

PREPARE FOR THE

REAL

WORLD

THE WORLD IS **NOT**
A SAFE PLACE

AN ACTIONABLE SAFETY JOURNAL



BRIAN SEARCY

FOREWORD BY JEFF HOFFMAN



Click on this link to receive an introduction to the 10 critical skills that we need to develop to empower our learning and development of situational awareness. You will also have access to learn more about our Situational Awareness Programs and how you can enroll to learn this critical skill to Make Yourself and Your Family Safe.

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Prepare for the Real World (Book Excerpt)

The World Is Not A Safe Place

Brian Searcy

Foreword by Jeff Hoffman

THiNKaha[®]

An Actionable Business Journal

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to read this AHAbook and to share the individual AHA messages that resonate with you.



Published by THiNKaha®

20660 Stevens Creek Blvd., Suite 210,
Cupertino, CA 95014

<https://thinkaha.com>

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First Printing: March 2022

Hardcover ISBN: 978-1-61699-393-1 1-61699-393-6

Paperback ISBN: 978-1-61699-392-4 1-61699-392-8

eBook ISBN: 978-1-61699-391-7 1-61699-391-X

Place of Publication: Silicon Valley, California, USA

Paperback Library of Congress Number: 2022900010

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Dedication

I would like to dedicate this book to three people.

The first is my beautiful, intelligent, and successful wife, Heather Searcy. She is my rock and has supported and empowered me on our mission to educate everyone on the need for Situational Awareness.

The second person is Mark Stratton. Mark is with the Lord today. A gifted and talented entrepreneur, we started a company years ago called *Main Street Pilot*. Our mission was to develop a Micro e-Learning Program that would allow for the learning of Personal Skills. The work we did together before his death lives on in this book and the Paratus Group *Prepare for the Real World Programs*.

The third person is Jeff Hoffman. Jeff Hoffman, an award-winning global entrepreneur, proven CEO, worldwide motivational speaker, bestselling author, Hollywood film producer, a producer of a Grammy Award-winning jazz album, and executive producer of an Emmy Award-winning television show, is also a friend and a mentor. I reached out to him with an ask. That ask was to write the foreword for this book. A very busy man on a mission today, he took time out of his schedule to share an amazing story and relate how it ties directly to Situational Awareness and this book.

Acknowledgements

First and foremost, I would like to thank the Lord for the blessings he has bestowed on me and my family. To my wife, Heather, thank you for your undying support as I continue on this mission to educate and train as many people as possible on Situational Awareness.

Putting together a unique program to enable the learning of Situational Awareness has been and continues to be a passion of mine. I know that we all have Situational Awareness—it is a gift given to us by God. It's that instinct, the "hair on the back of the neck" feeling that we get when something isn't right. The problem today is that people don't know that they have it, and if they do know that they have it, they don't trust it and don't know how to act on it.

The development of these programs would not be where they are today without the help of great friends and mentors. To begin, I would also like to thank Jeffery Hayzlett and Tricia Benn for their support and mentorship; Nate Kievman for his guidance and friendship; Col (Ret) Ed "Tank" Mckinzie for his unwavering support; Micah Richardson for his knowledge, expertise, and encouragement; and Maj (Ret) Scott Huesing for his guidance to read *Left of Bang* by Patrick Van Horne and Jason A. Riley.

I would like to thank Dr. Randy Brown and Charlie Mann from Alvord ISD for all their help and patience as we built this program. Much has been learned, and the program continues to improve. I would like to thank Madeline Ross for her encouragement and guidance to improve the program.

Finally, I would like to thank Mitchell Levy and his team. Without their guidance, patience, and support, this book would not have been written.

How to Read a THiNKaha® Book

A Note from the Publisher

The AHAtat/THiNKaha series was crafted to deliver content the way humans process information in today's world—short sweet, and to the point, while delivering powerful, lasting impact.

The content is designed and presented to appeal to visual, auditory, and kinesthetic personality types. Each section contains AHA messages, lines for notes, and a meme that summarizes that section. You should also scan the QR code, or click on the link, to watch a video of the author talking about that section.

This book is contextual in nature. Although the words won't change, their meaning will every time you read it as your context will. Be ready, you will experience your own AHA moments as you read. The AHA messages are designed to be stand-alone actionable messages that will help you think differently. Items to consider as you're reading include:

1. It should only take less than an hour to read the first time. When you're reading, write one to three action items that resonate with you in the underlined areas.
2. Mark your calendar to re-read it again.
3. Repeat step #1 and mark one to three additional AHA messages that resonate. As they will most likely be different, this is a great time to reflect on the messages that resonated with you during your last reading.
4. Sprinkle credust on the author and yourself by sharing the AHA messages from this book socially from the AHAtat platform <https://aha.pub/SituationalAwareness>.

After reading this THiNKaha book, marking your AHA messages, rereading it, and marking more AHA messages, you'll begin to see how this book contextually applies to you. We advocate for continuous, lifelong learning, and this book will help you transform your AHAs into action items with tangible results.

Mitchell Levy, Global Credibility Expert
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THiNKaha®

A THiNKaha book is not your typical book. It's a whole lot more, while being a whole lot less. Scan the QR code or use this link to watch me talk about this new evolutionary style of book: <https://aha.pub/THiNKahaSeries>



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Foreword by Jeff Hoffman

I want to talk about the importance of situational awareness in the office, a place where most of us do not think about situational awareness because we in business tend to believe we already know everything about our situation since it's our office. It's the same office we come into every day with the same people while seeing the same thing. Therefore, we don't really think about situational awareness because it's like we wonder, "What do I need to be aware of?"

However, I want to share how I became tipped off to the fact that I needed to dramatically pay attention to situational awareness at work to improve efficiency, success, profitability, and everything about my company.

I was visiting another company with another CEO, and their growth rate was phenomenal. Their company was killing it every year—explosive growth and getting increasingly bigger, and I asked him the questions: What is it you're doing that everybody else isn't? Why is your business growth so powerful?

He said, "Jeff, let me show you. Let me show you what goes on in my office that probably doesn't go on in most offices."

They had written the fundamental reasons they come into work every day on the wall.

For example, if you're in the travel business or the hotel business, what would be written on the wall is: Book another hotel room. Therefore, the only reason you're in that office is to book a hotel room.

He had written this on the wall, and he said, "First of all, the fundamental reason we're in this office every day is written on the wall, so at all times when you're in this office, you are always aware of the reason we come to work every day. We're just here to get someone in a hotel room, and it was written on the wall. It struck me that since it's so easy to get distracted at work, that's a visual reminder of the situation we're in."

Something that makes everybody aware of why we come to work every day was a great idea. First, you have that written on the wall, and then he showed me something. He said, "Walk with me."

We walked down the hall, and we ran into a woman that works for his company. He asked her, "What are you working on right now?" She answered, and he pointed at

the wall and said, "How does that help us achieve this goal, the reason we're here every day?" He told me that there are only two answers. Either she can explain why she'll achieve the tasks she's doing right now—I'll stick with my example of selling another hotel room—or he tells her to put it down and do something else.

So, every day, there is an innate awareness of what they're at work to do, what they are working on right now, at any moment, and how to achieve that goal. He even showed me that when he, as a CEO, asks an employee to do something, they have the right to say to him, "I'm not sure how that is helping achieve the goal on the wall, so I'm going to say no." I was very inspired because it was a very aware company.

Every day, they knew why they were there, their situation, their tasks, and how these contributed to what they were trying to get done.

So, I went back to my office and wrote on the wall why we were here every day. Sell rooms in a hotel. When I started talking to my employees, I realized that our situational awareness was low.

I have asked many people to tell me what they were working on, but they did not know how the job the company had assigned them would us achieve our goal.

So, I went to my conference room and created a chart on the wall. On the chart, I wrote our company's goals, and under the goals, I wrote the objectives, meaning how we are going to achieve those goals. If your goal was to sell a million hotel rooms, your objective would be to sell 200,000 on the West Coast, 100,000 in the Midwest, etc. I wrote those objectives. I wrote a strategy for achieving our West Coast sales numbers, and I wrote the tactics underneath that.

What approach would we take to implement those strategies? Under that, I wrote tasks—the actual tasks. When someone walks into the office, what do we need them to do to achieve those tactics, to support those strategies that achieve our objectives that lead to our goal? Underneath the tasks, I wrote the skills you need to achieve those tasks.

I called my entire company into the office. I wanted to create situational awareness, so I dramatically said, "I have good and bad news."

I said, "The bad news is effective right now; all 40 of you are fired!"

Everybody groaned, and I said, "But there's good news. The good news is I'm starting a brand-new company right now, and I need 40 employees who want a job." When I asked who was interested, all 40 hands went up. Then I said, "Here's what you have to do to get a job at the new company.

"Take this marker, walk over to the board, and circle the skills that you have and then from there, the task you will do with those skills, followed by the tactics, the support, the strategies, the objectives, all the way up to how the work you are doing right this minute—any task you do in any skill you have. How are you deploying those resources to achieve the goal we came into this office to achieve?

Everybody started circling on this chart. What am I doing? Using what skills? How is it supporting the company's goals to take us where we're going? I realized it completely changed our operational efficiency because it created situational awareness for what we do daily.

Whenever people were in a business situation at work, looking at what they'd be spending their time on, they would say, "How is it going to help us achieve our goals?" Because they were aware, they would look at the board and ask, "How does the work we're discussing help contribute to our goals?"

Our efficiency went up dramatically, and we stopped spending time on things that didn't matter because we came much more acutely aware of what did matter to make our business successful.

Brian Searcy's book is a must-read because we get so caught up in the familiarity of our everyday surroundings that we stop looking any deeper than the surface.

Situational awareness is looking deeper than the surface. It's understanding where you truly are, the results you desire to have, the results you want to prevent, and what steps and skills you need to make those things happen.

This book will teach you the habits of becoming situationally aware, so it becomes second nature to you, instead of the way we operate today, which is just getting so lost in the noise that we're no longer aware of what's going on around us. Deploying situational awareness at your company will dramatically change your success.

Introduction

So happy that you picked up this book. My vision is to "Make You and Your Family Safe by Redefining How Safety is Learned" to make schools, churches, the workplace, our communities, and families as safe as possible.

My unique experience and expertise have revolutionized how situational awareness is learned, allowing everyone in our communities to learn and develop Situational Awareness Habits, Behaviors, and Mindsets.

This is critical to understanding what "Left of Bang" means and how the learning of Situational Awareness empowers you to prevent incidents from happening, ensuring that you and your family are not victims.

Left of Bang.

Left of Bang is the difference between being proactive and preventing bad things from happening, with having to respond to a threat that surprises you that you are not prepared for and have no idea how to respond.

The "Bang" is the bad thing happening. It could be an active shooter event, bullying, sexual harassment, suicide, or one of the myriad of other threats we face today. When we say "Left of Bang," we are talking about being empowered to be able to prevent something from happening and keep yourself or someone else from being a victim by recognizing the threat and then actually being able to take an action to prevent it from happening.

Please take a look at my extended bio, which reinforces what gives me the credibility to make the statement above:

Brian Searcy is a proven USAF combat and senior leader. A retired Colonel with over 23 years of honorable service, his leadership career spanned over 20 deployments both as a navigator and leader. He was flying as a navigator on a Saudi AWACS when Iraq invaded Kuwait during the first Gulf War. As a young officer, he was selected to support the AWACS mission on the JSOC Mission Planning Team. He supported Operations Northern and Southern Watch and most of the conflicts our country was involved with over his career. As a Squadron Commander, his airmen were

responsible for the operation of the Combat Operations Floor in the Combined Air Operations Center (CAOC), which was tasked with the execution of all air operations in Afghanistan and Iraq. He had two tours at the Pentagon and ended his career as the Vice Wing/Active-Duty Wing Commander for JSTARS.

Following a decorated senior leadership career, Brian transitioned into executive roles as a business entrepreneur, writer, publisher, and public speaker. He co-founded The Paratus Group to use his decades-tested and proven leadership and training experience to solve a need for relevant, effective, trustworthy principles, training methodologies, and programs to allow for the learning of situational awareness.

Brian is an expert contributor appearing on The Fox News Channel, interviews on over 100 national radio stations, and has been on dozens of Podcasts. As a founding flying member of the Joint Surveillance and Target Attack Radar System (JSTARS), Brian was responsible for the development of the doctrine and training executed when the Wing went operational. Years later, he refined the JSTARS operational procedures as the Active-Duty Wing Commander. As a Squadron Commander, his airmen were responsible for developing and testing the doctrine that shaped the future training and operating procedures for the USAF Combined Air Operation Centers (CAOC). Brian is the host and producer of Situational Awareness & Your Safety Podcast, sharing experiences for leaders in education, business, and safety on how important Situational Awareness is to our safety and success.

Brian is a formally trained public speaker with 30 years of experience in the military and private sector. He has spoken to over 5000 audiences conveying his thoughts, intent, and goals to motivate listeners. Brian's knowledge, experiences, and natural outgoing style allows him to connect with audiences to share his experience.

Brian dedicates his time to travel to a multitude of venues to educate on the need to change how we look at the threats we face today in our communities and the need to defeat Einstein's definition of "Insanity" by changing paradigms on how the learning of Situational Awareness needs to take place. He is continually sought out to speak on leadership and expertise on the learning of Situational Awareness.

Brian has been on Fox News, over 100 local and nationally syndicated radio shows, has spoken to the Maryland Center for School Safety, and over 50 Professional Organizations, School Districts, Churches, and Businesses.



Learning and developing #SituationalAwareness enables you to take responsibility for your own safety and for that of your community.

Brian Searcy

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Section I

Situational Awareness is a Process To Prevent, Remove and Respond

Less than one in seven people today have situational awareness. This statistic is distressing because it is a gift that we have all been given. But over the last decades, for a number of reasons, people did not learn that they had this critical skill, nor did they learn how to identify it, how to trust it, and then how to act on it.

Instead, do you ever notice how many people's eyes are glued to their phones, completely unaware of their surroundings? This happens almost everywhere. When you do not have situational awareness, you can't identify the potential threats, which means you can't prevent them, and prevention should be our number one priority.

Did you know that you lose fine motor skills when your heartbeat reaches 115 beats per minute? If something bad ever happens (or is already happening), what will your response be? Often, people in these situations are caught off guard and left with few or no options. Because they didn't know what to do or didn't act when they could have, their lives were put in danger. Don't let this happen to you!

The skill of situational awareness will empower you to take responsibility for your safety and that of others. When you know how to identify changes in the behavior of people around you, you can be proactive in resolving any issues or threats you face.

Situational awareness will make a difference at home, in the workplace, and in your community. You can gain the ability to understand and deal with threats by being situationally aware. With situational awareness, you will be able to identify when something isn't right and, more importantly, know what to do if you need to act on it.

This section discusses what situational awareness is and why it's important. You'll learn how situational awareness can ensure your own safety and that of others.

1

#SituationalAwareness is a skill that can help you make effective decisions to ensure your own safety and that of others.

2

The FBI and the Secret Service have stated that 93% of bad things that happen are preventable.
#SituationalAwareness

3

Many problems we face in life happen because we either act without thinking or think without acting.
#SituationalAwareness

4

#SituationalAwareness can help you prevent something bad from happening, teach you how to remove yourself and others from that situation, and prepare you to respond in such events.

5

#SituationalAwareness can be demonstrated at home and in the workplace. You can develop and hone the ability to identify potential threats that can impact life, wellness, and productivity.

6

In today's society, many people are programmed to simply react. To resolve a potentially dangerous situation, it is better to be proactive.

7

Most people make decisions based on fear or panic. #SituationalAwareness helps you develop the mindset necessary to identify and assess problems.

8

You can train the part of your brain associated with survival instincts to prevent you from experiencing excessive stress and anxiety. #SituationalAwareness

9

When the hair on your neck stands up, something isn't right. Trust your gut feeling. #SituationalAwareness

10

When faced with a challenging situation, evaluating and analyzing threats helps you predict outcomes and respond accordingly. #SituationalAwareness

11

The definition of insanity is doing the same thing over and over expecting different results. Would you rather wait for someone to solve your problems, or would you rather be #SituationallyAware and solve them yourself?

12

To be #SituationallyAware is to demonstrate leadership by intervening in a potentially dangerous situation.

13

You have a responsibility to make your community as safe as possible. You can't wait for the government or the police to do it. Take action! #SituationalAwareness

14

#SituationalAwareness empowers you to be involved in helping and caring for the safety and well-being of others.

15

Learning and developing #SituationalAwareness enables you to take responsibility for your own safety and for that of your community.

About the Author



Brian Searcy, a retired U.S. Air Force Colonel, is the founder and CEO of The Paratus Group, where he uses his decades-tested and decorated senior leadership career and military training to solve the need for relevant and effective principles in leadership. He provides training methodologies and programs for the learning of situational awareness. His vision for the company is to "Redefine How Safety is Learned" to make schools, churches, the workplace, and communities as safe as possible.

His revolutionary training on situational awareness has helped many learn how to be true first responders and taught many individuals, families, and work personnel to be "prepared to survive."



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The definition of insanity is doing the same thing over and over while expecting different results. Would you rather wait for someone to solve your problems, or would you rather be #SituationallyAware and solve them yourself?

#SituationalAwareness can help you prevent something bad from happening, teach you how to remove yourself and others from that situation, and prepare you to respond to such events.

We face many problems in life because we either act without thinking or think without acting. #SituationalAwareness

Learning and developing #SituationalAwareness enables you to take responsibility for your own safety and for that of your community.

Telling you what to do without providing the skills to execute only results in a false sense of security. #SituationalAwareness



Brian Searcy is a proven USAF combat and senior leader. A retired USAF Colonel with over 34 years of experience, he has taken his years of leadership, training, communication and safety experience to empower us to take responsibility for our own safety.

SELF-HELP : PERSONAL SAFETY & SELF-DEFENSE

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