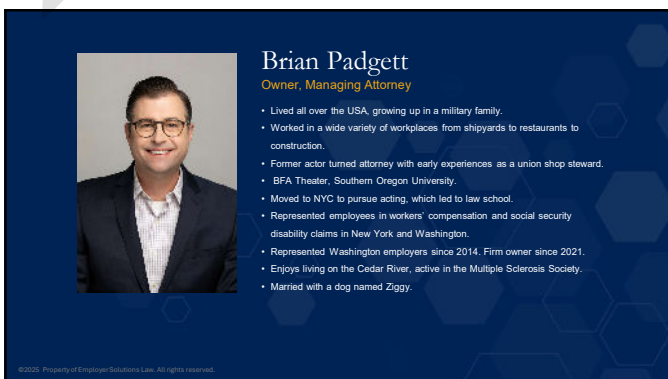




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DISCLAIMER

This training material presents very important, pertinent information. It should not be assumed, however, that this program satisfies every legal requirement of every state. Some states require the training be developed and delivered by an individual with specific training and experience.

This training is **AWARENESS LEVEL** and does not authorize any person to perform work or validate their level of competency; it must be supplemented with operation and process-specific assessments and training, as well as management oversight, to assure that all training is understood and followed. Your organization must do an evaluation of all exposures and applicable codes and regulations. In addition, establish proper controls, training, and protective measures to effectively control exposures and assure compliance.

This program is neither a determination that the conditions and practices of your organization are safe, nor a warranty that reliance upon this program will prevent accidents and losses or satisfy local, state, or federal regulations.

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Brent Sterritt

Tactical Business Solutions, Owner

As owner of Tactical Business Solution, Brent provides Firearms, Active Threat, Security and Medical training to a diverse clientele throughout the United States of America. He holds Federal Law Enforcement Training Center and Dept. Homeland Security trainer certification in Firearms, Tactics, Defensive Measures, Use of Force and Critical Incident Response.

Brent is a retired Federal Counter Terrorism Agent and instructor with over 25 years of experience in Law Enforcement, Training, Intelligence, Operations and Management of global strategic and kinetic missions.

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Presentation Agenda

- Definitions: ACTIVE THREAT/ACTIVE SHOOTER
- Warning Signs: PERSON OF INTEREST
- Active Threat Assessment: METHODOLOGY
- Run / Hide / Fight
- Law Enforcement Response
- After Action: ASSESSMENT / RESPONSE
- Your Emergency Action Plan



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DEFINITION: Active Threat

Definition: Active Threat Situation

- An event where one or more individuals are actively engaged in killing or attempting to kill people in a confined and populated area;
- Most often involves firearms and no clear pattern of victim selection
- Situations are unpredictable and evolve quickly.

Response & Timing

- Immediate law enforcement deployment is usually required to stop the shooting and mitigate
- Incidents often over within 10 -15 minutes - before law enforcement arrives on the scene,
- Individuals must be mentally and physically prepared to respond until help arrives

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DEFINITION: Active Shooter

Key Characteristics

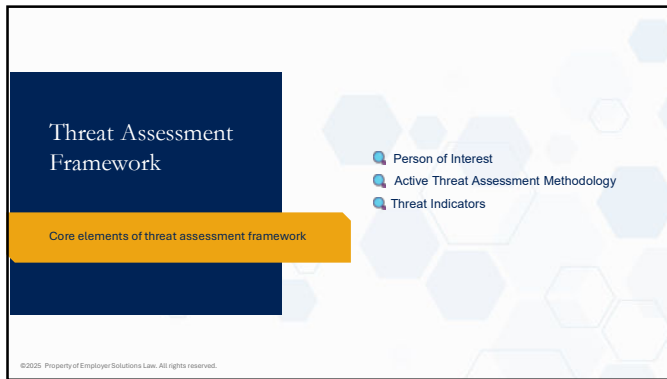
- An individual actively engaged in killing or attempting to kill people in a confined, populated area;
- Most often involves firearms
- No clear method or pattern of victim selection
- Situations are unpredictable and evolve quickly.

Response & Timing

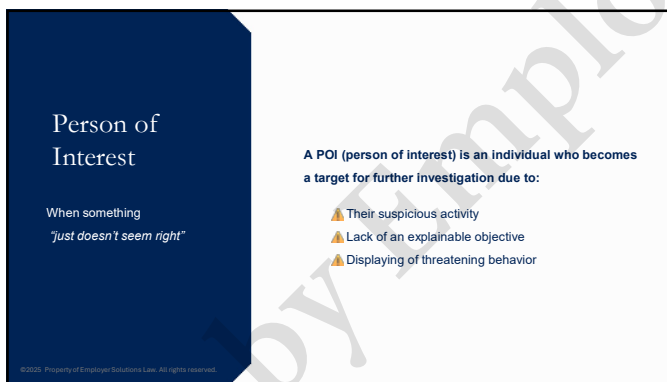
- Immediate law enforcement deployment is usually required to stop the shooting and reduce harm
- Usually over within 10 -15 minutes - before law enforcement arrives on the scene,
- Individuals must be mentally and physically prepared to respond until help arrives

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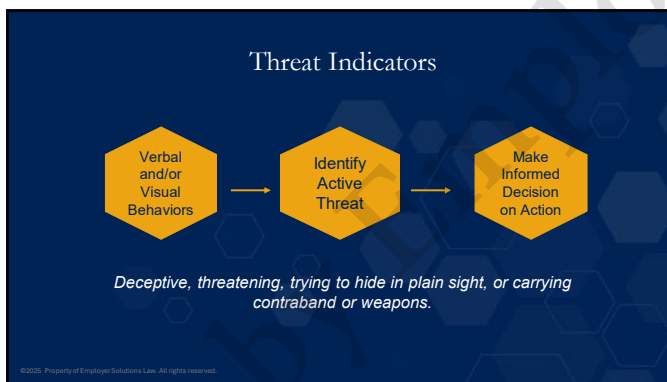
Eight Warning Behaviors of Intended Violence

Red Flag Behaviors

- ⚠️ **Pathway** – Researching, planning, or preparing for an attack
- ⚠️ **Fixation** – Obsessive focus on a person, cause, or grievance
- ⚠️ **Identification** – Aligning with violent ideologies or attackers
- ⚠️ **Novel Aggression** – New aggressive acts to test boundaries
- ⚠️ **Energy Burst** – Surge of activity before the act
- ⚠️ **Leakage** – Communicating violent intent to others
- ⚠️ **Directly Communicated Threat** – Making explicit threats
- ⚠️ **Last Resort** – Expressions of desperation or hopelessness

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What happens in the moment?

- 🗣️ Denial, Deliberation, Decisive Moment
- 🏃 RUN, HIDE, FIGHT
- 👮 When Police Arrive

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What is a **DECISIVE MOMENT**?

For Potential Victims

- The instant you **recognize the threat** (hearing gunfire, seeing the attacker).
- The moment you must choose to **Run, Hide, or Fight** — hesitation can increase risk.
- Deciding **how and when to move** toward an exit or safe space.

For Responders

- The point of **locating and engaging the shooter** — rapid, decisive intervention ends the attack.
- Choosing **entry strategy** (solo officer entry vs. team entry) that prioritizes stopping the threat over waiting.

For Bystanders/Colleagues

- Decisive action to **warn others** (shouting, pulling fire alarm, calling 911)
- Choosing to **lock/barricade a door** or **neutralize attacker** if escape isn't possible

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Denial, Deliberation, Decisive Moment

PREPARED vs NOT PREPARED

Prepared

- 🔥 Get to a **Decisive Moment** as quickly as possible



Get to a Decisive Moment as quickly as possible.

NOT Prepared

- ❌ Denial
- ❌ Deliberation
- ❌ NO ACTION – Sitting duck



Get to a Decisive Moment as quickly as possible.

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Run, Hide, or Fight

Immediate Response Options

- 1 Prioritize escape
- 2 Minimize exposure
- 3 Resist only as a last resort

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RUN

Always evacuate first — if a safe route is available.



Try to determine your route before starting to move.



If possible, help others to escape. But do not try to move any wounded individuals.



Even if others decide not to follow, continue evacuation.



Try to keep others from moving towards areas where the shooter might be.



If you encounter any police officers, follow any instructions they give.



Run as far as you feel comfortable. Call or Text 911 once you get to a safe location.


NOTE: This list highlights only common indicators of violent behavior. It is not comprehensive and should not be used as a diagnostic tool.

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HIDE


If the shooter is nearby **OR** escape isn't possible, hide out of sight and secure your location.




Lock the door and block the door with heavy furniture. Use any means to block them out. If access is difficult, they will likely move on.



Hide behind large items out of view and provide protection from gunfire (i.e., equipment, cabinets, desks, cars, large trees, brick wall)



Silence your cell phone and remain quiet. Text 911 / Call 911 if safe to do so



Turn off lights, close windows, shades and blinds.

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FIGHT

As a **last resort**, and only when your life is in **imminent danger**, resist with full commitment to disrupt and/or incapacitate the active shooter by:



Acting as **AGGRESSIVELY** as possible.



Throwing items and **IMPROVISING WEAPONS** - use any object as a weapon, from chairs to fire extinguishers.



Yelling **LOUDLY** to disorient/ distract the shooter.



Committing to your **ACTIONS** — hesitation increases risk

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When Officers Enter
The Scene

Your behavior matters as much as theirs.

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OFFICERS ARE THERE TO **STOP** THE ASSAILANT

- Officer's purpose is to stop the active shooter asap
- Officers are not there to help the injured or those hiding.
- Officers will proceed directly to the area in which shots were heard

HOW TO RESPOND WHEN POLICE ARRIVE

- Put down any items in your hands (i.e., bags, jackets)
- Keep hands visible at all times
- Avoid making quick movements toward officers such as holding on to them for safety.
- Avoid pointing, screaming and/or yelling
- Do not ask officers for help or direction. Proceed in the direction from which officers entered premises.

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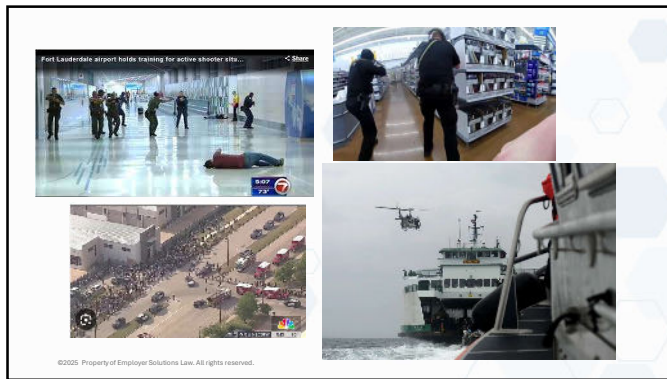
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How Law Enforcement Trains for Active Threat



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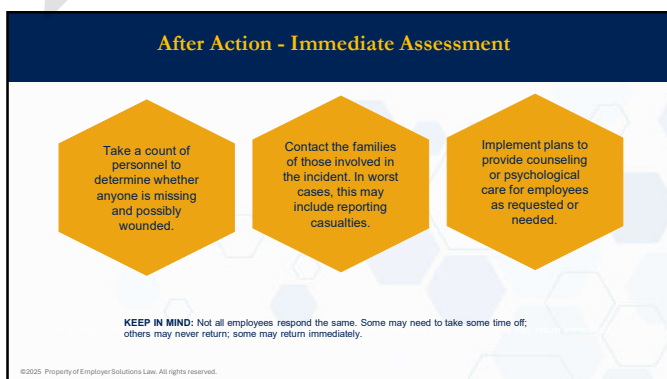
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COMMUNICATE WITH STAFF

Clear, Honest, Communication Builds Trust.

- Provide clear updates** — avoid rumors or speculation
- Acknowledge the incident**— outline next steps (security, counseling, return-to-work)
- Reinforce support** — encourage questions and remind staff they are not alone
- Set boundaries** — no press or social media posts; share only approved messaging
- Establish regular updates** — reconvene at set times or via phone/text tree

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Building an Emergency Action Plan

A roadmap for protecting people and operations during a crisis.

- Develop Controls
- Identify Specific Risk Factors
- Disaster Response
- Plan Sections
- Crisis Communication

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Develop Controls



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Identifying Your Specific Risk Factors

- Unique to your business
- Existing potential threats
- Identifying vulnerabilities

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Your Threat Assessment Factors



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Disaster Response - Facilities

Manager Responsibilities



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Your Plan Should Include

Essential Components For Safety and Continuity

- Reporting Procedures**
 - How to notify authorities, emergency services, and on-site personnel
- Evacuation Plan Escape Procedures**
 - Clearly posted routes to safe areas
 - Multiple rally points identified
- Key Contact Information**
 - Local hospitals and medical services
 - Assigned individuals with specific roles
 - Locations of all designated rally points
- Communication Systems**
 - Emergency notification methods (phone, text, PA system, alarms)
 - Chain of command for disseminating information
- Training & Drills**
 - Regular practice exercises for staff
 - Role-specific training for designated responders
 - Post-drill reviews to improve procedures

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CRISIS COMMUNICATION TEAM

Identify Roles and Responsibilities in Advance

External*

- Outside Support Easily Accessed
- PR Firm
- Legal Representative
- Grief/Crisis Counsellors

* This contact list should be in place and available to leadership.

Internal**

- Employee Guidelines
- Social Media Plan
- Internal Phone/Text Tree or Email Chain

** These items should be in your handbook and easily accessible to all.

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COMMUNICATING RESPONSE PLAN TO STAFF

- Timeline of events with specific responsibilities and actions
- Assess critical roles impacted by the incident and reassign staff as needed.
- Notify necessary departments
- Distribute Crisis Factsheet with all details
- Draft Key Messages & Responses
- Identify & Prepare Spokesperson
- Set Up Response Center

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Summary & Conclusion

What we've covered

- Definitions: ACTIVE THREAT/ACTIVE SHOOTER
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Questions?

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Thank You!

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