

Idarrylarmstrong

**ARMSTRONG and
Associates
1.888.340.2006**

The Arts of Aggression Management™

An intensive practical skills workshop on how to recognize and prevent conflict before it occurs!

PROFESSIONAL
TRAINING FOR --

Colleges and
university
personnel

Conference
planners

Customer
service
personnel

Educators,
Secondary and
Private
Schools

Employers

Engineers

Hospitals,
EMTs, Nurses

Intervention
Teams

Local, state,
federal
employees

Mental health
counselors

Military, Law
Enforcement,
Security
Personnel

Public
relations and
community
outreach
professionals

Teachers

The Arts of Aggression Management™ A Skills Training Workshop Designed to Prevent Conflict

Don't just resolve conflicts after they occur... because if you rely on conflict resolution, it's already too late!

- ✓ Are you responsible for the safety of people within your organization?
- ✓ Are you responsible for the care and safety of children and students?
- ✓ Does your profession need to better understand how to predict when violence is developing and may occur in order to prevent it from happening?
- ✓ Do you have a system in place to help you determine potential

terrorists, work place violence incidents or disgruntled employees before they strike?

- ✓ Do you believe a perpetrator of such violence as occurred at Virginia Tech, Northern Illinois, and Columbine can be identified in advance?
- ✓ Do you conduct public meetings and community outreach under often times challenging circumstances where crowds can get out of control, or do you have to deal with angry members of the public?
- ✓ **If you answered "yes" to any of these questions, you need to attend this intensive practical skills workshop on The Arts of Aggression Management™**

What is the Arts of Aggression Management™?

conflict prevention by understanding how to deal effectively with aggression at its earliest stages.

The Arts of Aggression Management is a nationally acclaimed and accredited, intensive workshop that teaches you how to recognize and resolve aggressive conflicts before they ever occur.

If you're relying on conflict resolution, it's already too late!

You can learn the art, skills and techniques necessary to prevent aggression from developing.

Conventional approaches to aggression and violence in the workplace, in public meetings, on campuses and in families simply aren't working!

During the intensive workshop you will learn a comprehensive approach to

The Arts of Aggression Management training is nationally acclaimed and designed for:

- ✓ Behavioral Intervention Teams
- ✓ Conference planners. Theater and stadium managers
- ✓ Industry – Employers – Customer Service Personnel - Managers
- ✓ Government employees
- ✓ Educators - Superintendents, Principals, Counselors in Higher Education, Secondary and Private Schools
- ✓ Hospital Administrators, Emergency Room Personnel and Nurses
- ✓ Mental Health Counselors and Professionals
- ✓ Military, Law Enforcement and Security Professionals
- ✓ Public relations and community outreach professionals

"Aggression management training for protection and security professionals differs from other training in the market in that it will provide participants with the insights and skills to recognize agitation and aggression well in advance and before it is obvious and apparent to everyone else.

The hidden symptoms of aggression in its earliest stages or the not-so-apparent signs of violence when it is deliberately being concealed are not easily detectable using standard assessment methods.

Knowing what to detect and how to discern aggression under these conditions is vital if protection professionals are to proactively intervene upon such deceptive aggressors."

--Bob Duggan,
President of Executive Security International, Rifle, Co.

What you will learn from this training

"You will learn a comprehensive approach to conflict prevention by understanding how to deal effectively with aggression at its earliest stages. " - Dr. L. Darryl Armstrong, APR CCMC

The Arts of Aggression Management™ covers three distinctive areas:

- ✓ The Art of Being Prepared™
- ✓ The Art of Persuasion™
- ✓ The Art of Safe Escape™

You will learn...

- ✓ Unique "focusing" and breathing techniques to keep you focused on the issues and to help you maintain control at all times
- ✓ How to use your observational skills to determine the difference between primal and cognitive aggressors
- ✓ The skills necessary to handle both types of the two aggressors and the various personality styles they can exhibit

- ✓ How to analyze the chain of events that lead from conflict to an explosive and violent aggressive incident
- ✓ How to interpret the aggressor's messages quickly and efficiently
- ✓ How to identify signs of impending aggression and aggressive triggers
- ✓ How to deal with the "Un-magnificent Seven" personality styles
- ✓ How to evaluate the skills, tools and plans you already have in place
- ✓ The arts of verbal and nonverbal communications and how to use these communications with aggressors
- ✓ How to develop a plan of escape for yourself and others
- ✓ How to work with your colleagues to develop a set of signals and cues to assist during times of aggressive behavior
- ✓ How to assess and develop exit strategies for your organization.

Special issues that will be addressed

- ✓ The value of this training being culturally neutral
- ✓ How to build trust in the process of aggression management
- ✓ How to manage and mitigate aggressive behavior
- ✓ How to develop and implement a plan to make your organization safer
- ✓ Why prevention is preferable to reaction to aggression
- ✓ Does profiling work?
- ✓ The law enforcement dilemmas in dealing with aggression
- ✓ The privacy and ethical issues associated with mental health professionals
- ✓ How you can identify a potential "shooter"
- ✓ The factors that cause aggression
- ✓ The financial and personal costs of aggression
- ✓ The consequences of not dealing with aggression
- ✓ What is changing in the management of risk of aggression
- ✓ How to identify the trigger, escalation and crisis phases of aggression
- ✓ How to develop your skills and those of your managers in dealing with aggression
- ✓ Five universal approaches for dealing with undesirable personality styles
- ✓ How to use the tools of non-verbal and verbal persuasion to save your life and the lives of those around you

Who can benefit by attending this workshop?

Don't just resolve conflicts after they occur... because if you rely on conflict resolution, it's already too late!

You can learn the art, skills and techniques necessary to prevent aggression from developing.

Conventional approaches to aggression and violence in the workplace, in public meetings, on campuses and in families simply aren't working!

You can learn a comprehensive approach to conflict prevention by understanding how to deal effectively with aggression at its earliest stages.

The Arts of Aggression Management™ two-day intensive covers three distinctive areas:

- ✓ The Art of Being Prepared™
- ✓ The Art of Persuasion™
- ✓ The Art of Safe Escape™

The Arts of Aggression Management™ enables those who learn these practical skills to make their environments safer. The training is nationally acclaimed and designed for:

- ✓ **Intervention Teams**
This training will teach multidiscipline Intervention Team members the ability to identify and measure emerging aggression and the skills to engage, prevent and defuse that aggression; using intuitive and common language.
- ✓ **Employers**
This training will decrease aggression-related tardiness, absenteeism and employee turnover, and that makes your organization more productive; all the while enhancing teamwork, leadership and loyalty.
- ✓ **Educators**
This training will make your institutions safer, decrease student distractions and "bullying" that impedes learning. The skills you learn will make your environment safer and lessen stress for teachers, students, parents and visitors. It will increase your ability to enhance student achievement and safety.

"... We learned how to bridge people from being aggressive to de-escalating the situation in seven distinct personality styles ... highly recommend this training..." Perry Francis, Coordinator-Counseling for Coe-Clinical Suite, Eastern Michigan University.

- ✓ **Colleges and Universities**
This training will help you as multidiscipline school professionals to identify precursors of someone who intends to do harm on your campus. The horrific campus shootings in recent years clearly demonstrate there are two distinctly different types of aggressors -- - primal and cognitive -- and you will learn how to identify them and effectively deal with them.
- ✓ **Military, Law Enforcement, Security Professionals**
This training will help you understand how to more effectively deal with aggressors while ensuring your own safety. You will learn to identify and measure emerging aggressions, the skills to engage, prevent and defuse aggression and how to make your responses more defensible.
- ✓ **Hospital, Mental Health and Related-Professionals**
This training will ensure that you recognize at its earliest development the aggression that can erupt into conflict and violence in your offices, emergency rooms and hospitals. You will learn how to make your environment safer and less stressful for employees and patients. Mental Health Counselors will learn an objective approach to dealing with the distressed and disturbed.
- ✓ **Public Relations and Outreach Professionals**
This training will help you better understand the process necessary to build trust and credibility within any aggressive situation to ensure you have a foundation to proceed forward in your efforts. You will learn to identify the first stages of aggression that can lead to conflict and deal with it appropriately.

Call or write today to get additional information or group pricing.

1.888.340.2006

preventconflict@aol.com

www.armstrongandassociates.org

The Instructor for The Arts of Aggression Management™

"...One of the best trainings I have ever attended ... very valuable to me as a counselor ... we will now be able to develop and implement a plan on our campus..." Jeff Quan, Counselor, Eastfield College, TX

"...An excellent tool... engaging and productive training for use in many fields..." Brian Van Brunt, Director of Counseling, Western Kentucky

Interested in signing up for this training? Want more information?

4- Hour Executive Briefing

1 or 2 Day Intensive Workshops

Conference Presentations

Call or write today!

1.888.340.2006

preventconflict@aol.com



Dr. L. Darryl Armstrong, APR CCMC
ARMSTRONG and Associates
455 Hillside Trail
Eddyville, KY 42038
1.888.340.2006
Fax 270.388.0348
(Cell - Emergency Only) 270.619.3803
E-mail: preventconflict@aol.com
www.armstrongandassociates.org

Dr. L. Darryl Armstrong has more than 35-years of government and corporate experience having served as a senior executive with the Tennessee Valley Authority and the U.S. Army Corps of Engineers and as Director of Public Affairs for Oak Ridge National Laboratory.

His experience in crisis and issues management, management of complex and often sensitive public and community relations issues, and his ability to diagnose and propose effective solutions to organizational development dilemmas has made him a valuable resource for many of his clients.

Dr. Armstrong is accredited and certified as an aggression manager by the Center for Aggression Management; is a life member and a former board member of the

International Association of Public Participation (IAP2); past President of the Tennessee Valley Chapter of IAP2; is Certified by the Institute of Crisis Management.

He is an accredited (APR) member of the Public Relations Society of America (PRSA); the Bluegrass Chapter of PRSA, Louisville, Ky, and serves as the newsletter editor for the Environmental Section of PRSA.

Dr. Armstrong holds bachelors, masters and specialist degrees from Murray State University, and a doctorate in philosophy from AIH.

He was inducted in July 2008 into the Kentucky PRSA Master Council for his years of exemplary service to the field of public and community relations.

Dr. L. Darryl Armstrong APR CCMC
ARMSTRONG and Associates
www.armstrongandassociates.org
1.888.340.2006
preventconflict@aol.com
455 Hillside Trail
Eddyville, KY 42038



LABEL