



ISRAEL

PERSONAL

Protection & Counter Terrorism Preparedness

Self-Awareness, Self Esteem, Self Confidence,
Inner strength, Assertively, Proactive Attitude

&

**PRINCIPLES OF THE ULTIMATE ISRAELI
UNARMED & ARMED TACTICAL RESPONSE SECRETS**

Do not let the
"Bad Guys", terrorize you
Join Now!

**How to overcome or mitigate violent crime strikes,
"Modern" catastrophes or terrorism encounters
in the 21st Century?**

**A lack of self-confidence turns people into
"Potential Victims"!**

LEADERSHIP

STRENGTH

POWER

WISDOM

BRAVERY



THE ISRAELI PREPARATORY PROGRAM

There are many different methods and techniques marketed to public promoting leadership development programs. However, the most effective method of success in self-development and personal life-enhancement is the Israeli way.

ISA's development method allows an individual to withstand lifetime predicaments and extreme situations. Our system is a blend of three elements: mental power, physical strength, and the practical "know-how".

The Israelis have demonstrated what personal inner-strength can do. The secret of their perseverance is the lifestyle in midst of insistent life-threatening environment and rigorous daily stress.

You will find it beneficial to learn from the Israeli experiences and how they developed strong personal inner strength from their own life experiences in their sixty years of hardships, tension, conflicts, and psychological tortures.

Educational concept's History

Athenians

Greek Gods were down-to-earth and "less awesome" than the remote gods of the East. Because they were endowed with human qualities and often represented aspects of the physical world--such as the sun, the moon, and the sea--they were closer to manlike and to the world they lived in. The Greeks, therefore, found spiritual satisfaction in the ordinary, everyday world. They developed a secular life free from the domination of a priesthood that exacted to pay homage to gods. The goal of education in the Greek culture was to produce citizens trained in the arts of both peace and war.

Spartans

Spartans believed in a life of discipline, self-denial, and simplicity. They were very loyal to the state of Sparta. Their purpose of education was to produce a well-drilled, well-disciplined marching army. Every Spartan, male or female, was required to have a perfect body. The goal of education in the Spartan culture was to produce soldier-citizens.

OUR EXPERTISE – THE COMBINATION OF BOTH CONCEPTS

Development and empowerment of the personal "INNER – STRENGTH"!

Remember, LEADERSHIP is a process, and becoming a leader is also a process. Becoming an "inner strength based leader" involves a process that begins with who you are, ... Then moves to what you can do.

Stop Wishing



Start Doing

You have to learn the rules of the game.



Then you have to play better than anyone else

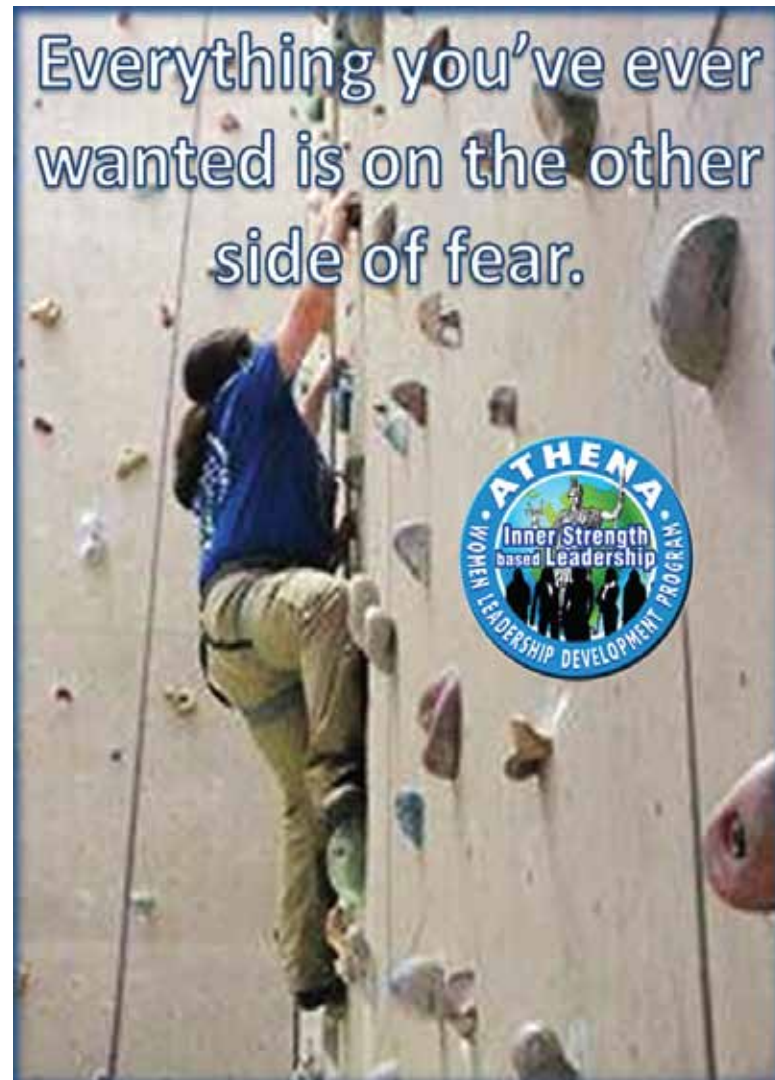
You miss 100% of the shots you don't take!



Dreams don't work unless you do



Everything you've ever wanted is on the other side of fear.



Either I will find a way...



...or I will make one

PERSONAL

Protection & Counter Terrorism Awareness & preparedness

The Ultimate Israeli preparatory training program

**How to overcome or mitigate violent crime strikes,
“modern” catastrophes or terrorism encounters?**

Who should attend?

Men & women 21 - 60 with winner's mind (**NO** former experience required)

ISA-ISRAEL programs are available for all to participate, putting aside such barriers as religion, political opinions, nationality, gender etc.

The program's objectives

1. Preparatory training that is geared towards enhancing the participants' ability to protect themselves and their families. Through professional and simple training, they will attain a level of self-defense and response abilities that will save lives when necessary.
2. To improve the mental and physical abilities of our trainees for better coping and better functioning in situations resulting from violent crimes, terrorism threats or strikes, and various catastrophes occurring in our modern society.
3. To introduce the Israeli Protection concepts, methods & tactics
4. To introduce the Israeli Tactical response methods to violent attacks
5. To enable the applicants to test their fitness and ability to work in the protection field.

WHAT IS INNER STRENGTH?

Inner strength is one of the most important characteristics of successful people.

Only those who have inner strength can perform their duties and lead from within.

We define inner strength as the ability to withstand adverse situations based on mental and physical fitness. It encompasses situational awareness, readiness and willingness to persist in very difficult situations. We have been known to successfully formulate an inner-strength combination of the Athenian spirit and the Spartan physical toughness in our daily lives. Individuals with balanced inner-strength allow us to become solid protectors and leaders.

The sources for personal inner strength are:

Physical fitness, spirituality, and mental strength.



Setting goals is the first step in turning the invisible into visible



It always seems impossible until it is done



Strong women get things done!



*Be Passionate
Be Courageous
Be your BEST!*

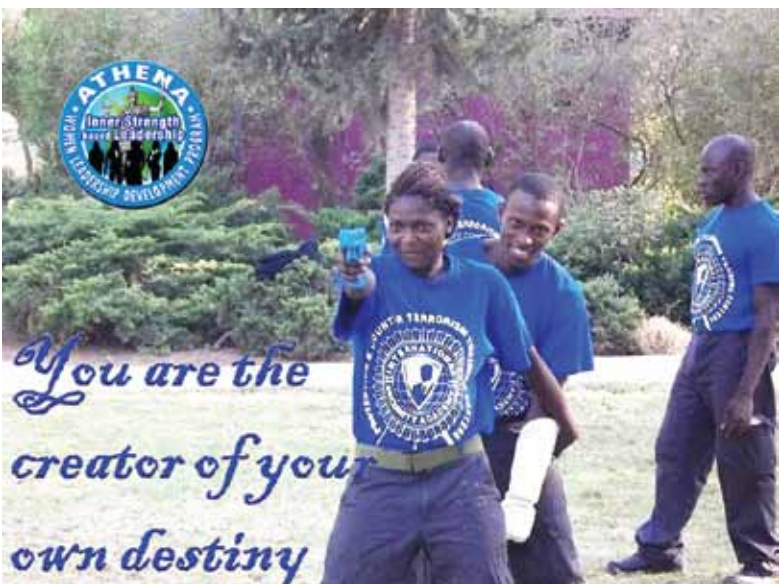


If you want to conquer fear, don't sit home and think about it.

Go out and get busy!!



You can because you think you can!



You are the creator of your own destiny



Don't stop when you are tired...

Stop when you are done

OUR TRAINING PROGRAM FOR MENTAL EMPOWERMENT

This is an extensive practical training program initiated by **International Security Academy - Israel**, based on the real Israeli expertise, concepts, and methods to strengthen people when coping with high pressure situations. It deals with self-empowerment and team-empowerment.

Israel is continually under threat of terrorist attacks from within and from outside the country, therefore the Israeli population have been trained and given the ability to overcome unexpected attacks and to adapt to high threat situations of extreme violence.

We give priority to the qualifications and involvement of our entire population in the struggle against violent crime or terrorism; we do not consider it as the concerns of the law enforcement only.

Our experience dictates that a person in **a stronger mental** and physical condition feel more self-confident, **functions and cops much better** with high stress situations resulting from crises and violence.

We realized that self-confidence improves the participant's character and behavior in their family, their awareness and desire to contribute, to be more involved and to influence the quality of life in the entire society, the lack of self-confidence turns people into aggressors or potential victims, who look and behave accordingly.

Israel's secret weapon has, and always will be, **our entire society strength**; or, more precisely, the education, training and preparation of Israelis have defeated and mitigated the violent crime and terrorism, and have helped and will continue to help bring healthy economy and high living standards to our country's population.

"The Quest for Inner Strength"

Why we need Inner Strength?

- A person with a strong mental and physical condition will demonstrate a high level of self-confidence.
As a result, is able to deal successfully with high-stress situations resulting from a personal crisis or a violent event.
- High self-confidence and self-esteem will guarantee improvement of personal behavior, self-motivation, situational awareness, and pro-activeness. Thus, those critical elements will influence the individual's quality of life.
- Inner Strength prevents us from being victims of unfortunate circumstances. It is intended for forward thinking people, who wish to advance further than they have managed before.
- Studies have shown that Inner strength is one of the most important characteristics of successful people.
- Inner strength allows you to motivate and lead yourself and others from within. Inner strength is the ability to withstand adverse situations based on mental and physical fitness. It encompasses situational awareness, readiness and willingness to persist in difficult situations. The sources for personal inner strength are: confidence, spirituality, and mental strength.



Better sore than sorry



*You'll be surprised to know
how far you can go from the
point where you thought it was
the end*



It does not matter how slowly
you go as long
as you do
not stop



Work hard...

...Dream big



You are not a product of your
circumstances. You are a product of your
decisions



You can never quit

Winners never quit,
and quitters never win



By failing to prepare,
you are preparing to fail

- Inner Strength permits you to be more independent and take responsibility for events that take place in your life; enabling a proactive mentality and risk-taking within the decision making process.
- Most importantly, leaders need to understand the responsibility of their decisions and actions, and only leaders with inner strength will be guided from within. Due to the recent growing importance of entrepreneurship in our daily lives, we need to explore the core strength of our inner ability far more than ever before.

What is so special in the program?

- The program is based on models developed by ISA-ISRAEL; Leveraging ISA core expertise has created a unique avant-garde development program concentrating on personal inner strength based leadership.
- The program combines simulated and dynamic training, and hands-on drills infused with psychological solutions and emotional resiliency training.
- Our primary objective is to provide our trainees with an unforgettable experience that is unique, a magnificent opportunity to develop and apply solid inner strengths.
- Our training programs are different, special and unique - we supply each participant with an unforgettable practical experience.
- The various analyses together with the vast experience accumulated in Israel and throughout the world have led to an unequivocal conclusion:

To improve our ability to understand and operate under emotional and psychological stress, during situations of violence and pressure, we combine practical training, simulations of unusual situations, and drills.

Our preparation methods for this struggle resembles a vaccine against viruses, which is actually a weakened dosage of the cause of the illness, which causes the immune system to strengthen without damaging it, thus achieving future inoculation against similar diseases.

Participant's achievements

The participants will:

- Experience a deep, sustainable genuine change with preparedness for future challenges.
- Possess a solid proactive sense, "take-charge" mode, and strong personal visions that serve as life guidance in decision making process.
- Have supreme confidence, high self-esteem, and a lucid state of mind.
- Get steadfast improvement to function under pressure mentally and physically.
- Feel renewed and will experience personal growth and be highly motivated.
- Improve self-control; be able to mitigate and overcome any intimidations which typically appear in modern society.
- Discover and sustain their personal inner strength.

Summary

My dear friends from all level of society, hope and faith is very helping to overcome crisis but the real solution to defeat your **street crime/terror** and unsafe feeling is to support your leaders and law enforcement and take action by improving your **own inner strength** and physical abilities to struggle against the "evils" that try to **terrorize** your life daily.

When you are not practicing,
remember...



Someone, somewhere is practicing
and when you meet him
he will win

If it doesn't
challenge you,
it doesn't
change you!



Strength is not only for men!



You can have anything if you
are brave enough to go after it



That which does
not kill us makes
us stronger



Quality is not an act...



...It's a habit

Topics to be covered

Module 1 - Threat Assessment – Theory & Practice

- Types of Adversaries
- Motives
- Objectives
- The adversary's modus operandi
- Stages in preparing an attack
- Methods of adversary intelligence gathering
- How criminals or terrorists select their targets
- Basic Surveillance detection principles

Module 2 – Mental Empowerment Training

- Learning and practicing mental techniques for coping with various high-pressure situations.
- Learning the “victim's behavior”, through live exercises (outdoor)
- Practicing and implementing preventative behavior and measures.
- Live exercises (outdoors) in identifying potential aggressors, and performing the right preventative measures.
- Learn techniques thru practical simulation methods in self-rescue while engaged in emergency situations.
- Learning practical techniques in self-defense that are effective, easy to learn, easy to exercise and retain.
- Learning and practical and effective techniques for coping with emergency situations related to vehicles and driving.
- Learn and understand non-verbal communication, body language; its power and importance as a tool for strengthening self-confidence.
- Practical learning and exercise methods to improve and retain physical fitness and ability.
- Practical Scenarios: Learning assertive behavior during violent confrontations.
- Practical Scenarios: The experience of mental and physical difficulties.

Module 3 - Operational Fitness

- Strength training
- Endurance training
- Speed training
- Agility drills
- Determination drills

Module 4 - Acquaintance with the Israeli Unarmed Protection Methods – KRAV MAGA

KRAV MAGA means "Contact Combat" in Hebrew and is the official martial art of the Israeli Defense Force and National Police. The best training programs for improving the functions under high stress situations, resulting from crises or violence. This method has been taught to thousands of civilians in Israel from all walks of life. Businessmen and housewives, old and young have all successfully learned this method, and through experience it has proven itself time after time to be extremely well suited for the private citizen.



Easy to learn, Practical & Effective, Easy to Retain

Topics you will cover:

- Hand to Hand Combat
- Types of attack
- Attack and Defense techniques
- Disarming the assailant - fire arms, knives, clubs, hand grenades etc.
- Controlling, restraining and taking - down techniques
- Body search (routine & aggressive)
- Striking and throws

Module 5 - Anti-Sabotage

This instruction emphasizes detection and prevention, not disposal, of explosive threats. Methods of search techniques are covered as well as preventive procedures to implement as policy in public buildings, including how to prepare for threatening calls. Personality profiles of bomb threat callers and actual bomber motivations are explored in detail.

While we do not expect to train bomb disposal technicians, we do hope to install a sufficient level of knowledge so that our participant is capable of establishing basic safety procedures, and knowing what to do during a bomb incident.

Module 6 - Rescue and evacuation: buildings, cars under attacks

Module 7 - Obstacle course

Module 8 - Acquaintance with the Israeli armed tactical response methods

This training is designed to cover a broad spectrum of critical issues concerning the safe handling, carrying, and ownership of handguns. It also covers the fundamental concepts of performing while under stress of combat situations and its aftermath.

Module 9 – First aid (basic)

**Our Training programs are different, special and unique;
We supply each participant with an unforgettable practical experience.**

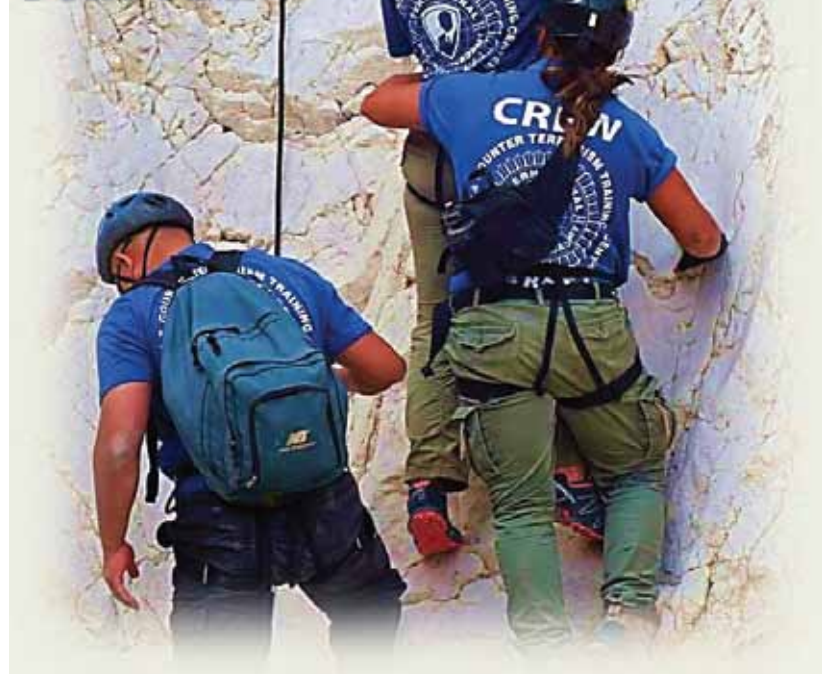
Success isn't given
It's earned!!



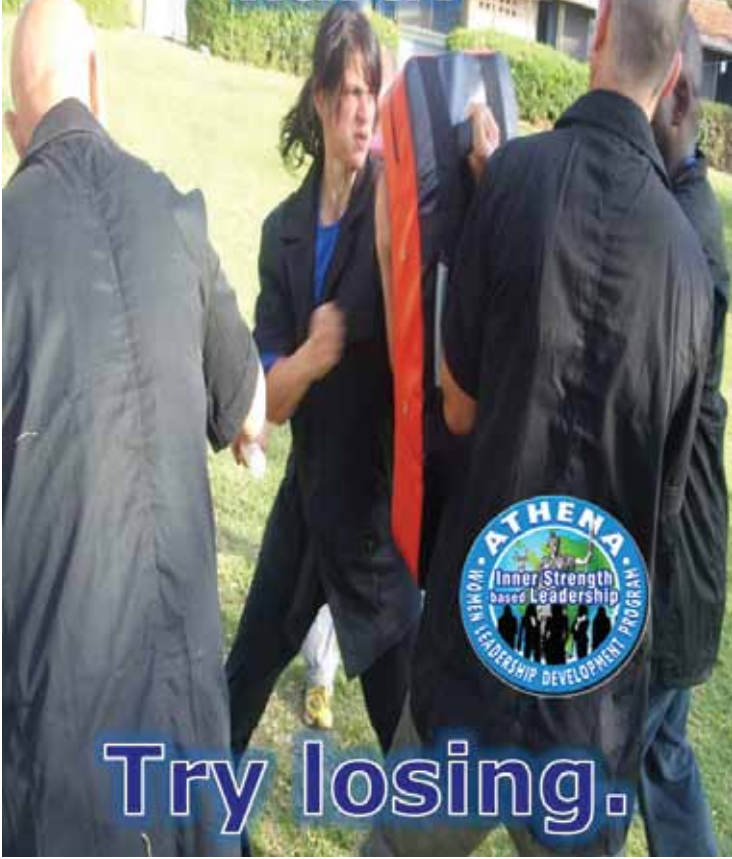
In the middle of every
difficulty lies
opportunity



The secret to
getting ahead
is getting
started



Think training is
hard?



Try losing.



Challenges are what make life interesting and overcoming them is what makes life meaningful



Things do not happen, they are made to happen



It is hard to beat a person who never gives up



Fall down seven times, stand up eight



Whether you think you can or you think you can't, you're right



Never say never, because limits, like fears are often just an illusion.