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### Dave McCubbin, Founder of Guardian U

Dave is a 20 year veteran in the arena of personal protection. In addition to being a certified Aikido instructor and running his own school (dojo), he has invested significant time learning the Samurai arts and Systema (a Russian combat methodology that is widely unknown in the west). His diverse experience includes: Krav Maga, Judo, Jiu-Jitsu, American Kenpo, Nami-ryu, Yoga, Tai-Chi, low-light tactics and Surefire Institutes Executive Self-Defense course.



Subsequently, Dave is an educator by trade with over 12 years of experience in corporate training and martial arts/ personal protection teaching. He has been privileged to train people from all walks of life including those whose jobs are dangerous in nature such as: Special Forces, Law Enforcement, Nurses, Prison Guards and Psychiatric Wards Workers. Despite having what may be viewed as an intense background, he always strives to make his sessions, fun, vibrant and “laid-back” so no one feels intimidated.

Today Dave is a professional speaker, author and instructor. He has authored ‘Enough! A Candid Look at How to Avoid Sexual Assault’ and special violence prevention courses for the healthcare and educational sectors. He travels the nation conducting keynotes, workshops and seminars that train others about their own personal sense of value, awakens their innate gifts and reduces their personal risk of violence in an increasingly violent world.

#### Programs are perfect for:

- Freshman Orientation
- Alcohol Awareness Week
- National Campus Safety Month
- Sexual Assault and Prevention Month
- Greek Programs
- Student Safety Month
- Peer Education Training
- Safe Spring Break Programs
- Women’s Centers
- RA Training
- Social Wellness Month
- Stalking Awareness Month

To get an idea of Dave’s presentation style please visit: <http://guardianu.com/meeting-planners/>



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**Popular Program Descriptions**

**BYOB– That’s Be Your Own Bodyguard (Signature Program/ Keynote)**

In this highly energetic, interactive, humorous yet hard-hitting program student learn how to lead safe and empowered lives while keeping personal safety simple. It begins with the understanding that the vast majority of crimes follow a recognizable pattern. This pattern can be equated to “plays” in a “playbook”. After participants learn the “plays” they are given the opportunity to test the “playbook” against common campus crimes such as sexual assault, stalking, mugging and other predatory behaviors through role-play, interactive exercises and open discussion.

Other topics from the program include: a discussion about alcohol blackout and to test for it, developing a survivor’s mindset, how to read body-gestures, securing dorms/ apartments from break-ins and much more. Participants leave the program feeling confident, savvy and well equipped through a combination of personal development, social fun and enhanced safety while on campus.

**Are You Smarter than a Hooligan? (Interactive Game Show Format)**

Inspired by the popular game show this program was developed to be a fun and exciting way to learn about personal security in a relaxed, easy going manner. Students will be asked questions about personal safety, home security, street awareness and other topics. Designed to test their existing knowledge and learn new strategies involving their own well-being In the end the winner gets a prize!

Topics covered include: sexual assault prevention, crime prevention strategies, alcohol blackout, safe travel, dorm/ apartment safety and more. Please note content can be customized at your request.

**Easy There... (Residence Life Training Workshop)**

Let’s face it rules will be broken, buttons will be pushed and egos will be bruised. Therefore it makes sense to equip your staff on how to handle tough situations. Derived from the principles of ancient wisdom, professional organizational development courses and modern personal safety tactics this program has been designed to teach Residence Life Staff how to handle situations that get out of control while maintaining the dignity of everyone involved.

In this program participants will learn: negotiation skills used by professionals today, how to use empathy effectively, reading body gestures, that choosing proper words to diffuse a situation is vital and unique skills like proxemics, mirroring, congruent movement and blading. This program goes beyond tired material that has been presented for such a long time and participants will be able to integrate what they learn into everyday life well beyond their time in Residence Life.

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## Popular Program Descriptions– continued

### **Oh No, You D'int... (Interactive Workshop)**

This program is a perfect compromise for the student who does not have the time to invest several weeks in a lengthy self-defense class yet has the need (and desire) to learn what is needed to be safe. Although some may view this class on a superficial level as “the same old stuff”, we GUARANTEE IT’S NOT OR YOUR MONEY BACK.

You will experience something totally different than the vast majority of self-defense programs. This program is physical in nature and will involve light physical contact and “walk-throughs”. This is done so that participants get to experience and learn self-protection. The only way to integrate our principles is through practice in a controlled environment. Avoiding injury is a top priority!

*Please note this is NOT a martial arts program!*

### **A Trip To The Principles Office (Interactive Workshop)**

This program starts where “Oh No, You D'int...” ends. This is a more advanced class and is intended for the person wishing to learn the more physical attributes of self protection. The information offered here stems from both Japanese and Russian martial art styles. Both styles share a concept of accepting and returning an aggressors energy rather than relying on one’s own strength or the use of “canned” techniques. The principles taught do not require fine motor skills or high levels of coordination. The training emphasizes using your own natural abilities and exploring how you would react to an attack. Attendees are encouraged to reconnect with lost or unknown abilities. All movement is taught in a slow-moving format in order to train the body and prevent injury.

### **Authorized Personnel Only (Intensive Workshop)**

This class is strictly for campus security personnel. Today’s campus security faces challenges like never before and far too often they find themselves outnumbered, ill-equipped and under trained. The material presented is based on Systema (Russian Special Forces) Principles. Attendees will be learn how to defend against knives, chains, sticks multiple attackers, spend time developing perception, intuition drills, ground fighting , the use of improvised weapons, control and restraint tactics, the difference between principle versus technique. This class is very physical in nature and we will not make any apologies for it. There are no pads used during the class. This class surpasses what is taught in some police academies! NOTE: Firearms and disarming of firearms will only be covered at the request of the client.



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610.524.0927

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## In-Depth Content List

Since we offer a wide array of content here is a list of the topics covered throughout the programs. It is intended to give you further insight into Dave's knowledge and what you can expect throughout the sessions.

Format: Keynote, Workshop, Half-day, Full-Day or Multi-Day (content can be tailored to client request)

### Program Topics:

- How to develop the "Survivor's Mindset", the cornerstone of all our sessions
- What is alcohol blackout and how to test for it
- Understanding the criminal "playbook"
- The effectiveness of breath and emotional control
- Lessening the effects of adrenaline
- Verbal diffusion methods
- Why common self-defense phrases I.E.- "I don't want any problems" can (and most likely will) backfire
- Understanding of body sentences
- The power of words
- Intuition and perception development and entrainment drills
- The four elements needed for an attack to be successful and how stopping one element ends the assault altogether
  
- The Power-Stare
- When the two most likely times an assault will occur
- The vital role of adaptation
- Aggression cues and how to recognize them
- Mirroring, congruent movement and Proxemics
- Remaining calm under stress
- The concept and ability to accept and return energy
- The value of self defense principles not canned techniques
- How to effectively use controls and restraints that can be applied in a dynamic situation that will not cause physical harm
- Developing a self-protection framework suited for each individual
  
- Awareness development drills
- How to read shadows and ambient light
- How to develop peripheral vision and intuition
- The keys to permanent awareness
- How to control fear and stress
- What are the necessary ingredients for a successful attack
- Mental Posturing
- An understanding of the Force Continuum and legal aspects (Note: I am not an attorney nor giving legal advice. The goal is to get people to understand potential ramifications when fighting back)
- Using body physics and martial principles
- The best weapon someone can carry (and it's not a gun, pepper spray, kubaton or knife)
- Share-backs and group discussions



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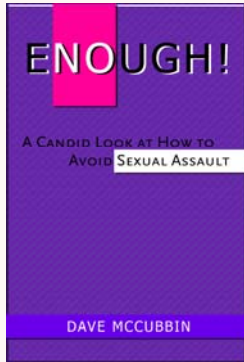
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## Books and Manuals



Sexual Assault is the silent crime in today’s society. Few will argue that it is underreported and many people live in fear of becoming a victim of the heinous crime. While many books offer solutions the majority have not kept up with the times. Would-be assailants have learned the methods we use to protect ourselves, yet we try to protect ourselves using “the same old stuff.” In short, they have adapted we have not– and it is time for a change.

This book will provide fresh insight and effective strategies for avoiding sexual assault.



The TLC and SafeTEACH training manuals are a comprehensive courses detailing how to keep employees safe by training them how to develop intuition, effectively diffuse conflict, recognize body gestures and aggression cues, plus an introduction to basic personal defense principles.

**This manual is available for corporate clients only.**



Personal Protection for the New Millennia (Working Title- Spring 2009)

This book sets out to address a lofty goal- to address personal security needs for the 21st century.

Tentative topics include: personal safety strategies used by professionals, how to cope with an active shooter, DIY identity theft prevention, and more...



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## Fees and Travel

### Fees:

Keynote: \$2200 (50 minutes + 10 Minute Q & A)

Workshop Half-day: \$3000 (3 Hour Session)

Workshop Full-day: \$3500 (6 hour session)

Keynote and Workshop on same day: \$4000

-and yes, I will work with your budget

**\*\*BLOCK BOOKING AVAILABLE\*\***

### Travel:

Airline: Business class would be nice but coach will suffice 😊

Driving is the preferred method of travel for locations

5 hours or less from the Philadelphia area

Hotel: Reasonable room and accommodation at the event or nearby

Local Transportation: No arrangement with taxi or pickup required

Mileage: Reimbursable

Food: Reimbursable

### Recordings:

Audiotape or Digital Rights: 30% of fee

Videotape: 50% of fee

### Contact:

<http://guardianu.com/contact-us/>



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