



RANDY MEANS & ASSOCIATES, LLC

RMA

I.M.P.A.C.T.-Program Overview

Our Revolutionary IMPACT Project - Verbal De-Escalation Skills: "Firearms Training for the Mouth"

The only way to get a real feel for the complexity and usefulness of this program is by demonstration.
Please visit our website randymeans.com and take a look at the two demos which explain and demonstrates the various uses of this body of work!

The single most important skill for officer safety, effectiveness and career success is interpersonal communication. Concerns in this area are at the forefront of today's policing challenges. Reducing complaints and other unwanted outcomes are largely matters of communication training and emotional intelligence. No matter a member's function or rank, poor communication skills cause self-induced jeopardy on multiple fronts.

Our over 30 years of training and consulting with hundreds of agencies and over 700,000 officers taught us **the field is a dangerous place to practice** this most important skill. This sent us searching for a program worthy of our clients. We found nothing. So, bypassing other well-known verbal-deconfliction programs with catchy titles, we designed a training and assessment system we could recommend to our clients. We brought together the best people in the country to build the most comprehensive communications program in the business.

Our training builds on the framework created by our team-member the late Dr. Brian Fitch, PhD (LASD Lt, ret.) in his book, *Law Enforcement Interpersonal Communication and Conflict Management – The IMPACT Model*, developed with Randy Means, who wrote the book's introduction and helped guide its development. The IMPACT principles are these: Identify and Manage Emotions, Master the Story, Promote Positive Behavior, Achieve Rapport, Control Your Response, and Take perspective. Of course, our project doesn't just label these competencies, it teaches how to arrive at and deliver them, and uses the nation's leading experts to do so.