

EMPOWER ACADEMY

Preventative and Proven
Solution to Avoiding Victimization

INFORMED
AWARE
PREPARED



**Putting Student Safety
First**



(888) 292-7398
www.empower-academy.online



EMPOWER

ACADEMY

EST. 2023

Our Mission

To empower individuals to achieve their full potential by providing innovative and tailored training solutions that inspire continuous learning, foster personal security, and drive situational awareness in diverse environments.

What Makes Us Unique

- **Preventative Measure** – Fusing case studies with proven operational tradecraft and psychology to get ahead of and prevent traumatic events.
- **Engagement** – The best instructors in the world; highly trained Special Forces Green Berets with decades of real-world experience not only teaching these same skills but also utilizing them worldwide.
- **Resiliency** – Provide an alumni network and references to keep students engaged for life to preserve quality of life.



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Pathway To Empowerment

At Empower Academy, student engagement and meaningful learning outcomes are at the heart of everything we do. All of our instructors are certified in both the Instructor Training Course (ITC) and Small Group Instruction, bringing decades of global Special Operations teaching experience into the classroom. We foster a collaborative environment where students are encouraged to actively participate, think critically, and apply concepts to real-world scenarios. Our curriculum is tailored to be both realistic and relevant, adapting to the unique needs and experiences of each group to ensure lasting impact.

Analyzing The Past

Analyzing historical case studies is crucial for learning from past mistakes and preventing similar tragedies in the future. By studying these cases, while it can be difficult to do at times, allows us to recognize patterns, understand warning signs, and develop better safety strategies.

DAILY NEWS
BAD SAMARITAN

Conn. creep's scam ends in holiday rape, murder

Crime - Incidents
22 Dec 2019 BY DAVID J. KRANEK new york daily news

WHILE CHRISTMAS shopping on Dec. 16, 1989, Julia Ashe hugged an armload of bags out of Bradlees in Waterbury, Conn., and discovered she had a flat tire. Miraculously, a man appeared and offered to help.

But he was no Good Samaritan. He was shopping too, in a sense.

For two days, he had been lurking in his own car in that lot, waiting for lone women shoppers to arrive. Twice, he used a valve stem remover to deflate a tire on the car of likely victims, then offered to change the flats when they returned from shopping.



Julia Ashe came out of Waterbury, Conn., department store to find her car (R) with a flat tire. Sedrick Cobb (L) had set the air out of the tire, and after offering to help her, he robbed, raped and murdered the 22-year-old college student.

The first two potential targets declined his help.

His third target, Ashe, a 22-year-old University of Connecticut student, did not. Who could blame



Host a Live Empower Course

Bring our full Empower 101 Course directly to campus in a one- or two-day format. This high-impact course is ideal for the general student population or targeted groups such as incoming freshmen, student-athletes, or Greek life.

Empower 101 is our signature training program, delivering real-world tools and high-impact strategies to enable students to recognize, assess, and navigate threats before they escalate, i.e., Non-verbal body language, surveillance or stalking behaviors, navigate high-threat areas, safeguarding digital presence, applying effective situational awareness, and adopting an analytical mindset.

Additional Note:

- Empower 101 Course maintains a 6:1 student to instructor ratio limiting the class size to 30 students.



‘Be the Hard Target’ Workshop

Designed to sharpen students’ situational awareness and foster an analytical mindset, this training empowers students to recognize threats before they escalate. Students learn how to observe and assess their surroundings, detect patterns, and evaluate behavior to identify danger early and avoid becoming targets.

Each lesson is reinforced with students analyzing a real historical case study. They see firsthand how seemingly small decisions can lead to life-altering outcomes; and what could have been done differently.

Students take part in realistic scenarios that challenge them to apply what they've learned, strengthening their ability to think critically and act decisively under pressure. This hands-on, immersive approach ensures every concept is not only understood, but internalized and ready to be applied when it matters most.



Seminar or Keynote Event

Empower Academy delivers impactful seminar and keynote presentations that educate, inspire, and instill a renewed sense of purpose in every audience. Each session is led by experienced speakers with U.S. Special Forces backgrounds, bringing decades of real-world operational expertise and subject matter authority to every topic.

Offering customized engagements help students feel seen, prepared, and supported by the university. It also encourages student leaders to model safety-conscious behavior for their peers, helping to shift campus culture from the inside out. Previous Topics Include but are not limited to:

- Applying Deliberate Situational Awareness
- Mastering an Analytical Mindset
- The Art of Non-Verbal Communication
- Empathy in Leadership
- Human Trafficking Awareness & Prevention



‘Be the Hard Target’ Online Workshop

‘Be the Hard Target’ is Empower Academy’s signature online workshop, built to deliver the same high-impact training taught by retired U.S. Special Forces professionals now made accessible online for students, professionals, and travelers alike. This online workshop teaches proven, preventative strategies to help individuals avoid becoming targets by staying aware, informed, and in control. The self-paced course consists of 3 structured modules totaling 26 focused lessons, each designed to build critical safety and mindset skills.

Students complete three module quizzes and a final exam to reinforce retention and practical application. Throughout the course, Empower Academy instructors provide voiceover and video guidance, adding real-world context to key topics. Before the final exam, students join a live virtual group session with their instructor for Q&A, topic review, and personal support.



First Year Student Orientation Integration

It could be considered the perfect storm; alone, insecure and looking for acceptance. First year students are the most susceptible to being targeted because of this.

Integrating Empower Academy training into first year student orientation ensures students are equipped with vital tools before they encounter risk. It sets the tone for their time on campus and reinforces the idea that safety is a shared responsibility. For institutions, this early intervention can reduce future incidents and contribute to stronger retention and student satisfaction, especially among parents who are concerned about campus safety.



1 in 3 female college undergraduate students experience rape or sexual assault, 1 in 5 in their lifetime



Parental Engagement Programs

Virtual or on-campus Empower presentations for parents help build confidence in the safety measures your school has adopted. Parents want to know their child is being equipped with practical tools, not just rules or policies.

48% of students surveyed listed their parents as one of their top five admissions information sources. Today parents are more engaged and involved in the decision-making process than ever before. **The four key factors driving parental influence:**

- Financial Considerations
- Career Prospects
- **Campus Safety**
- **Institution Reputation**





Faculty & Staff Professional Development

Empower Academy offers specialized training for faculty and staff to ensure the entire campus community shares a unified understanding of personal safety and threat prevention.

Faculty and staff are often the first to notice changes in behavior, recognize emerging concerns, or respond to incidents; making their role in prevention and response essential. Our training helps them recognize high-risk environments like choke points and transition spaces, spot behavioral red flags, and support students in applying situational awareness in everyday campus life.

When the entire campus; students, faculty, and staff operates from the same playbook, it increases early identification of threats, reinforces accountability, and builds a more secure and confident learning environment for everyone.



Crisis Response & Survivor Support Education

Empower Academy's curriculum also supports those who have already experienced trauma, offering them a healthy framework for recovery through awareness, confidence, and regained control. Survivors learn how to assess risk, rebuild personal security, and prevent revictimization.

For universities, offering this training is a powerful part of a trauma-informed response strategy and demonstrates care for the long-term wellbeing of your community.

Empower Academy had the honor of delivering its signature workshop at the Women's Mental Health and Safety Summit and it was a tremendous success.

**"You found a way to share your specialized skills in a way that women can understand. It makes the message even more powerful coming from a man."
Summit Attendee**

**"Matt's ability to connect with the audience on a personal level is truly amazing. By the end of the workshop he establishes a real connection with everyone. His passion for what he is doing is inspiring."
Summit Attendee**



Campus Security/Threat Assessment

A team of four to six retired Special Forces professionals will be on campus up to 10 hours per day for a period of up to two weeks to conduct a thorough assessment, the same way we've conducted these assessments on U.S. Embassies and Ambassador's homes on missions around the world.

At the conclusion of the assessment, we provide the university with comprehensive findings report that includes detailed observations and actionable recommendations for improving campus safety and security readiness. This may include suggestions for environmental design improvements, security posture adjustments, or additional training opportunities.

By identifying and addressing potential threats before they materialize, institutions demonstrate proactive leadership and a tangible commitment to creating a safer learning environment.



Empower Advisory Team

A deadly attack on Bourbon Street in New Orleans left 14 dead and over 56 injured. University of Georgia students, including band and athletic team members, were in the area at the time. The incident left UGA leadership and parents with limited information, no clear plan, and growing concern for student safety and accountability. Empower Advisory Teams (EAT) are composed of former Special Forces Green Berets with experience protecting high-profile figures such as the President of the United States, the Vice President, the Secretary of State, and many more.

How EAT Operates:

- **Advance Operations:** One EAT member deploys 24 hours ahead of the group to assess hotel security, site visits, and travel routes.
- **On-the-Ground Coordination:** This team member stays a step ahead of the group, clearing locations and staying in constant contact with the second EAT operator.
- **Embedded Support:** The second EAT member remains with the group from departure until safe return.

With EAT, the university has elite-level security in place, providing real-time protection and answers before questions even arise.



Empower Academy Alumni Network

At Empower Academy, we believe that staying informed is the key to staying safe. That's why we created the Empower Alumni Network. A dedicated community free to all graduates and attendees of any of our courses and workshops.

This exclusive network keeps you connected, updated, and continuously learning. From real-time safety updates and emerging threat trends to ongoing tips and refresher content, the Alumni Network ensures that what you learned doesn't end when the course does.

Additional member benefits:

- Access our selection of tools and programs
- Connected to robust network of graduates
- Stay informed and up to date on the latest
- Access the Empower Forum and chat room to read and share experiences
- Access additional educational opportunities designed to sustain and improve your skills