



ADVANCED DE-ESCALATION TRAINING FOR LAW ENFORCEMENT

PROGRAMS, COSTS, & DELIVERABLES

Team@TheIdea.World | www.TheIdea.World | 760-515-3911



ADVANCED DE-ESCALATION TRAINING FOR LAW ENFORCEMENT

Calm An Angry Person In 90 Seconds Or Less!



Enhance The Skills That Your Officers Already Have!

You've been doing De-Escalation "forever."

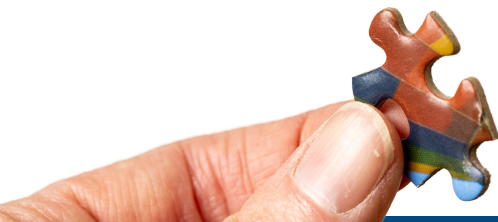
You already know the tactics.

SO...

We don't teach tactics.

We teach what you **NEED**.

We're the missing piece of the puzzle - we fill the gap.



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Hi, I'm Kerry Mensior, Executive Director of the International De-Escalation Association - IDEA.



As a Retired Police Sergeant (after 30 years in San Diego), an EMT, former Firefighter & Military NCO... I've faced more CONFLICT than I care to remember.

While on the streets, I received the same type of De-Escalation training that you've had. Yet, I knew that something was missing. I knew that because SO many times, it didn't work. - Citizens are still uncooperative - Officers are still frustrated - Use of Force is still high - Officer injuries are still frequent - Lawsuit payouts have skyrocketed.

So, I conducted research and found what DOES work! IDEA training shows how *Neuroscience, Personality Science & Core Human Drivers* give the answers to **How To Calm An Angry Person Seconds.**

We're a 501(c)(3) Non-Profit Dedicated to Saving Lives, Reputations, & Relationships through Conflict De-Escalation & Communication Training for Law Enforcement & other Public Safety Providers. We teach skills that make what you're already doing even MORE effective - using Science NOT Speculation.



ADVANCED DE-ESCALATION TRAINING FOR LAW ENFORCEMENT

TRAINING AVAILABLE

See following pages for program details

- ✓ LEVEL 1 – OFFICER CORE TRAINING
- ✓ LEVEL 2 – OFFICER ADVANCED/REFRESHER TRAINING
- ✓ LEVEL 3 – SUPERVISOR TRAINING
- ✓ LEVEL 4 – INSTRUCTOR CERTIFICATION
- ✓ DE-ESCALATION TRAINING FOR TRAFFIC STOPS
- ✓ NEGOTIATION, PERSUASION & INFLUENCE TRAINING
FOR LAW ENFORCEMENT OFFICERS

*NOTE: All training quoted in this document is Live Virtual/Online.

In-Person Training options are available with additional cost for travel.

Simply contact us for more information.

****See Page 11 for ALL that you get with this training!***



ADVANCED DE-ESCALATION TRAINING FOR LAW ENFORCEMENT

Level 1 – Officer Core Training

LIVE VIRTUAL ONLINE TRAINING

TIME = 2 Days / 8 Hours Per Day / 16 Hours Total

TUITION = \$295 per person*

DESCRIPTION



High conflict situations occur every day for Law Enforcement Officers. Dealing with people under these circumstances is dangerous, difficult, and draining!

We provide Advanced De-Escalation Training...

- Critical Decision-Making Model
- Tactical Communications
- Operational Safety Tactics
- Integration & Scenario Practice

ALONG WITH... IDEA's 3 Pillars of De-Escalation...

- Neuroscience – How to communicate using brain science to move yourself & others out of SURVIVAL STATE & into EXECUTIVE STATE
- Personality Science – How to communicate using words that others can BEST HEAR
- Core Human Drivers – How to communicate PERSUASIVELY based upon the other person's MOTIVATION

****See Page 11 for ALL that you get with this training!***



ADVANCED DE-ESCALATION TRAINING FOR LAW ENFORCEMENT

Level 2 – Officer Advanced/Refresher Training

LIVE VIRTUAL ONLINE TRAINING

TIME = 1/2 Day / 4 Hours (Prereq. Level 1)

TUITION = \$175 per person*

DESCRIPTION



Seasoned Law Enforcement Officers have received De-Escalation Training over and over.

Refreshers are necessary - but may cause some serious "eye-rolls" if the training is the same old stuff... again!

Our Advanced Training covers topics that will add NEW Tools that Experienced Officers will be able to implement immediately for better than ever results.

Advanced Training includes 2 of IDEA's De-Escalation Pillars...

- Neuroscience – How to communicate using brain science to move yourself & others out of SURVIVAL STATE & into EXECUTIVE STATE
- Personality Science – How to communicate using words that others can BEST HEAR

****See Page 11 for ALL that you get with this training!***



ADVANCED DE-ESCALATION TRAINING FOR LAW ENFORCEMENT

Level 3 – Supervisor Training

LIVE VIRTUAL ONLINE TRAINING

TIME = 1 Day / 8 hours (Prereq. Level 1)

TUITION = \$295 per person*

DESCRIPTION

Supervisors need to understand what their Officers learned & how to help them implement these new skills on the job. They also get to learn how to best lead, coach and mentor their people using these same skills.

IDEA's unique De-Escalation Training provides skills that are applicable universally - whether dealing with the public, other officers, friends or family.

Prerequisite:

IDEA's Level 1 - Officer Core Training



IDEA's Supervisor Training includes...

- Exceptional Leadership Training
- How to evaluate, coach, mentor and supervise using IDEA's Communication Mastery Skills Training
- Increase your ability to Motivate, Persuade and Influence

****See Page 11 for ALL that you get with this training!***



ADVANCED DE-ESCALATION TRAINING FOR LAW ENFORCEMENT

Level 4 – Instructor Certification

LIVE VIRTUAL ONLINE TRAINING

TIME = 2 Days / 8 Hours Per Day / 16 Hours (Prereq. Levels 1 & 3)

TUITION = \$695 per person*

DESCRIPTION



IDEA's unique Instructor Certification includes Best Practices for delivering...

Advanced De-Escalation Training

- Critical Decision-Making Models
- Tactical Communications
- Operational Safety Tactics
- Integration & Scenario Practice
- Teaching Techniques
- **Train your Agency: Levels 1, 2 & 3!**

Prerequisites:

Level 1 - Officer Core Training &

Level 3 - Supervisor Training

IDEA's 3 Pillars of De-Escalation...

- Neuroscience – How to communicate using brain science to move yourself & others out of SURVIVAL STATE & into EXECUTIVE STATE
- Personality Science – How to communicate using words that others can BEST HEAR
- Core Human Drivers – How to communicate PERSUASIVELY based upon others' MOTIVATION

****See Page 11 for ALL that you get with this training!***



ADVANCED DE-ESCALATION TRAINING FOR LAW ENFORCEMENT

De-Escalation Training For Traffic Stops

LIVE VIRTUAL ONLINE TRAINING

TIME = 2 Days / 4 Hours Per Day / 8 Hours Total

TUITION = \$295 per person*

DESCRIPTION



Traffic Safety Stops are the most common type of interaction between citizens and police.

In fact, many of the deaths garnering media attention in recent years resulted from traffic violations.

Everybody has a traffic stop story...

AND - No One wants to be the next viral video!

This training teaches **Neuroscience** and **Personality Science** that will allow Officers...

- To influence others without them even realizing what's happening.
- To quickly develop rapport, effectively communicate, De-Escalate and negotiate in all situations, including with people in emotional crisis.

Best of all, these Ninja Communication Skills are - Easy to Understand - Easy to Remember and even - Easier to Implement!

****See Page 11 for ALL that you get with this training!***



ADVANCED DE-ESCALATION TRAINING FOR LAW ENFORCEMENT

Negotiation, Persuasion & Influence Training for Law Enforcement Officers

LIVE VIRTUAL ONLINE TRAINING

TIME = 2 Days / 4 Hours Per Day / 8 Hours Total

TUITION = \$295 per person*

DESCRIPTION



In Law Enforcement the need to Negotiate, Persuade, & Influence others is a daily necessity, whether working with the public, perpetrators, victims, or even fellow officers.

In a crisis situation, the requirement for great skill is magnified as it may very well influence the outcome of a life or death situation.

Prerequisite:

IDEA's Level 1 - Officer Core Training

This training teaches IDEA's unique science-based & research proven...

- Persuasion & Influence Fundamentals
- Interview & Interrogation Techniques
- Emergency Negotiation - Introduction

****See Page 11 for ALL that you get with this training!***



ADVANCED DE-ESCALATION TRAINING FOR LAW ENFORCEMENT

ALL Trainings Include...



ONLINE COURSE ACCESS - FOR 1 YEAR

- Any device - desktop, laptop, tablet, phone
- Video lessons
- Audio lessons - to save bandwidth or when not able to watch videos
- Transcription of videos - when audio is not an option, but you can read
- Downloadable PDF Exercise Sheets - to enhance learning & retention

FOLLOW-ON SUPPORT TRAINING

- 4 months of Implementation / Training Calls
- 2 calls per month, 45 min's long (on Zoom)
- Replay of Calls available On-Demand within 24 hours
- Submit questions via email if not able to attend the Live Session; then watch On-Demand for answers
- 1 year On-Demand access to the monthly call replays
- 4 months personalized email & text support for "Quick Questions"



UPDATE TRAINING

- 4 months of Update Lessons (perfect for Roll Call Training!)
- Snackable, easy to consume videos 5-10 minutes long, one per month
- Facilitator's Guide for each Lesson for Group Learning, Implementation & Discussion
- On-Demand access

BONUSES

- Weekly newsletter with content specific to training topics
- Free "Read It For Me" subscription - summarizes 3 books per week (156 books/year) into 12-minute videos, audios, and text (\$99/year value per person)
- Free 1-year Membership to the International De-Escalation Association - IDEA
- 50% discount on Relationship Transformation Course
- 50% discount on Parenting Transformation Course
- 95% discount on Quickly Overcoming Fear Course
- 10% discount on all other IDEA Training Courses



ADVANCED DE-ESCALATION TRAINING FOR LAW ENFORCEMENT

WHAT OUR CLIENTS SAY...

"I just completed your Ninja Communication Skills Webinar. It is the most interesting class I have ever attended in my 25 years in law enforcement. I am absolutely amazed. Thank you for your time and expertise! I feel today's course will make me a better manager, wife and mother."

- Ann Highpoint

"I actually took what Kerry gave us in having talks with my spouse. Sometimes it's easy to flare. I just said, "Hey, can we just pause for a moment? I'm kind of curious about something here."

"I'll tell you, it was just like dumping water on the fire. It just killed it - tones it down, gets rid of the egos, the excitement and really brings it back to the common things."

Kerry, Thank you. That is magic and I will plagiarize that forever." - Antonio Kenyatta

What I learned from the training...

"I have the power to move myself from Survival to Executive & then help someone else move from Survival to Executive."

"Don't try to communicate or engage with students that aren't in Executive State. Use the strategic Pause."

"The amygdala's function and how it determines if a person is in Executive or Survival State based upon what is happening in the environment"

"I am going to use Labeling to help De-Escalate angry parents that come in or call in. I will then use Pause or SALT to further the conversation."

"When arguing, I am in Survival State. I have never looked at it from this point of view. It helps me to understand myself better and how I may be able to pull myself quicker into Executive State."

"I really learned how to De-Escalate an argument and stop it from getting violent."

- Teachers, Redding, CA



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LET'S DISCUSS YOUR TRAINING PACKAGE..

- ✓ LEVEL 1 – OFFICER CORE TRAINING
- ✓ LEVEL 2 – OFFICER ADVANCED/REFRESHER TRAINING
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FOR LAW ENFORCEMENT OFFICERS



If you're ready for your Officers and Supervisors to persuade those that don't want to be persuaded and reason with those that seem to only want to yell, then...

**Contact Us Today at 760-515-3911 or
Team@TheIdea.World!**

- Kerry Mensior, Executive Director IDEA

