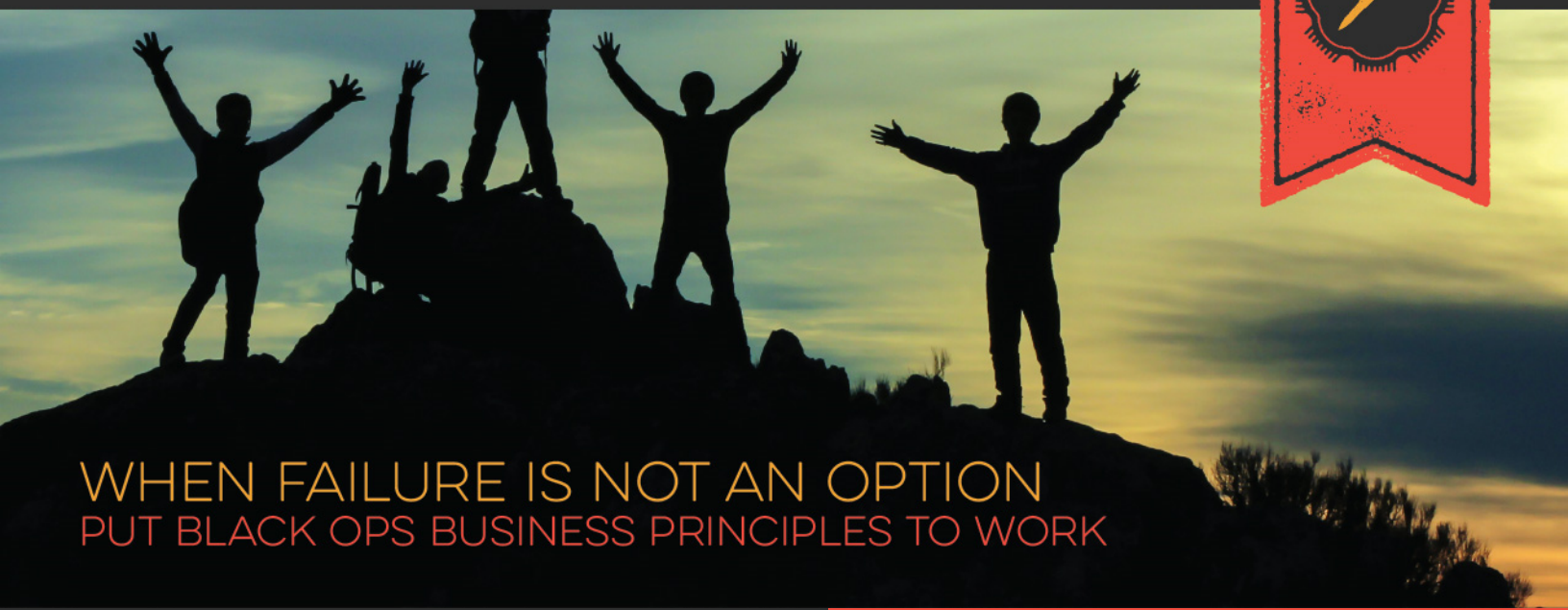




WHEN FAILURE IS NOT AN OPTION PUT BLACK OPS BUSINESS PRINCIPLES TO WORK

Need a new way to motivate your team to meet aggressive business goals? Tired of the same old approaches that just don't seem to work? Looking for a different way to motivate your teams and capture executive attention?

The Black Ops Competitive Edge is designed for sales teams, while Black Ops Leadership Training is geared to executives. In both, you'll learn how to adapt a "failure-is-not-an-option" strategy and tactics to help you plan, practice, execute, and succeed.

The programs are designed by two leading experts, Black Ops Leader **Dr. Jeffrey Cantor**, one of the country's leading security specialists, and **Bentley Radcliff**, world-renowned for competitive strategy and trapping the competition.

OUR EXPERTS WILL HELP YOU:

- Accelerate your team's performance with flawless execution
- Deliver high-impact special operations training that lasts
- Elevate knowledge using "covert operations" methods
- Learn to operate with surgical focus
- Turn your team into an unstoppable force to control and dominate your space.

Black Ops Competitive Edge features the **7 CRITICAL STEPS TO MISSION PLANNING SUCCESS**

an approach rarely seen outside of the elite military community.

YOU'LL LEARN TO:

- Define objectives with focus and direction
- Identify threats and determine traps to expose competitors' weaknesses
- Assess your resources and harness the full value of your team
- Plan, plan, plan: induce clarity and direction to increase revenue generation
- Use dynamic execution: shift, pivot, and adapt to uncontrollable events and capitalize on new opportunities
- Use a Direct Action Debrief to implement lessons learned
- Implement lessons learned to achieve agility and mutual trust for 100% engagement



GO WHERE NO TRAINING EXERCISE HAS GONE BEFORE

Black Ops Competitive Edge will allow you and your team to:

- Envision successful outcomes, relying on integral teamwork just like Black Ops teams
- Invigorate your team to a higher level of operational performance and better execution
- Provide a continual success model to reaffirm your culture, and gain the trust and loyalty of team members

This is not a lecture; your team will engage in a stimulating, hands-on workshop as they plan and prepare for the expected and unexpected challenges of your mission.

They'll learn to quickly analyze situations to exact effective decision making. Your competitors will never know what hit them.

CUSTOMIZED FOR YOUR TEAM

FOR LEADERS: Black Ops Leadership Training for Executives is focused on the leadership skills your managers need to lead a special operations force.

FOR SALES & MARKETING: Black Ops Competitive Edge for Sales & Marketing is about becoming a special ops team, where "failure-is-not-an-option."

Both programs can be delivered as a one-hour keynote or a full-day workshop. And they are customizable to the specifics of your market and your company.

In addition, all programs can be boosted with teamwork-enhancing exercises similar to those used by military Black Ops teams:

- Handling the unexpected
- Escaping a trap that you have been caught in
- Overcoming a hostile environment – e.g. Competitive account



ABOUT DEFENSE COACH UNIVERSITY

Defense Coach University is dedicated to empowering individual and organizational defense through education, technology, science and intelligence. The company offers training and safety preparedness programs for individuals, corporations and nonprofit organizations. Programs include Active Shooter Threat Awareness, Defense Skills for Women, and College Safety Preparation.

FOR MORE INFORMATION OR TO SCHEDULE A PROGRAM
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