

THE NATIONAL CENTER FOR HIGHER EDUCATION  
RISK MANAGEMENT (NCHERM) [www.ncherp.org](http://www.ncherp.org)

**ANNOUNCES**

**AGGRESSION MANAGEMENT TRAIN-the-TRAINER  
A FOUR-DAY CERTIFICATION PROGRAM  
at Western Kentucky University**

**9:00am to 5:00pm  
MONDAY JUNE 16<sup>TH</sup> THRU THURSDAY, JUNE 19TH**

**Presented under the auspices of NCHERM  
by: John D. Byrnes, President,  
Center for Aggression Management, Inc.**

**THE TOPIC:**

This train-the-trainer program is intended to provide an in-house “Threat Assessment & Aggression Management” training capability for your campus. Prospective Trainers take the two-day Comprehensive workshop and then have two more days of intensive training and exercises including practice-teaching and assessment. Upon successful completion, participants receive Trainer Certification from The Center.

Extensive materials will be included for all registrants.

**BEYOND PROFILING.** On our campuses, it is not a good thing these days to be a poetry-writing Korean student who wears too much black and doesn’t talk much. This is profiling and our students and staff do not want to be profiled. Profiling, especially when violent actors come from racial and ethnic minority populations, is causing backlashes within our communities where we are striving to enhance civility and tolerance. Profiling only tells us that within a certain group of individuals there is a greater probability of a shooter. It does not tell us who the next shooter is.

The Association of Threat Assessment Professionals, the FBI, the Department of Homeland Security and the Virginia Tech Governor’s Panel have called on higher education to embrace threat assessment. John Byrnes and the Center for Aggression Management can help us to build a threat assessment skill set and take us beyond. John Byrnes’ work focusing on aggression management purposefully aims to help us get out ahead of the threat. If it is at all possible to prevent another horrific attack, aggression management will help us to prevent it. Please visit [ncherp.org](http://ncherp.org) for a brief synopsis of the aggression management approach you will learn at this seminar.

**AGGRESSION MANAGEMENT.** Can a college or university identify someone who intends to do harm on their campus? The horrific shootings at Virginia Tech and subsequently, Northern Illinois University demonstrate the need to understand the critical difference between two dramatically different kinds of aggression. Typically, security and law enforcement officers are trained to look for the “Primal Aggressor” (red-faced and ready to explode) when in fact, these shooters were classic “Cognitive Aggressors” (cold, completely detached and determined). If weapons were not visible, the VT and NIU shooters probably would have walked right by most security or law enforcement officers without being noticed. The Primal Aggressor is the person who loses control, possibly from an escalation of anger. The Cognitive Aggressor is a far more dangerous and elusive predator. He is a perpetrator of murder/suicide (or terrorist-like) who presents as a calm, deliberate and focused aggressor with no remorse or compunction about multiple killings. While the Primal Aggressor is fueled by adrenaline, the Cognitive Aggressor is driven by intent.

Who are the predators we keep hearing about and what do they have in common? Very revealing are the first five indicators identified by the *Safe School Initiative Final Report* by the U.S. Secret Service and U.S. Department of Education:

1. Incidents of targeted violence at school *rarely* were sudden, impulsive acts.
2. Prior to most incidents, other people knew about the attacker’s idea and/or plan to attack.
3. Most attackers did not threaten their targets directly prior to advancing the attack.
4. **There is no accurate or useful “profile” of students who engaged in targeted school violence.**
5. Most attackers engaged in some behavior prior to the incident that caused others concern or indicated a need for help.

Whether you are a student affairs administrator, risk manager, director of security, human resources director, counselor, or university president, all those responsible for college and university governance are being driven to become more aggression-vigilant. One of the greatest fears we have is uncertainty. Can we identify someone who intends to do harm to our students or faculty? In the vast majority of cases, the answer is yes. A person who goes through the cognitive process of preparing to give up his life for a cause (murder/suicide) takes on specific body language, behavior, and communication indicators that can be identified.

The Aggression Management System provides practical tools for measurement of emerging human aggression. Whether on campus, in medical school or a public venue like a stadium, wherever an incident may occur, the goal is to identify the aggressor and provide the means to understand, evaluate, defuse and/or mitigate the emergence of his aggression. The system also measures university security personnel’s adrenaline, allowing them to manage any potential for aggression, and respond more effectively and professionally. The system is designed to provide a clear clinical method of

documentation, which can ultimately achieve legal defensibility for actions taken to protect the community. [www.aggressionmanagement.com](http://www.aggressionmanagement.com)

FOR A COMPREHENSIVE OUTLINE OF THE TOPICS OF THE FIRST TWO DAYS OF THIS COURSE, VISIT [www.nchem.org/aggressionmanagement.html](http://www.nchem.org/aggressionmanagement.html)

### **WHAT DO YOUR COLLEAGUES THINK?**

#### **From a Vice President Student Affairs**

This course “*provided an excellent opportunity to allow my CUBIT team to develop strategies and common understandings for managing and preventing conflict.*”

#### **From a Director of Health Services**

This course “*clarified and helped me deal with difficult situations. It is satisfying when a solution is reached and it is a win-win.*”

#### **From a Program Assistant, Office of Student Conduct**

This course “*was an enlightening experience. The instructor maintained a calm and engaging tone that kept me interested in the subject matter.*”

#### **From a Counseling Center Director**

This course “*got me to consider rethinking how to think about working with aggressive and angry people.*”

### **INTENDED PARTICIPANTS:**

- Vice Presidents of Administration, Business and Finance
  - Student Affairs Administrators,
  - Judicial and Student Conduct Administrators,
  - University Legal Counsel,
  - Risk Managers,
  - Human Resources Staff
  - Disability Services Personnel
  - Residential Life Administrators,
  - Campus Law Enforcement,
  - Student Activities and Student Development Staff
  - Student Government Representatives and Leaders
  - Campus Ministry and Clergy
  - Facilities Management Staff
  - Faculty
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- Counseling Services Personnel
  - Health Services Staff
  - Campus Crisis Response Teams, CISDT, and Behavioral Intervention Teams
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### **ABOUT THE PRESENTER:**

- **John D. Byrnes** is a trainer, author and lecturer. He became interested in the subject of aggression management after concluding that there were no comprehensive training programs dedicated to preventing aggression in the workplace. In 1993, he founded The Center for Aggression Management, headquartered in Altamonte Springs, Florida. Byrnes was selected by the US Department of Labor to represent the United States at the *Violence as a Workplace Risk Conference* held in Montreal, Canada, and has conducted seminars and workshops for some of our country's largest corporations, organizations and schools. Byrnes is the author of the book "Before Conflict, Preventing Aggressive Behavior," and has written articles for publications such as the *Wall Street Journal*, the *LA Times*, and the *Denver Post*, while also appearing on radio programs across the nation. A more detailed biography is posted at [www.aggressionmanagement.com](http://www.aggressionmanagement.com)

### **TRAVEL LOGISTICS:**

Will be announced shortly.

## Registration

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MONDAY JUNE 16<sup>TH</sup> THRU THURSDAY, JUNE 19<sup>TH</sup>

REGISTER AS SOON AS POSSIBLE.  
THE SEMINAR IS SPACE-LIMITED  
REGISTRATION DEADLINE JUNE 11<sup>TH</sup>, 2008

USE THIS FORM FOR PAYMENT BY CHEQUE, ONLY.

CREDIT CARD PURCHASERS PLEASE REGISTER  
ONLINE AT [WWW.NCHERM.ORG](http://WWW.NCHERM.ORG)

\_\_\_\_\_ Registration Fee \$1,250.00 per person  
\_\_\_\_\_ Registration Fee \$750.00 per person for the last two days, if you  
have attended one of the NCHERM Threat Assessment & Aggression  
Management two-day seminars previously (held at the University of  
New Hampshire or at Ohio Dominican University)

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\_\_\_\_\_ TELEPHONE \_\_\_\_\_ FAX \_\_\_\_\_ E-MAIL

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Please make cheques payable to: NCHERM

**COMPLETE THIS FORM AND FAX OR MAIL TO (fax just this page, please):**

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