Mitigation through the trained use of force, including lethal force. We make no bones about it. You Will Not Be Allowed to Fail Your People, Due to a Lack of Skills & Quality Training. This outline serves as your guide.**

*~ Jonathan W. Cross, II, President, Effective Threat Protection, Inc.*

## **Examining the Fundamental Concept of Contemporary Protection:** **"Active Shooters Must Not Be Allowed To Maintain The Opportunity To Kill With Impunity." ~ Jonathan W. Cross, II - Tier 1 Certified Tactical Instructor**

The increase in the frequency, intensity, and violent nature of today's aggressive lethal threats ***demands a shift in mindset***, in order for institutions to effectively mitigate and overcome these threats. Without such a change in mindset, your facility and your people are not safe.

At Effective Threat Protection, Inc., we know that there are four elements to identifying whether a firm or institution has affirmatively adopted and embraced both a Threat Mitigation Mindset, and a Credible Protection Footprint. One without the other is useless.

### **Let's Examine the 4 Key Elements of Effective Threat Mitigation:**

- I. ***Understanding What Active Threat Mitigation is;***
- II. ***Clear Statements of Threat Acknowledgement;***
- III. ***The Capability to Protect & Defend a Space; &***
- IV. ***A Commitment to Decisiveness of Action***

1. **Active Threat Mitigation Defined:** Active Threat Mitigation is the immediate forcible response against a lethal threat actor by a person already present on the scene, such that the attacker is stopped immediately in his/her tracks. The key concept is affirmatively forcible reaction by persons already on the scene. Therefore, this definition does not include simply waiting for police to arrive to stop the threat.

***Question: Do you and your institution understand & embrace the concept that sometimes violence is required to neutralize violent threat actors?***

2. **Acknowledgement:** Accept the fact that a murderer with powerful weaponry may manifest themselves on your campus. There Must be a **COGNITIVE ACKNOWLEDGMENT** of the Existence of the Lethal Threat Realities that Leads a Firm or Institution to Strategically Plan & Practically Prepare an **Immediate** Effective Response.

*As a society, we MUST leave the State of Denial, and recognize that the random, acute occurrence of lethal threat events against, and within, the easily accessible, poorly secured, public and institutional space is a reality, and that it is up to YOU to premeditate your organization's response and survival to such an event, because "Run. Hide. Fight," is not a practical plan. It DOES NOT WORK to Timely STOP the Active Threat Actor from snatching life or health from the people in your care, your space, or your custody.*

***Question: Does your Firm or Institution recognize the potential for, and existence of, lethal threat events?***

3. **Capability:** A firm **MUST** be capable of immediately stopping a lethal threat actor. Therefore, institutions must have taken the steps to ensure that they have **SKILLED and DAUNTLESS Protectors and Defenders physically present** in its stores, on its campuses, and within and upon institutional properties to immediately disarm and/or neutralize armed attackers and mass killers. Therefore, the firm must be committed to the **Hiring, Training, and/or Development of Personnel with Combatics Training & Offensive Tactical Skills, including training staff and employees as Non-Traditional Protectors & Defenders within the Institution.**

Up until now, the standard procedures for dealing with the active shooter have had firms initiating a facilities lockdown, or relying on technologies like surveillance systems to protect them at the onset of an active shooter event. Cameras and surveillance are mostly great for documenting the act, but do nothing to actually mitigate an active mass murderer, beyond possibly providing an initial visual warning that something is afoot.

In order to immediately begin mitigating a deadly attack, your Organization **MUST** have staff and personnel who have their own Special Defensive Training, because the typical security guard, whether armed or not, is by law, trained and limited to observing and reporting, not interdicting and saving lives....

Observe & Report. By law, those are the limits of the responsibilities of state licensed security guards, regardless of whether they are armed or unarmed. Furthermore, armed security guards are armed for their own protection, not the protection of the client that contracted them to Observe & Report. They are armed and barely trained for personal defense. Additionally, the majority of security guards are not well-compensated, and therefore, cannot afford to pay for high quality firearms and tactical training. They receive no more training in firearm usage than a person who receives a concealed carry permit. They are trained on the law, patrolling procedures, reporting procedures, and nothing else. Generally, what they are not, is well-skilled, such as to be able to be relied upon to mitigate the aggressive lethal threat actor.

***Question: Does your firm have sufficiently trained personnel within its facilities, and on its premises, that can respond immediately, efficiently, and effectively to put down one or more lethal threat actors before the police arrive?***

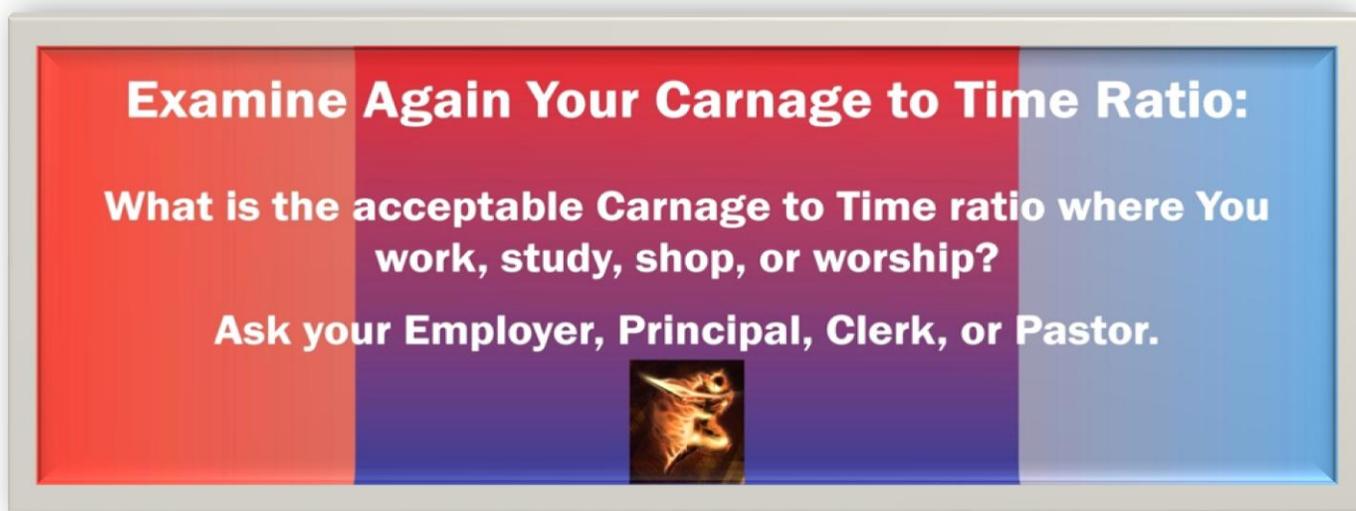
4. **Decisiveness of Action:** The **Immediate FORCIBLE REACTION to Neutralize an Active Lethal Threat Actor with an Equal or Greater Response of Force**, is an Imperative. Unfortunately, we must recognize that when the shooter is actively shooting, **YOUR Team must begin SHOOTING to Neutralize THE SHOOTER, Accurately and Safely...NOW!**

As a society, and even as custodians of life and property, we tend to want to look to governmental agencies for our protection. While we pay taxes for our government services, and believe that our tax dollars will provide us with promised services, including protection from evil people, the truth is that when seconds count, that expected law enforcement help, are literally minutes away.

Yes. Unless they are already on site, or near your location, the Police are, on average, 4-12 minutes away AFTER the 9-1-1 call is made, which may not even be immediate. When bullets are already flying, THAT, is an Eternity. History has shown that, if the active shooter is left lethally unchallenged and unchecked, and not fired upon, dozens, or even hundreds of people can be ruthlessly cut down, murdered, and injured during that time.

The value of those precious minutes means that by the time that police and law enforcement responds and arrives, all of the carnage has occurred, and a great many people are dead already. Thus, in order to ensure that lives are saved, campuses protected, and carnage prevented or greatly lessened, you must recognize and embrace these Four Elements of Effective Threat Mitigation.

***Question: Are the lives in your, and your institution's, care worthy of an immediate decisive response to neutralize the lethal threat actor? Or, are you comfortable waiting minutes, when seconds count?***



**Remember:**

**When the threat is active,  
YOU CAN'T WAIT! YOU MUST MITIGATE!™**

**You will only fight for your life if you've been given the skills to  
actually fight for your life.**

**Everything else will either be paralysis or futile flailing.**

## **Basic Planning Philosophy of Defending Against the Mass Casualty Attack: Practicing Security In Depth & Reacting with Immediate Lethal Force**

### **Key Elements of Workforce, Care Facility, and Campus Security & Protection:**

#### **Security in Depth via Strategic Positioning**

To achieve security in depth via strategic positioning, your organization's security posture must be to zero in, and focus on, effectively preparing to accomplish the following:

1. **Observation & Salutation:** Vigilance & Observation at the Parking Lot; Vigilance & Salutation in the Lobby & Foyer Greeting Areas; Vigilance & Salutation at Store Entrances;
2. **Protection:** Securing Spaces before, during, and after business hours, or school start: Monitoring Doors, Exits, Halls, Paths, and checking and securing Large Bags and Parcels, etc.;
3. **Interception:** Physical deterrence, diversion and interdiction of disruptors or would-be threat actors:
  - a. Through the strategic presence of the standard Armed and Un-armed Security Guard;
  - b. Training for Employees who work in the None-Weapons-Permissive Environment with:
    - i. Empty-hand Skills; Weapons Disarmaments; Basic Self Defense
    - ii. Barricading Skills & Office Reinforcement
    - iii. Subtle Distraction Techniques
4. **Mitigation:** The Neutralization of Active/Mass-Casualty Threat Actors with a well-trained **Lethal Response by a Special Threat Mitigation Team**, i.e. "Active Threat Mitigators," including trained staff;
5. **Reaction Training & Trauma Treatment:** Organized & Methodical Threat Response Training for Employees &/or Students; New Hire Training; Trauma/Wound Treatment & Training, as opposed to typical First Aid/Illness/CPR training & treatment

#### **Reacting With Immediate Lethal Force**

##### **Understanding the USE OF FORCE CONTINUUM for Active Lethal Threat Mitigators:**

##### **If**

1. The Lethal Weapon is Produced in the Midst of the occupied space; or
2. If the Lethal Threat is HOT & ACTIVE; and/or
3. The Intention to Use Lethal Force is Threatened or Otherwise Expressed by an Aggressor; and/or
4. The Criminal Use of Deadly Force is Real and Existent

##### **Then**

The Threat Actor Must be Stopped Immediately Using Force, up to and Including, Lethal Force.

## Consultation & Training Options

### ***Establishing The Active Threat/Mass Attacker Life Protection Posture:***

At Effective Threat Protection, Inc., in order for our clients to achieve and establish a practical and effective Preservation of Life Protection Footprint, we propose that businesses and institutions provide their staff, executives, and security teams with Distinct Active Shooter training opportunities that go beyond the anemic "Run. Hide. Fight," or "Avoid, Deny, Defend," seminar presentations. Therefore, we offer a variety of training and consulting options to help you and your team to enjoy a rational basis for having peace of mind about your safety while at work.

## MENU OF SERVICES

### Consulting & Site Evaluation: *Billed Per Agreement*

1. Site Evaluation & Essential Protection Plan Development Based on Campus Vulnerability Risk Assessment
2. Stress Testing of Designated Safety Protocols Using Clandestine Probing Techniques;
3. Secret "Probing" of Security Footprint to reveal weaknesses and targets of opportunity;
4. Profiling Skill Set & Mindset Development Utilizing "Left of Bang" Profiling Methodology;
5. Human Resources Safety Recommendations & De-escalation Techniques;
6. Quarterly and Annual "Knowledge & Skills" Safety Reassessments for Reinforcement of Prior Conveyed knowledge and skills, and to mitigate loss of institutional safety knowledge due to staff turnover and attrition;
7. Special Events Protection Footprint Development;
8. Dignitary Protection, and Executive Protection Skills Development; and
9. Un-Armed Active Threat Reaction Training;
10. Armed Threat Mitigation Training

### Threat Mitigation Training for Businesses & Key Employees

### Un-Armed Training Opportunities: \$300 per hour; *billed in 4 hour increments (on-site)*

#### **1. Training for General Workforce: *Topics Covered include:***

- a. Survival Mindset Development:
  - i. Instill an "I can do it! I can survive!" level of confidence;
  - ii. Using technology, familiarize staff with what rifle & pistol gunfire actually sounds like, including muffled and distant gunfire;
  - iii. Introduce the concept of the "*Carnage to Time Ratio*" realistically illustrate just how many shots can be fired in the minutes awaiting police response;
  - iv. Identifying suspicious people and activities and defusing violence before it starts;
  - v. Introduction to the Variety of Realistic and Common Threat scenarios
    1. Domestic Issue; Disgruntled Customer; Disgruntled Employee/Co-Worker; Disgruntled Patient; Disgruntled Loved one; Disgruntled Customer; Mass Attacker; Armed Robber; Hostage Taker;
- b. Illustrate & Model Office/Cubicle Reinforcement Techniques:
  - i. Securing Doors with and without Locks;

- ii. Improving Ballistic Resistance in Office Walls using common office items;
- c. Teach & Train Empty Handed Defensive Skills;
- d. Teach & Train Primary Weapons Disarmaments Skills: Handgun, Rifle, up close, closing the distance;
- e. Impart Fundamental Defensive Blade/Scissor Skills;
- f. Teach Improvised Weaponry, and Deploying Personal Body Armor;
- g. Instruct on Barricade, Escape, & Evasion Techniques:
  - i. Best Practices for Barricading in Office: Positioning and Posture;
  - ii. How to Identify and Use Cover & Concealment, and how to distinguish between the two;
  - iii. When and how to move;
  - iv. Where to go. Designated Evacuation Location; and
  - v. Leapfrogging Techniques of Escape; and
- h. Instruct on Subtle Distraction Techniques: The OTL and other distraction techniques

### **Armed Training Opportunities: *Billed by class on a per student basis, or Per Training Program***

FOR those directors, administrators, and managers who are Serious about actively **STOPPING** the mass shooter in their facilities and on their campuses, as well as the overall safety of their teams, Effective Threat Protection also offers ***Discrete & Private*** Armed Threat Mitigation Training for Small Businesses Owners, Corporate & Executive Management, Key Staff, & Employees, through our Tier-1 SF Certified tactical training division, ***Dauntless Tactical Training, Inc.***

#### **2. Threat Mitigation Training for Designated Management & Key Employees**

- i. Defensive Weapons Training, Handgun, Edged Weapons, etc.
- ii. 2 Day & 3 Day Advanced Concealed Carry Training Options:
  - a. **2-Day Intro and Brilliant Handgun Skills**
  - b. **3-Day Business Advanced Concealed Carry: Business Pistol**
  - c. **2-Day Annual Recertification**
  - d. **1-Day Quarterly Tactical Skills Refresher**

#### **3. Advanced Evaluation and Tier-1 SF TACTICAL Training of the Institution's Officially Designated Security Personnel:**

- i. **Security Director/Manager, and other Designated/Trusted Key Employees;**
- ii. **Plant Operations/Loss Prevention Officers;**
- iii. **Unarmed & Armed Hired Guards; and**
- iv. **Institutional Designated Quick Reaction Team/Force**
  - 1. **5-Day Dynamic Protector Training**
  - 2. **120/160 hour Tier-1 SF Civilian Threat Mitigator Core Training Module**
  - 3. **1-Day Quarterly Tactical Skills Refresher**
  - 4. **2-Day Annual Recertification**

***Please See the Break Out Boxes in the Next Section***

***For More Detailed Info Regarding the Armed Training Options offered by Dauntless Tactical Training, Inc.***

**There is no printed manual that is sufficient enough for defending against the active shooter. There is only Training & Preparedness: Improvised Strategy, Remarkable Capability, & Decisiveness of Action.**



**Dauntless Tactical Training, Inc.** has developed a rigorous set of training programs for what we call "Non-Traditional Threat Mitigators" such as Supervisors, Building Engineers, Plant Ops Directors, Frontline Managers, Receptionists, Teachers, and Principals. This is a one of a kind training regimen that is built upon United States Special Forces marksmanship and training standards known as the Tier-1 SF Standard. The Tier-1 SF Standard is the highest level of firearms training, and our Instructors are ADVANCED Tier-1 Certified Tactical Instructors. Our instructors have been certified as Tier-1 SF Trainers by members of the US Army's Delta Force 1st Special Forces Operational Detachment, the most elite of all the special forces units, and the Army's Marksmanship Unit, as well as are State Licensed Handgun Instructors.

Just as in our Church & School Protection Training Programs, we issue administrators and staff who successfully complete our most rigorous 120-160 hour threat mitigation training curricula, the Certified Tier 1 Civilian Threat Mitigator™ designation. In addition to these advanced tactical training options, we also offer other training under our Dynamic Protector™ and Tier-1 Citizen™ training programs.

#### **2 Day Intro to Handgun & Brilliant Handgun Skills**



This Course is for the Business Owner, Manager, or Staff Member who has little to no experience with handguns, or firearms in general, yet knows that they must learn firearms safety, and obtain fundamental knowledge and skills that they can use to protect themselves, employees, & patrons. Clients will leave with an unshakable foundation in firearms safety, and strong fundamental Handgun Skills to build and drill upon in future sessions.

#### **Pricing:**

\$590 per trainee; Min Group Size: 3; Max Group Size: 12

Group discounts are available. Call or Email us to inquire

### **TRAINING OPTIONS FOR ACTIVELY STOPPING THE MASS SHOOTER**

To be ***Dauntless*** is to be *Bold, Brave, Confident, Skilled & FEARLESS in the Face of Grave Danger & Treacherous Obstacles.*™

While we recognize that many traditional firearms instructors feel and promote that providing you with rudimentary handgun training is all you need for the typical, most likely close encounter at the gas station, at Dauntless, we KNOW, that in this modern era of mass public shootings and massacres, YOU can and should be TRAINED to be prepared for the truly dynamic life and death scenarios and lethal threats that are becoming all too common in our modern spaces. Therefore, with our Tier-1 Citizen™ Training Curriculum, we develop you into becoming so much more: ***Dynamic Protectors™ and Tier-1 Citizens™***

**THE DYNAMIC PROTECTOR™** - One who, with the handgun, can rapidly, efficiently, accurately, effectively, and appropriately

engage, multiple moving targets and assailants, while being on the move yourself, from difficult positions, including from the ground and on your back, and at great distances, while safely doing so around obstacles, innocent people, and bystanders.

### 3 Day Advanced Concealed Carry: Business Pistol



This course is for the Business owner, Manager, or Staff Member who already has familiarity and comfort with the handgun, but who seeks to learn how to safely and effectively protect themselves, employees, & customers in a dynamic environment. Clients will leave with an unshakable foundation in firearms safety, fundamental marksmanship skills, competence in weapons manipulation and tactical reloading, and multiple target engagement.

#### Pricing:

\$810 per trainee; Min Group Size: 3; Max Group Size: 12

Group discounts are available. Call or Email us to inquire.

**THE TIER-1 CITIZEN™** - One who can seamlessly apply the handgun, engagement, and moving skills of a Dynamic Protector™ to the weapons manipulation and tactical deployment of the tactical carbine, transitioning seamlessly between the two skill-sets as an integrated whole.

With the Dauntless approach to training, we will simultaneously develop your survival mindset and your survival skill set.

## What Sets Our Training Apart From All Others?

In addition to Tier-1 Special Forces-Level Firearms Training techniques and content delivered by Tier-1 Certified Tactical Instructors, all of our training is conducted on 270° OUTDOOR training ranges equipped with dynamic and moving targets that can be configured in unlimited ways. Therefore, trainees will receive a level of training that is impossible to replicate in a static ordinary indoor shooting range that limits motion, techniques, and elevation.

Due to the structure of the Instructional Modules that make up our Mitigation Training Core, at every level of training, students also undergo an intense level of repetition-based drilling after units of deeply comprehensive instruction. We will teach, demonstrate, train, drill, correct, and drill... drill... drill again, review and repeat;

Each skill will build upon the prior taught skill, providing continuous reinforcement of learned techniques, as we progress in the training;

Our approach ensures that muscle memory is created, and that all weapons manipulation and marksmanship skills will become second nature and automatic.

Upon completion of their training, each Certified Threat Mitigator will have a Dauntless Mindset that is based in a confidence that is rooted in an acute awareness of his/her known mitigation skill.

## **Tier-1 SF Standard :**

**THE UNCOMPROMISED TRAINING STANDARD that provides REAL COMMON-SENSE PUBLIC SPACE PROTECTION, ALL TO A TIER-1 STANDARD.**

***Presented to you because of one simple concept:***

***"Neither You, Nor Any of Your Patients, Workers, Guests, Patrons, Customers, or Students Should Have to Die!"***

### **5 Day Dynamic Protector Certification Training**



Great for Team building, this Course is for the Business Owner & Staff Member, or Company Designated Armed Security personnel who seeks and needs to acquire remarkable defensive & tactical handgun skills. The course is the equivalent of a Tactical Intensive & consists of a combination of our Brilliant Handgun, Dynamic Handgun, & the Drills from our Aggressive Handgun courses. It is taught to the Tier-1 SF Standard.

Special emphasis on Multiple Target Engagement, DYNAMIC MOVEMENT, Reflexive Fire Threat Stimulus, & Threat neutralization out to 25 yards.

Pricing:  
\$1125 per trainee; Min Group Size: 3; Max Group Size: 12

Group discounts are available. Call or Email us

***Nurses, Doctors, Teachers, Coaches, & Administrators SHOULD NOT be limited to jumping in front of bullets to protect patients & students from active shooters and mass murderers, while having to 1) wait for police to arrive, 2) decide whether or not to enter, or 3) when to enter into the building.***

**Effective Threat Mitigation™** is not just a company name. *IT IS A FUNDAMENTAL PHILOSOPHY of Protection Based on The Most Rigorous Standard of Training: TIER ONE SF.*

The concept of Effective Threat Mitigation™ is foundationed upon a completely different skill set than required for executive or dignitary protection, or even law enforcement and policing, as the purpose of Threat Mitigation is to protect the SPACE AND the MULTITUDE OF PEOPLE WITHIN IT, not just one or two Principle/High Value assets, or the physical apprehension of a suspected criminal actor.

Like a SWAT team, Threat Mitigation requires that the threat Mitigator be able to DOMINATE the attacked or invaded space, and take it back, if need be. This mission imperative requires a very specific set of firearms, tactical, and combat related skills.

### **WHAT IS THE DIFFERENCE, YOU ASK?**

In dignitary protection, you MOVE, or fight to move, the protected person, i.e. the Primary, to safety. And, while in the course of their policing duties, officers and sheriff's deputies use the threat of arrest, backed by close contact and threatened physical force, to force compliance, or to defend themselves primarily from attack at short distance, the skills needed to accomplish either of these routine law enforcement tasks are actually limited and rudimentary in nature, in contrast to the skill set needed for Active Threat Mitigation.

In contrast, as an Active Threat Mitigator, one must intentionally, and intensively, AGGRESS the threat actor, i.e. the attacker, violently, to CREATE SAFETY, because EVERYONE is the potential target. Attackers cannot be afforded to be left unchallenged with their weapons of murder and mayhem, lest he or she kill and injure the masses of people with impunity.

**2-Day Annual Dynamic Protector™/Active Threat Mitigator Re-certification**

Held on the dynamic Live Fire tactical range, the annual Dynamic Protector™ Re-certification course consists of a Half day of Safety, Marksmanship Fundamentals, Weapons Manipulations, and Malfunctions Skills Refreshers, and 8 hours of tactical, moving and reflexive fire drills.

The skills refresher training will be followed by 4 hours of evaluation and re-certification of drills- and scenario-based shooting exercises involving Protector & Mitigator movement, moving targets, & shoot-no-shoot tests in a threat space filled with innocent no-shoot targets in the the foreground and background of the threat environment.

Pricing: \$475

### Annual Threat Mitigation Skills & Drills Tactical Marksmanship Refresher



Marksmanship skills are perishable over time, if not practiced under pressure routinely.

As a Dynamic Protector™ & Threat Mitigator™ in densely populated public environments like stores, hospitals & clinics, or schools & churches filled with young, innocent, or unrepentant souls, a Protector's shooting proficiency **MUST BE UNQUESTIONED.**



As such, with an emphasis of accuracy, speed, manipulation, & movement, DRILLS Refreshers will sharpen your shooting performance while under the stress associated with tactical movement, uncomfortable positions, & time, through the corrected execution of drills and skills of increasing difficulty.

Pricing: \$245 per mitigator

**There is NO OTHER FOCUS than that, except that this task must be carried out while also ensuring the safety of everyone else in the threat environment.** By any and all means necessary, YOU must make preparation and provision for you or your team to neutralize the attacker(s) without harming anyone else. That IS THE STANDARD. We call that, the ability to make The Cross-Campus Shot,™ and The Cross-Sanctuary Shot.™

Due to the serious and dynamic nature of protecting innocent lives in crowded spaces, long halls, or expansive auditoriums, libraries, gymnasiums, or cafeterias, we can take no chances on issuing a Tier 1 Civilian Threat Mitigator™ Certification to anyone who hasn't completed the entire course of training that we provide Non-Traditional Threat Mitigators like principals, teachers, coaches, guidance counselors, building and maintenance engineers, or school janitors and custodians.

THEREFORE, FOR ULTRA-SENSITIVE SOFT-TARGET ENVIRONMENTS, LIKE SCHOOLS AND CHURCHES, WE CAN TAKE NO PRIOR SKILLS OR TRAINING FOR GRANTED, NOT EVEN MILITARY, POLICE OR LAW ENFORCEMENT EXPERIENCE OR TRAINING, UNLESS WE CAN CLASSIFY IT AS HAVING BEEN AT THE TIER-1 SF LEVEL. Even then, the student must be evaluated, and drilled with rigor.

We build every Certified Tier-1 Civilian Threat Mitigator from the ground up. NO EXCEPTIONS.

## Why such a rigorous and hard-nosed stance?

Because the stakes are too high, and the crowd density potentially too great to presume proficiency.

**WE ARE GOING TO BUILD PROFICIENCY, MEASURE IT, EXPAND IT, ENHANCE IT, STRETCH IT, TEST IT, and PERFECT IT. Only then will we CERTIFY someone as a Certified Tier 1 Civilian Threat Mitigator.™**

### 5 or 6 Week Threat Mitigator "Dynamic Campus Protector" Core Training Module\*



These 120 hr/15-Day (handgun only) or 160hr/20-Day (Handgun & Carbine) courses are MODULAR COMPREHENSIVES, & are for the Corporate, Retail, Entertainment Complex, and, in states where the law allows Administrators, Teachers, & Staff with ENHANCED tactical training to protect students from the mass shooter on campus, the SCHOOL DEFENDER.\*

Although this training is a comprehensive, the focus of the FIVE or SIX Week 2-day & 3-day training modules will be on establishing brilliance in aggressive campus or school defense with the handgun and/or carbine.

Trained to the Tier-1 SF Tactical Standard, trainees will learn to safely neutralize & defend against an attacker with both speed and accuracy from distances common to parking lots, lobbies, shopping malls, big box retail stores, school halls, cafeterias, auditoriums, gymnasiums, & in close quarters, while using cover, or clearing rooms, and will become proficient at making the Cross-Campus Shot™ on demand & while under pressure and stress.

After undergoing the Certified Threat Mitigator Training Certification, trainees will be able to defend against the well-armed active shooter, regardless of the weapon that they carry, or the body armor that they wear.

This is GREAT Training for Corporate Security Teams.

\*Defending students in schools requires the HIGHEST STANDARD OF CARE. Thus, this is the only level of training that we will offer to defenders of students and school campuses. We will offer nothing less than the 15-Day/120 hr comprehensive.

#### Handgun Training Pricing:

\$4,500: 1 Individual trainee;  
\$9,000: 2-4 trainees;  
\$13,500: 5-8 trainees;  
\$18,000: 9-12 trainees

#### Handgun & Carbine Training Pricing:

\$5,250: 1st Individual trainee;  
\$10.5k: 2-4 trainees;  
\$17.5k: 5-8 trainees  
\$22.75k: 9-12

## **Methodology for Training Active Threat Mitigators to the Tier-1 SF Standard**

- A. **Baseline Evaluation: Shooting & Marksmanship Skills;**
- B. **Instruction: Teaching and Building Fundamental Skills;**
- C. **Training: On Range Fundamental Component Skills Development**
- D. **Drilling: On Range Combination of Tactical Skills Components**
- E. **Evaluation: Stressed Induced Performance of Skills Under the Pressures of Time, Motion, Movement, Obstacles, Malfunctions, and Noise.**

### **Basic Training Assumptions:**

**Regardless of the level of training you choose, Your team of employees must be trained for the following conditions:**

- **Densely Populated Institutional, Workplace, & Retail Spaces:** Marksmanship Excellence cannot be compromised in such an environment. We train the Threat Mitigator to Make the Cross-Campus Shot™ at 25 yards on the moving target;
- **Overwhelming Body Response:** We Train Mitigators to Perform Past the Effects of the Adrenaline Dump, Increased Cardiovascular & Respiratory Intensity, and the Subsequent tunnel vision of both;
- **Attackers May be Dynamic, in Motion, and Very Well Armed:** We train Mitigators to Have aggressive long range capability with the pistol in the "open-air" environment of a Store, Cafeteria, or Parking Lot, as well as the Closed Quarters Battle space such as a short corridor, classroom, or suite of classrooms/offices;
- **Attackers May Not Be Alone:** We Train Mitigators for the Lone Wolf Attacker, Multiple Attackers, and for the Frontal assault and the Ambush Attack, and to counterattack using countering angular assault, ambush, and off line of attack techniques;
- **Attackers Wearing Body Armor:** We train Mitigators on how to shoot to defeat and negate body armor, bullet resistant vests, and ballistic plates;
- **Attacks May Occur from Different Planes and from Balconies:** We Train Mitigators to be able to accurately Neutralize the lethal threat actors from elevation; and
- **Attackers WILL Have the Element of Surprise:** We Train Mitigators to overcome the Attacker's initial surprise-based tactical advantage, thereby disrupting the OODA Loop, i.e. total disruption of the attacker's prior Observation, Orientation, Decision, and Action-based plans and attack initiative.

## Summary

If you are going to make professional investments in the skills of your employees through continuing education, as well as in their health through company sponsored and company-paid health insurance, then you should also INVEST IN the Safety & Security of YOUR PEOPLE in order to protect that investment.

Improving the skills of employees take many forms, including investing in their personal and corporate defensive skills. You want your team to live, both while at work, and at home, at play, and while out and about.

Now the Question For YOU Is:

**What is YOUR  
Carnage to Time Ratio?**

**Write Your Answer Here**



Please See the Next Page:

**To the families of your employees, customers,  
students, parishioners, that number, THEIR  
Carnage to Time Ratio is  
ZERO.**

***When the threat is ACTIVE, one life lost is one life TOO MANY.***

# EFFECTIVE THREAT PROTECTION, INC.



TACTICALLY PREPARING CIVILIAN, INSTITUTIONAL, & EDUCATIONAL THREAT MITIGATORS  
WITH ADVANCED SKILLS & THE MINDSET TO AFFIRMATIVELY PROTECT ANY ENVIRONMENT:

Providing Discrete & Confidential Tactical Training Consisting of:

Fundamentals of Advanced Pistol Marksmanship

Comprehensive Advanced Tactical Weaponry: Pistol & Carbine

Tactical Movement • Target Transitions • Multiple Threat Engagement

Weapons Manipulation • Shooting Positions • Use of Cover & Barriers

Church • Corporate • Educational • Health Care • Institutional • Recreational • Residential • Retail