



Helping good trainers

become

Great Trainers

June 18 to 22, 2018

Littleton, Colorado

Brought to you by the:

County Sheriffs of Colorado

and

Winning Mind Training Inc.

Excellence in Training:
***A Course in Advanced Tactical Mental Preparation
Strategies for Law Enforcement Trainers***

The Excellence in Training Course has helped law enforcement trainers, across North America:

- Reduce remedial training hours with recruits and in-service officers.
- Eliminate mental blocks hindering officer's success with firearms qualification, written exams and practical exams and scenario based training.
- Reduce attrition rates in recruit training programs.
- Improve officers' performance during reality based training.
- Improve officers' performance in the field.
- Graduate confident and competent professionals from academy training programs.
- Improve shooting abilities of officers at all levels, literally overnight, using techniques covered in this program.

This course is designed for academy and in-service instructors as well as Field Training Officers searching for:

- An innovative instructor development course developed by law enforcement trainers for law enforcement trainers.
- Simple and effective strategies for helping your officers maximize their potential and enhance their performance in the gym, the combatives room, the firearms range, the classroom and on the street.
- Proven system for conducting effective debriefings designed to improve performance by building competence and confidence.
- Innovative approaches to using videos in training.
- Strategies for conducting confidence boosting context based training.
- Powerful communication strategies proven to improve the

One of the greatest challenges for today's law enforcement trainers is creating a training environment that inspires excellence and is most conducive to learning. Excellence in Training is a comprehensive, innovative instructor development course designed to address these issues by drawing on a variety of resources including:

- Research from a variety of disciplines including leadership, psychology, and human performance.
- Lessons learned over 26 year of training law enforcement professionals across North America.
- The invaluable experience, knowledge and expertise brought to the program by the participants.
- Feedback from the hundreds of trainers that have already participated in the Excellence in Training course.
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The focus of Excellence in Training is enhancing the performance of law enforcement officers by delivering training in a manner that permanently imprints the most desirable responses at the officer's subconscious level and most effectively program them for success. In order to accomplish this, training must be meaningful, challenging, rewarding and build on the strengths and talents officers already possess. Excellence in Training provides trainers with simple, proven strategies for accomplishing this mission.

The principles and concepts taught in this program can be used with officers at any level of skill and service from recruits to veteran tactical operators, and at little or no cost to the organization.

This powerful course in human dynamics, and human performance covers the following areas:

The Mind: Roles Responsibilities and Programming

This component forms the foundation of the program and will explain how the mind works to process, store and retrieve information. It provides an in-depth understanding of the roles of the conscious and subconscious mind. Often, training programs are focused at the level of the conscious mind, and yet in spontaneous, rapidly evolving or high stress events it is the subconscious mind that determines an officer's response. This program provides trainers with the tools to create the most desirable subconscious mental programs in their officers.

Imagery for Cops

Imagery is referred to by many names including visualization, guided imagery, and crisis rehearsal. Performance Enhancement Imagery is a simple, effective method of harnessing the tremendous power of the mind by focusing and directing the imagination. Performance Enhancement Imagery can be used by individual officers to train themselves, done one on one by a qualified trainer or conducted for groups of officers. The process has been proven to enhance all aspects of physical and mental performance in physical skills training, firearms, athletics or academics. Trainers attending this course will gain an in-depth understanding of what imagery is, how it works and why it is such a powerful performance enhancement tool. During this dynamic and interactive training trainers will learn simple, yet effective ways to incorporate imagery into any aspect of their training programs. This is one of the truly unique aspects of this program. For years law enforcement trainers have talked about the power of mental rehearsal, When / Then thinking and other forms of imagery, but few have ever been taught how to maximize the power of the mind through imagery.

Self Talk – Mastering the Internal Dialogue

It has been said that the most important conversations we will ever have are with ourselves, about ourselves, in the privacy of our own mind. It is important for officers to become aware of their self-talk, their internal dialogue,. That dialogue can be either positive and program an officer for success, or negative and program an officer for failure. Self talk plays a powerful role in establishing and reinforcing programs at the subconscious level. Once officers become aware of the importance of their self-talk they can audit it and learn to control it to ensure it is most desirable.

The Power of Words

The emphasis throughout this course will be the use of effective language proven to help program officers for success in the field. The power of language is often underestimated in a training environment. The subconscious mind however, processes information literally and so language can have a direct effect of an officer's subconscious programming. Much of the language used in our everyday communication to recruits, other officers and family members is negative based and may create disastrous programming at the subconscious level. By implementing a few simple changes in the way in which they communicate trainers can have a huge impact of the performance of their officers.

Context Based Training

Every trainer has heard of stress inoculation training. This type of training goes by many names including stress acclimation training, reality based training, scenario based training and confrontation simulation training. Regardless of the name, the purpose behind the training is consistent – help officers perform better out in the field. Most agencies now realize the importance of this type of training as a component of a comprehensive training program. When conducted properly this training is an extremely effective method for ensuring the most desirable response from officers in the field by programming them to be calm, focused, in control and confident in a variety of situations. However, when conducted improperly the training can have the opposite effect and program officers to be fearful and either over react or under react in the field. This is what Ken Murray, the author of *Training at the Speed of Life*, refers to as unintended consequences of well intentioned training. Lt. Col. Dave Grossman addresses issues with stress inoculation training in his book *On Combat* and exhorts trainers to “never kill a warrior in training.” More recently the Force Science Research Center addressed this issue briefly in their newsletter:

"Among the popular training components FSRC researchers plan to examine are so-called "stress inoculation" exercises. "Many trainers believe this is helpful because it exposes officers to the 'realism' of the street,"

Lewinski observes. "But if this involves just heaping stress on trainees, it may not be as helpful as imagined. In fact, it can be counterproductive by instilling fear and anxiety.

"The idea is not to traumatize officers with stress but to skillfully guide them to develop the ability to focus on what's important to their survival during a stressful encounter. This, then, becomes a training method that enhances confidence and competence, so the officer emerges better prepared to defend his life and defeat a threatening adversary.

The Excellence in Training program addresses the importance of '***context based training***' to address some of these critical issues and dispel misconceptions about this type of training. This component builds on all the other elements of the course and provides guidelines for more effective training.

Debriefings: Feed-Forward vs. Feedback

Debriefings following training scenarios or actual calls on the street provide the greatest real time learning opportunities for officers. Too often however, debriefings are focused on providing 'feed-back' on what went wrong. While this is well intentioned it can often have the reverse effect to the intended outcome. Focusing on what went wrong often reinforces those behaviors and programs at the subconscious level. This component of the course is focused on providing 'feed-forward' during debriefings. Feed Forward is a term taken from the field of positive psychology and is focused on communicating in a manner that will create the greatest possibility for positive behavioral changes in the future. The keys to 'feed-forward' debriefings are language and imagery, which will create and reinforce positive programs at the subconscious level.

Strengths Based Approach to Training

Trainers and supervisors are often conditioned to focus on students' weaknesses. As a result a great deal of time and energy is spent working to correct these weaknesses. The strengths based approach to training acknowledges that areas of deficiency must be addressed but challenges trainers to discover the strengths and talents that every officer possesses and build on those areas. This switch in focus will result in a more positive learning environment for the participants and enhance their overall performance during training as well as out in the field.

Effective Use of Video in Training

Videos of actual events or recreations of actual events are an integral part of law enforcement training. If used in the most desirable manner these videos can help officers learn from the experience of others and help program a more desirable response when they are faced with a similar event in the future. Unfortunately many trainers are utilizing these videos in a manner, which may have the opposite effect on some officers. This section of the course addresses the most desirable manner in which to utilize videos to ensure the officers are programmed for successful outcomes.

What People Are Saying about Excellence in Training:

- ◆ “In 30 years as a police officer and trainer in defensive tactics this course has done more to positively influence those areas than any other course I have taken and it has done so in my personal life also.”
- ◆ “Exceptional training. Exceptional instructor. Deals with an area almost completely neglected or misunderstood in other training programs.”
- ◆ “Unique approaches to conducting training that are both practical and easily implemented. The ideas were some of the best I have heard. “
- ◆ “The most important course for law enforcement today, especially in the area of instructor development.”
- ◆ As a police officer, trainer, martial artist and student of human performance, this course was one of the most worthwhile and rewarding courses I have ever attended.”
- ◆ “Never before, have I taken training, which I have used to this extent. I took Excellence in Training as I was in the midst of developing a training program for new recruits. After listening to Brian, I revamped my entire program.“
- ◆ “Excellence in Training was a total eye opener. I have used the knowledge and techniques not only as a training coordinator, but also as an officer and even on my days off.”
- ◆ “This Course should be mandatory for every law enforcement trainer. “
- ◆ “Any agency that does not explore this training and its applications is, in my opinion, not moving forward and not making the most of their training.”
- ◆ “I highly recommend this class to agencies committed to providing quality training while improving performance of their law enforcement personnel.“

Dates: June 18 to 22, 2018

Location: County Sheriffs of Colorado
Highland Ranch Law Enforcement Training Centre
6001 Ron King Trail, Unit C,
Littleton, CO 80125

Times: 0800 to 1600 hours daily

Dress: Casual

Cost: \$595.00

Register before May 1 and pay just \$395.00.

Members of [The Excellence in Training Academy](#) pay just \$295.00.

Bonuses: In addition to five days of world class training each participant will receive over \$250.00 worth of Performance Enhancement Imagery recordings.

As an added bonus every participant will receive a one year membership, or membership renewal for ILEETA.

To Register: Go to www.winningmindtraining.com and click on the link for Course Listings / Calendar.

Guarantee: I believe so strongly in the value of this program that I offer you the following guarantee: At the completion of this course, if you do not believe this was the most beneficial instructor development course you have ever attended I will give you a full refund of your registration fee.

About the Facilitator

Brian Willis is recognized throughout North America as a thought leader, catalyst for change in the law enforcement profession and a man with many questions. He is the founder of the innovative training company Winning Mind Training, a company committed to help the men and women of law enforcement Embrace the Suck, focus on What's Important Now and Dare to Be Great. Brian served as a full time police officer for for 25 years and has over 28 years of law enforcement training experience.



He is a recipient of the Law Officer Trainer of the Year award and a lifetime achievement award for his commitment and contributions to officer safety in law enforcement.

Brian proudly serves as the Deputy Executive Director for the International Law Enforcement Educators and Trainers Association (ILEETA).

Brian has also served as a mental preparation coach for athletes from a variety of sports including two Olympic athletes.