

No Student cares how much you know until they know how much you care!

- The PSD, Intelligence and EP classes are filling fast for Fall so call ASAP to reserve your seat. 1.800.874.0888
- The much anticipated Tony Scotti Driving Class that has been added to our fall line up has had a tremendous response. With only a couple of seats left we urge you to call today. 1.800.874.0888

**Conference Registration Fees**  
**\$250 Alumni**  
**\$300 Non-Alumni**  
**\$50 Pre-Registration Discount (Until 6-1)**  
**\$50 First-Time Attendee Discount**

**All activities take place at Ceasars Palace, contact Reservations Dept at 1.800.227.5944 and identify yourself as an ESI Alumni Association attendee for the \$134 room rate. For registration info: [http://www.esi-lifeforce.com/documents/2010\\_CONFERENCE\\_BROCHURE\\_for\\_Network.pdf](http://www.esi-lifeforce.com/documents/2010_CONFERENCE_BROCHURE_for_Network.pdf)**

**SPREAD THE WORD!**

## Executive Security International, Ltd.

### Training To A Standard

It's just what we DO!

In leaving a school or training seminar a student should have a command of the information that they just learned and a good Idea of their own competency in applying the skill sets that they just acquired.

Training to a standard is about establishing the end goal, or identifying what skill sets are to be imparted during the training event.

Often undervalued is the instruction phase. The instructor must have a solid grasp of the subject material. The instructor should know how to apply the skills and have a successful track record of applying the skill sets included in the subject matter. Finally the instructor should possess the skill sets of "an instructor". An indi-

viduals knowledge and experience is of little value if they are not skilled at imparting the information to the student .

Finally there must be a measurement of the capacity to which the student mastered the knowledge of the material and also a measurement of how well the student can apply the knowledge.

If a student is trained to a standard, they will leave the school knowing the material, and know how effective they are at the application of the information.

A good school will also look at the results of the student measurement to evaluate the effectiveness of the instruction.

Training to a standard insures that the best instruction must be maintained, subject matter and skill sets are clearly de-

finied, and employers can expect consistent competency from the students of that school.



**Training to a standard establishes competencies that are trained and then measured.**

### The International Executive Protection conference August 6-8

#### Sponsored by ESI Alumni Association

This years conference promises to be the best ever!!! A dynamic opportunity to network and share ideas with professionals outside of the ESI Alumni Association opens doors of opportunity for all. We urge all past grads to look through their contact list and invite business associates that would appreciate the opportunity to learn and network.

The Keynote speaker is industry Icon **Tony Scotti**. A long time friend of ESI, with four decades of experience in the corporate and government

protection industry.



Our own **Kent Moyer** will be presenting "Building a Business: Culture, Strategy, Branding and Marketing". ESI Graduate **David Dick** offers K9's "Security and Efficiency of PSD Teams" and we are very fortunate to have the **Gracie Family** join us with Gracie Jiu Jitsu and Close Protection.

As always there will be Cocktail mixers, **THE Networking Event**, and Roundtable Discussions. All set against the backdrop of Beautiful **Ceasars Palace, Las Vegas, Nevada!**

