



# Empower & Prepare Your Organization to Respond Effectively to Emergencies

Violence can happen anywhere, at any time. With most active shooter incidents ending before law enforcement arrives, preparation is critical. Prepare your employees to respond confidently and increase their chances of survival during violent critical incidents with ALICE Training®, the original civilian active shooter response program.

ALICE uses a trauma-informed, options-based approach to prepare individuals to take charge of their own survival, ensuring effective responses anywhere violence occurs.

## Benefits of ALICE Training®

- **Industry-Leading Expertise:** 20+ years of trusted experience training 18,000+ people nationwide in ALICE strategies.
- **Proven eLearning Designed by Experts:** Developed by educators and safety specialists to prepare, empower, and protect every individual, no matter where they are.
- **Blended Learning Approach:** Combines eLearning with hands-on, instructor-led training for maximum retention and real-world application.
- **Customized to Your Workforce:** Training tailored to age, cognitive, behavioral, and developmental abilities.
- **Trauma-Informed Approach:** ALICE ensures participants learn life-saving strategies in a way that minimizes stress and anxiety, fostering confidence and readiness without fear or re-traumatization.

## Industries We Serve

Your active shooter response plan should align with your business' distinct needs. We've trained people across all 50 states and in thousands of organizations including:

- Business
- Government
- Healthcare
- Higher Education
- Hospitality
- Houses of Worship
- K-12 Schools
- Law Enforcement
- Retail

## What Our Customers Say

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One of the best things about the training is you feel empowered in these types of situations. You can pass that along to your children, your employees, your friends—anyone you care about.

— Shannon Joherl

VP of Human Resources, Marc Glassman, Inc.

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If there is any organization that is on the fence...I can't imagine if they had children in a school not having this training and explaining to them what the outcome could be if they do nothing.

— Jamey Appel

Police Officer City of Beachwood

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## Start Building Confidence & Readiness Today

Speak with a safety and well-being consultant today to learn about how ALICE Training® can empower your employees to respond effectively to critical incidents and enhance workplace safety.