

HIGH STRESS, HIGH STAKES



It's no secret that public safety work is especially tough these days.

Officers are confronted by unprecedented challenges related to:

- dangerous situations amid social media firestorms
- stress, fatigue, burnout and related negative emotions
- feeling disconnected from the communities they serve

Time for a new paradigm.

Current realities in policing require officers to navigate the tough challenges they face with utmost integrity and purpose. That's what CORE Strength™ is all about—equipping officers of all ranks with a lens, toolkit and “operating system” that empowers them to not just survive but *thrive* in the high-stress, high-stakes public safety arena.

CORE Strength™

*Join us for a two-day training in the
CORE Strength™ Leadership/Wellness System*

**Hosted by Baroda-Lake Township Police Department
October 10-11, 2022 | Bridgman, Michigan**

INSTRUCTORS



Lt. Seth Stanley



Danette Baird, LCSW



CORE Strength™

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About CORE Strength™

CORE Strength™ is an innovative leadership and wellness training for public safety professionals. It gives officers an operating system for navigating the high-stakes, high-stress challenges that come with the job. It helps officers guard against the corrosive effects of burnout, cynicism and feeling disconnected from the communities they serve. CORE Strength™ equips officers to stay anchored to integrity in the maelstrom of challenges they face.

Based on the proprietary CORE Model™ and designed in consultation with veteran public safety professionals, CORE Strength™ is engineered to achieve measurable results.



For individual officers:

- a stronger commitment to personal integrity
- a heightened sense of accountability
- improved de-escalation skills
- stronger connections with diverse groups
- increased ability to deal with stress
- healthier relationships at home and at work

For public safety agencies:

- improved community relationships
- greater organizational accountability and integrity
- decreased incidents resulting in civil liability
- improved workplace culture and staff morale
- consistent integrity-based leadership development
- improved effectiveness and efficiency

CORE STRENGTH™ TRAINING DETAILS

Dates and times: Monday and Tuesday, October 10-11, 2022, 9 a.m. to 5 p.m.

Location: Baroda-Lake Township Police Department, 3169 W. Shawnee Road, Bridgman, Mich.

Cost of training: \$300 per officer

To register, please contact Danette Baird: coreleadall@gmail.com, 815-325-1959

Continental breakfast at 8:30 both days; lunch also provided.

This two-day training includes instructional presentations, videos, large-group discussions and breakout sessions in the CORE processes. CORE Strength™ is registered with MCOLES.

CORE Strength™ Background and Testimonials

CORE Strength™ is based on the proprietary leadership and wellness model developed by Danette Baird, LCSW. The program was created with input from veteran public safety professionals including program instructors Sgt. Mike Baker (ret.) and Lt. Seth Stanley. The training was piloted in the spring of 2019 with officers from the public safety departments of St. Joseph and Benton Harbor, Michigan.



According to program feedback from the directors and participants, CORE Strength™ had a highly positive impact on both the individual officers and the organizational culture. Participants reported that the program improved how they felt about their life and work, helped them connect with others in healthier ways, and promoted increased personal accountability and integrity.

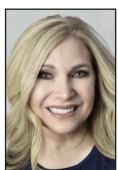
After the Pilot's success, the CORE team has expanded the training to offer the program to additional officers and agencies, including many in Indiana. Feedback from participants included the following comments:

- "A must-attend for all officers regardless of rank."
- "This is the most detailed and comprehensive mental health training I've had in 10 years."
- [Helps on] "many levels—personal life and staying sane; professionally as a policeman and supervisor."
- "Gives a roadmap for processing."
- "This will have more impact than you will ever know. Thank you."
- "Send everyone. Twice."
- "I came in skeptical, but left enlightened."
- "I want my entire shift to attend this training, and I want to attend again."

CORE Strength™ Instructors



Lt. Seth Stanley was born and raised in Muncie, Ind. He has been part of the Muncie Police Department since 1999, when he started out as a midnight-shift patrol officer. Since then his work has included field training, narcotics investigations, criminal investigations and leading a SWAT team. He's presently a lieutenant with the MPD.



Danette Baird, M.A., founder and president of CORE Leadership Initiative, is a Licensed Clinical Social Worker and psychotherapist in mental health, behavioral health, addictions and related fields. She created the CORE Model™, which is the foundation for CORE Strength™ training. She has provided therapy, education and consultation in a range of areas, including criminal justice.



CORE Leadership Initiative is an educational 501(c)(3). Founded in 2013, the organization provides educational consulting and training services based on the proprietary CORE Model.™