

HOW TO SURVIVE AN ACTIVE SHOOTER USING



ASSESS
LEAVE
IMPED
VIOLENCE
EXPOSE

Emergency Numbers

Input information below for quick reference

EMERGENCY SERVICES: _____ 9-1-1: _____

LOCAL EMERGENCY INFORMATION LINE: _____

POLICE DEPARTMENT: _____

LOCAL FIRE DEPARTMENT: _____

HOSPITAL: _____

LOCAL FBI FIELD OFFICE: _____

FACILITY SECURITY: _____

FACILITY ADDRESS: _____

FLOOR: _____ SUITE/ROOM: _____

OFFICE #: _____ EXT : _____

Profile of An Active Killer/Shooter

• GOOD PRACTICES FOR COPING WITH AN ACTIVE SHOOTER

An active killer is an individual actively engaged in killing or attempting to kill people in a confined and populated area; in most cases, active killers use firearms, hence the term “active shooter”, and there usually is no pattern or method to their selection of victims.

Active shooter situations are unpredictable and evolve quickly. Typically, the active killer will take their own life but at times immediate deployment of law enforcement or quick thinking of private citizens is required to stop the shooting and mitigate harm to victims.

Because active shooter situations are often over in less than 10 minutes, before law enforcement arrives on the scene, **individuals must be prepared both mentally and physically** to deal with an active shooter situation.



Good practices for coping with an active shooter situation

Security Mindset

- ☑ Be aware of your environment and any possible dangers
“Situational Awareness”
- ☑ Take note of the nearest exits in any facility you visit

Survival Mindset

- ☑ If you are in an office and cannot get out safely, stay there and secure the door
- ☑ As a last resort, attempt to take the active shooter down; your chance of survival is much greater if you try to incapacitate him/her, especially as a group
- ☑ If you have to engage the assailant, do so with 100% commitment

 **CALL 911** AS SOON AS YOU CAN!

How to Respond When an Active Shooter Is In Your Vicinity

• ASSESS / LEAVE / IMPEDE / VIOLENCE / EXPOSE

01

ASSESS

A.L.I.V.E.

- ✓ Stop, breathe, and think about what may be happening, remain calm
- ✓ Consider your PLAN as it relates to the incident
- ✓ Consider your options as they relate to your plan
- ✓ Will you be able to effectively LEAVE or will you have to use VIOLENCE?
- ✓ Call 911 as soon as possible – Start the clock ticking
- ✓ Notify everyone in your area of control what you believe might be happening with command presence to get out now if possible!

ASSESS your situation before you ACT-

Which of your next actions are most appropriate? Think about what is happening and what your options are. Don't just take off running. What you think might be the right direction may take you into the center of the incident.

This step forces you to pause and ASSESS for a split second to gather your thoughts and take control of your conscious next steps.

02

LEAVE

**If there is an accessible escape path, attempt to LEAVE the premises.
Be Sure To:**

- ✓ LEAVE regardless of whether others agree to follow
- ✓ Get out and as far away from the threat as quickly as possible
- ✓ LEAVE your belongings behind, except for your cell phone
- ✓ Help others escape, if possible
- ✓ Keep your hands visible in case you encounter law enforcement
- ✓ Do not attempt to move wounded people, help will be there soon

LEAVE the area of danger-

Don't stop running until you are too far away to harm. If you are responsible for others (children, patients, guests) usher them with commanding urgency.

03

IMPEDE

If evacuation is not possible, find a place to lock yourself in and/or hide where the active shooter is less likely to find you. Create time and space.

- ✓ Lock the door
- ✓ Block the door with anything you can find, heavier items first
- ✓ Turn off any source of noise (i.e., cell phone ringer, radios, televisions)
- ✓ Conceal yourself behind large items (i.e., cabinets, desks)
- ✓ Arm yourself with anything you can use as a weapon, in case the assailant gains ACCESS

MAKE yourself a hard target-

The killer will often take the easiest opportunity, or path of least resistance. They are there to take as many lives, as quickly as possible. Make yourself a hard target, "difficult to find" and "difficult to get to" so they move on.

04

VIOLENCE

If LEAVING or IMPEDING the killer are not possible, take action against them

- ✓ Arm yourself with anything you can find to injure/disable the attacker (ex. a pen to the eyes)
- ✓ Act as aggressively as possible against him/her. Be 100% committed
- ✓ Understand that it is you or him/her so you MUST ATTACK the killer with the intent to kill them
- ✓ SWARM – attack as a group, control the weapon and disable the killer



ATTACK the killer-

Committing to your actions – attempt to disrupt and/or incapacitate the active shooter. ATTACK the killer with every ounce of your being with the knowledge that if you do not kill them, they WILL kill you! Become enraged that this person would try and take you away from your loved ones! Execute as a TEAM!



05

EXPOSE

Another opportunity to pause and assess your situation before acting in a way that could cause you harm. When you are confident the danger is over, expose your position with your hands up and exit the area if possible and following Law Enforcement's instructions.

- ✓ Once you believe the event has ended, evaluate your situation and EXPOSE your position carefully
- ✓ There may be additional attackers
- ✓ Law Enforcement won't know you are not the killer
- ✓ Remain calm, and follow officers' instructions
- ✓ Keep hands visible at all times
- ✓ Officers may shout commands, and may push individuals to the ground for their safety

WHAT TO EXPECT from officers and rescue teams-

The first officers to arrive to the scene will not stop to help injured persons. Expect rescue teams comprised of additional officers and emergency medical personnel to follow the initial officers. These rescue teams will treat and remove any injured persons.

Information to provide to law enforcement or 911 operator:

- ✓ Location of the active shooter
- ✓ Number of shooters, if more than one
- ✓ Physical description of shooter
- ✓ Number and type of weapons held by the shooter
- ✓ Number of potential victims at the location and their injuries

Training Your Staff for An Active Shooter Situation

To best prepare your staff for an active shooter situation, create an Emergency Action Plan (EAP), and conduct training exercises. Together, the EAP and training exercises will prepare your staff to effectively respond and help minimize loss of life.

Components of an Emergency Action Plan (EAP)

Create the EAP with input from several stakeholders including your human resources department, your training department (if one exists), facility owners / operators, your property manager, and local law enforcement and/or emergency responders. An effective EAP includes:

- ✓ A preferred method for reporting emergencies
- ✓ An evacuation policy and procedure
- ✓ Emergency escape procedures and route assignments (i.e., floor plans, safe areas)
- ✓ Contact information for, and responsibilities of individuals to be contacted under the EAP
- ✓ Information concerning local area hospitals (i.e., name, telephone number, and distance from your location)
- ✓ An emergency notification system to alert various parties of an emergency including:
 - Individuals at remote locations within premises
 - Local law enforcement
 - Local area hospitals

Components of Training Exercises

The most effective way to train your staff to respond to an active shooter situation is to conduct active shooter training exercises. Facilitated by a certified instructor, this will aid in:

- ✓ Adopting the survival mindset during times of crisis
- ✓ Recognizing the sound of gunshots
- ✓ Reacting quickly when gunshots are heard and/or when a shooting is witnessed:
 - Evacuating the area
 - Hiding out and barricading
 - Using VIOLENCE against the shooter as a last resort
- ✓ Calling 911
- ✓ Reacting when law enforcement arrives



Additional Ways to Prepare for and Prevent an Active Shooter Situation

PREPAREDNESS

- ✓ Conduct re-training and drills annually
- ✓ Ensure that your facility has at least two evacuation routes
- ✓ Post evacuation routes in conspicuous locations throughout your facility

PREVENTION

- ✓ Foster a respectful workplace
- ✓ Be aware of indications of workplace violence and take remedial actions accordingly

FOR INFORMATION ON CREATING AND IMPLEMENTING AN ACTIVE SHOOTER PROGRAM CONTACT:

A.L.I.V.E.

☎ Phone: 833-99-ALIVE (25483)

🌐 Web: ActiveShooterSurvivalTraining.com

Recognizing Potential Workplace Violence

An Active Shooter In Your Workplace

An active shooter in your workplace may be a current or former employee, or an acquaintance of a current or former employee. Intuitive managers and coworkers may notice characteristics of potentially violent behavior in an employee. Alert your supervisor if you believe an employee or coworker exhibits potentially violent behavior. "See Something, Say Something".

Indicators of Potential Violence

People typically display indicators of potentially violent behavior over time. If these behaviors are recognized, they can often be managed and treated. Potentially violent behaviors may include one or more of the following:

- ✓ Unexplained increase in absenteeism; vague physical complaints
- ✓ Noticeable decrease in attention to appearance and hygiene
- ✓ Depression / withdrawal
- ✓ Resistance and overreaction to changes in policy and procedures
- ✓ Repeated violations of company policies
- ✓ Increased severe mood swings
- ✓ Noticeably unstable, emotional responses
- ✓ Explosive outbursts of anger or rage without provocation
- ✓ Suicidal or homicidal comments about "putting things in order"
- ✓ Behavior which is suspect of paranoia, ("everybody is against me")
- ✓ Increasing talk of problems at home
- ✓ Escalation of domestic problems in the workplace; talk of severe financial problems
- ✓ Talk of previous incidents of violence
- ✓ Empathy with individuals committing violence
- ✓ Increase in unsolicited comments about firearms, other dangerous weapons and violent crimes

10 Minutes To Live

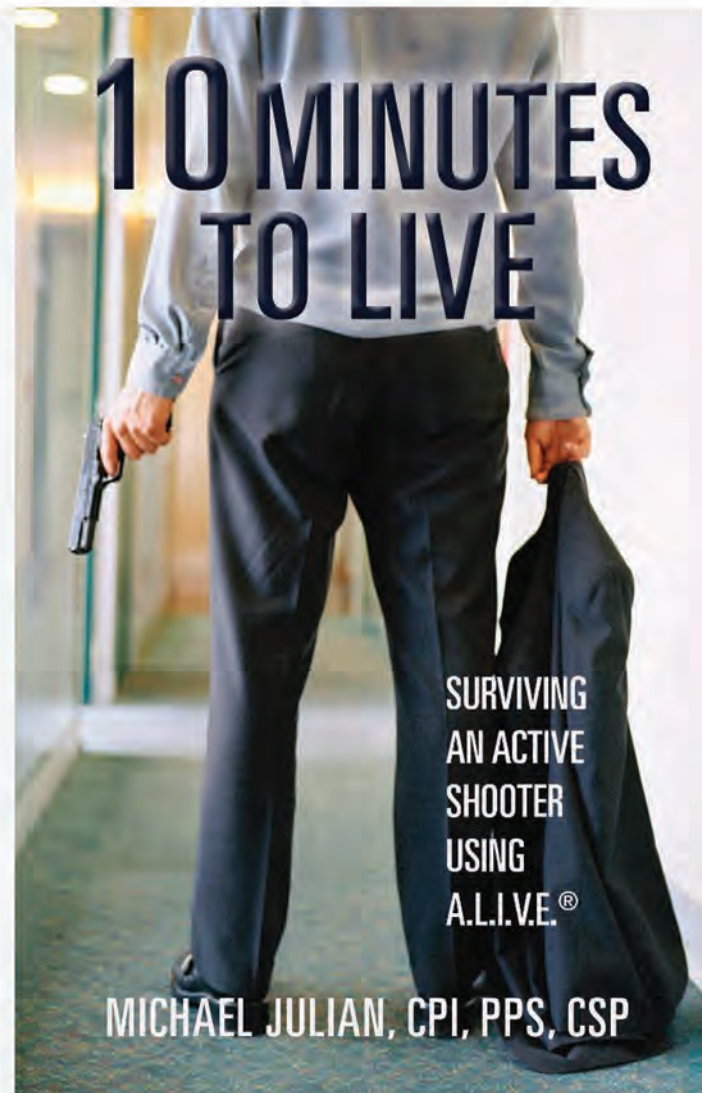
10 Minutes to Live: Surviving An Active Shooter Using A.L.I.V.E. provides simple tools to help in the event you find yourself in this type of scenario. It teaches you how to prepare yourself using a security mindset, and fight through your fear with a survival mindset so you can evaluate your situation and react appropriately.

Specifically, This Survival Manual Teaches You To:

- ✓ Become more aware of your surroundings
- ✓ Prepare for such an event by being "Proactively Reactionary"
- ✓ Evaluate an active shooter situation more quickly and efficiently
- ✓ Decide and take the best action necessary for your survival
- ✓ Dominate the attacker, if necessary, using a kill or be killed mentality
- ✓ Navigate the chaos that comes after the event
- ✓ Train family, friends, and coworkers how to do the same

Purchase online at:

www.ActiveShooterSurvivalTraining.com



This book will help you prepare for the worst. This alone could be the difference between life and death in the face of a horrific experience.



Become A Certified A.L.I.V.E. Instructor

A 2-Day, 7-Module Online Instructor Certification Course

The A.L.I.V.E. Active Shooter Survival Training Instructor Certification Program is a 2-day Zoom course that covers the following modules:

- ✓ A copy and review of Mr. Julian's book 10 Minutes to Live. Surviving an Active Shooter Using A.L.I.V.E. that must be read prior to taking the course
- ✓ Full Access and review of the A.L.I.V.E. Online Training Course which must be completed prior to taking the course
- ✓ An in-depth student lesson guide and breakdown of A.L.I.V.E. – Assess, Leave, Impede, Violence, Expose
- ✓ Review and breakdown of the A.L.I.V.E. training presentation including:
 1. Prior Active Shooter event case studies
 2. Recognition of warning signs
 3. Teaching Security and Survival Mindsets
 4. Basic disarming and attack methods
 5. The complete 5 steps of A.L.I.V.E.
 6. The "Do's" and "Don'ts" of active shooter survival
- ✓ Professional speaking and presentation skills instruction by A.L.I.V.E. Creator, Michael Julian including:
 1. 20 tips of effective public speaking
 2. Delivering the A.L.I.V.E. message with passion
 3. Proper delivery of this type of shocking and emotional content
 4. Presentation preparation and follow up
- ✓ "Teach-Back" assignments evaluated by your peers and Master A.L.I.V.E. instructors.
- ✓ "Marketing Your Course" presentation on how to teach ways to create new sales channels and obtain new clients.
- ✓ A Final Exam

Graduates will receive a Certificate of Completion of the A.L.I.V.E. Instructor Certification Course upon completion of the training. Certified A.L.I.V.E. Instructors are included in the A.L.I.V.E. Affiliate Program where they earn a commission for every person they refer who enrolls in the online course and future Instructor Certification courses. Independent Security Professionals can market and sell the A.L.I.V.E. Program to their clients and teach it to groups when booked by A.L.I.V.E. Headquarters. Graduates will have access to all A.L.I.V.E. Program videos, images, marketing materials, powerpoint presentations, support and resources for the duration of their A.L.I.V.E. Instructors registration.

Enroll Today: ActiveShooterSurvivalTraining.com/become-a-certified-alive-instructor

Online Active Shooter Survival Training

We Want YOU To Have the Best Chance of Survival!

Enroll now in one of our courses and stay A.L.I.V.E.! Learn how to recognize the warning signs of potential violence, why active killers kill, the mindset you must have and the physical steps you must take to survive an active shooter.

The 20-Minute Lightning Course

- ✓ A video-based program on how to survive an active shooter using the 5 basic steps of A.L.I.V.E.

The 1-Hour Accelerated Program

- ✓ The complete 5 Steps of A.L.I.V.E. video training
- ✓ More in-depth explanations of each step
- ✓ An emotional scenario to prove you have what it takes to survive
- ✓ Instruction on disabling the killer
- ✓ Instruction on disabling handguns and long guns
- ✓ Considerations of Control & Disarm
- ✓ Guidance on When to Attack
- ✓ Videos of what you SHOULD do
- ✓ Videos of what NOT to do



The 3-Hour Comprehensive Program

- ✓ Everything in the Accelerated Course, PLUS
- ✓ What YOUR mindset should be
- ✓ Why 10 Minutes is so important
- ✓ Situational awareness and Proactive Reactionism
- ✓ Active Shooter statistics
- ✓ Inside the mind of the killer
- ✓ Recognizing the warning signs of violence
- ✓ Preventative measures
- ✓ The visualization training exercise
- ✓ Real life active shooter event case studies and videos
- ✓ Detailed practical exercises
- ✓ Take the final exam to see how much you've learned
- ✓ Get your own A.L.I.V.E. Training Completion Certificate
- ✓ Free eBook you can download
- ✓ Free 3-minute A.L.I.V.E. training video you can download and share with others
- ✓ Get paid to share the program with others! Become an A.L.I.V.E. Affiliate to earn a percentage of revenue from any A.L.I.V.E. course YOU share with others

Learn how to survive an Active Shooter right from your own computer!
This Online course is video based and easy to use! You can start and stop as necessary from your home or work computer. It's never been easier to learn:

Enroll Today: AliveActiveShooter.com



LESSONS LEARNED

To facilitate effective planning for future emergencies, it is important to analyze the recent active shooter situation and create an after-action report. The analysis and reporting contained in this report is useful for:

- ✓ Serving as documentation for response activities
- ✓ Identifying successes and failures that occurred during the event
- ✓ Providing an analysis of the effectiveness of the existing EAP
- ✓ Describing and defining a plan for making improvements to the EAP

References

Department of Homeland Security Active Shooter Booklet

Safety Guidelines for Armed Subjects, Active Shooter Situations, Indiana University Police Department, April 2007.

Safety Tips & Guidelines Regarding Potential "Active Shooter" Incidents Occurring on Campus, University of California Police.

Shots Fired, When Lightning Strikes (DVD), Center for Personal Protection and Safety, 2007.

Workplace Violence Desk Reference, Security Management Group International, www.SMGICorp.com

Michael Julian CPI, PPS, CSP Founder/CEO

Michael established and licensed **MPS Security & Protection** as a division of his company National Business Investigations, Inc. in 2003 to provide protection and security services. **MPS Security** provides uniformed physical and asset security for events, residential communities and commercial properties, access control, security patrols, loss prevention, fraud detection and undercover officers, as well as plain clothed risk mitigation and management services for corporate, executive and asset protection, labor action strike security, workplace violence mitigation, hostile termination, estate security and travel escorts.

Michael is licensed in multiple states as a Private Investigator and Security Professional, is a graduate of the Executive Protection Institute and Executive Security International, and has received the designation of Personal Protection Specialist (PPS). His security training includes behavioral threat assessment, active shooter survival, executive and asset protection, defensive and evasive driving, close protection, aviation security, protective surveillance and counter surveillance, and covert protection. He frequently attends and teaches training courses in Executive and Asset Protection.

In 2014 Michael created the A.L.I.V.E. Active Shooter Survival Program which he teaches regularly to businesses, public utilities agencies, medical and educational institutions throughout the US, and in 2017 authored the book ***10 Minutes to Live: Surviving An Active Shooter Using A.L.I.V.E.***



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