



# Karen Armstrong Safety Strategies

Enhance the personal safety,  
confidence and professionalism  
of your team



Dealing Professionally with Aggressive Behaviour  
Workplace Violence Prevention  
Personal Safety Strategies  
Customer Engagement in Challenging Situations

## Conflict resolution training to enhance the personal safety, confidence and professionalism of your team

Karen Armstrong Safety Strategies specialises in conflict resolution and workplace violence prevention training. We teach individuals and teams who work in frontline positions how to work safely when faced with customer and workplace aggression. Safety Strategies offers custom-designed courses to suit organisations' specific needs.

Training programs include:

- Dealing Professionally with Aggressive Behaviour
- Workplace Violence Prevention
- Personal Safety Strategies
- Customer Engagement in Challenging Situations

Safety Strategies' training provides a seamless integration of customer service and protection skills. Our one day, two day and refresher programs can be custom designed to suit your organisation's specific requirements, schedule and budget. Our unique methodology shows participants how to prevent, avoid, and defuse potentially violent situations. Physical protection skills are considered a last resort and participants are taught how to use them when necessary within a legal and professional framework.



*The foundation of Safety Strategies' training approach*

## Organisation benefits

- Work Health & Safety compliance
- Increased safety culture
- Pro-active risk management
- Reduced stress, injuries, claims and premiums
- Improved customer service and professionalism

## Participant benefits

- Prevention
- Confidence
- Professionalism
- Awareness
- Skills to:
  - Defuse
  - Avoid conflict
  - Remain calm
  - Remain in control

*“Safety Strategies training has provided not only a detailed and effective tool for our employees, but has also excelled in the “after sales” component with dedicated resources always available to assist/support employees as well as management through operational issues that may arise.*

*Karen and her team have been instrumental in assisting TAG on its journey to provide a safe workplace for all.”*

Matthew Goebel  
General Manager,  
Operations & Service Delivery  
**Transit Australia Group**

## Workshops

One day, two day, refresher and online workshops are available.

Each training brief can be custom designed to suit your operational requirements and budget.

Length of workshop and training delivery times are flexible.

Karen Armstrong  
**Safety Strategies**

# YOUR NEEDS COME FIRST

## Dealing Professionally with Customer and Workplace Aggression

### Customised training

We provide a seamless fit to each organisation's specific requirements.

Tell us exactly what you want and we will design, deliver and evaluate the training program to your complete satisfaction.

Safety Strategies will:

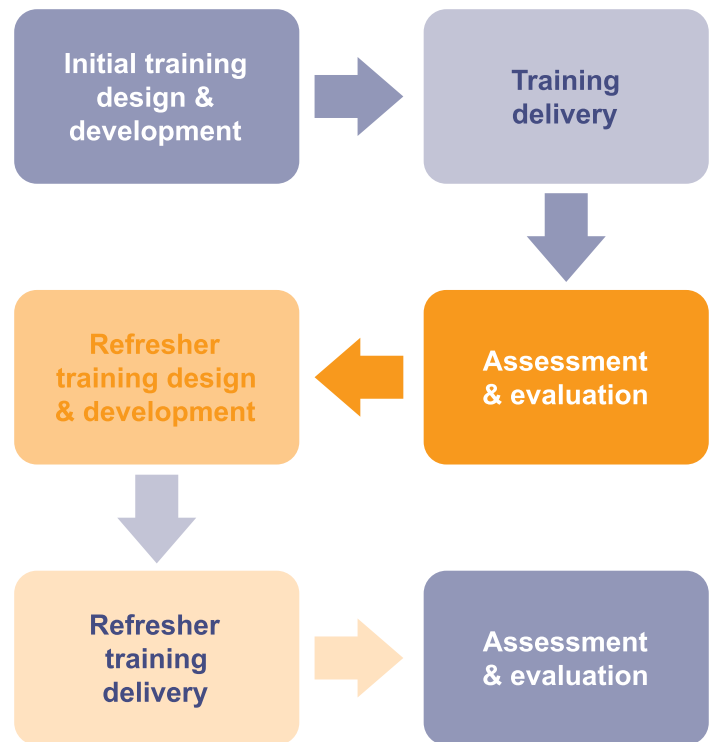
- Consult by phone, email and face-to-face
- Identify your precise needs
- Incorporate all relevant policies, procedures and guidelines into your training program if required
- Observe field operations if requested, to gain a complete understanding of your workplace context
- Consult on policy to ensure integration with training
- Submit all documentation upon request, including workshop outlines, participant manuals, assessment tools and evaluation sheets.

### Proven methodology

Our technical approach leverages an innovative mix of individualised attention, realistic scenarios and compliance with legal guidelines.

Every session is tailored to the individual needs of each group of participants to ensure that their precise learning needs are met.

Safety Strategies' training program is widely acknowledged as a high-standard solution for workplace violence prevention and recognised as the benchmark for dealing professionally with aggressive behaviour.



*Training design and delivery sequence*

*“Karen spends time before the workshop learning about why the training is being organized, the needs of the participants, the environments that staff work in and an exploration of any incidents that may have occurred in the workplace, and finally the policies and procedures currently in place.”*

**Teresa Harm**  
**Community Services Manager**

*Karen Armstrong*  
**Safety Strategies**

# ONLINE WORKSHOP (4-5 HOURS)

## Dealing Professionally with Aggressive Behaviour

### Purpose and who can benefit

This training is designed for staff whose roles place them in contact with unpredictable, challenging and aggressive behaviour, ranging from verbal abuse to physical threat. It is especially suited to frontline staff where customer engagement is a high priority.

### Workshop modules

This format supports operational requirements where an online platform is preferred. The foundation modules of the one-day workshop have been adapted for online delivery. The practical sections of the workshop have been modified to suit online learning and practice. The essential modules are retained in a shorter format to ensure effective concentration and interaction for participants.

### Competencies

By the end of the online workshop participants will be able to:

- Identify the risks of aggression
- Outline the stages of violence prevention strategies
- Identify the early warning signs of aggression
- Identify body language strategies to defuse aggression
- Identify effective verbal responses for conflict resolution
- Apply physical protection skills within a legal and professional framework
- Follow organisational and legal requirements for incident reporting.

**Module 1** Risk analysis & learning goals (theory)

**Module 2** Preventing aggression (theory)

**Module 3** Positive communication skills (practical)

**Module 4** Legal guidelines (theory)

**Module 5** Early warning signs (theory)

**Module 6** Location scenarios (practical)

**Module 7** Positive body language (theory)

**Module 8** Effective verbal responses (theory)

**Summary** Evaluation

# ONE-DAY WORKSHOP

## Dealing Professionally with Aggressive Behaviour

### Purpose and who can benefit

This training is designed for staff whose roles place them in contact with unpredictable, challenging and aggressive behaviour, ranging from verbal abuse to physical threat. It is especially suited to frontline staff where customer service is a high priority.

### Workshop modules

These modules provide a framework of skills that can be adapted to each client's needs and environment.

Our pre-training consultation process ensures that every workshop is customised to each organisation's specific brief.

### Competencies

By the end of the one-day workshop participants will be able to:

- Identify and assess the risks of aggression
- Outline the stages and timing of violence prevention strategies
- Identify the early warning signs of aggression
- Practice body language strategies to prevent and defuse aggression
- Identify effective verbal responses for conflict resolution
- Apply physical protection skills within a legal and professional framework
- Follow all organisational and legal requirements for incident reporting.

**Module 1** Risk analysis & learning goals (theory)

**Module 2** Preventing aggression (theory)

**Module 3** Positive communication skills (practical)

**Module 4** Legal guidelines (theory)

**Module 5** Early warning signs (theory)

**Module 6** Physical protection skills (practical)

**Module 7** Positive body language (theory)

**Module 8** Effective verbal responses (theory)

**Module 9** Application of skills on the job (practical)

**Module 10** Review of strategies (theory)

**Summary** Assessment & evaluation

# TWO-DAY WORKSHOP

## Dealing Professionally with Aggressive Behaviour and High Risk Duties

### Purpose and who can benefit

Safety Strategies' two-day workshop is recommended for personnel who work in compliance and regulatory roles.

The two-day format allows higher levels of risk to be addressed, including threat with a weapon, and dealing with more than one aggressor.

### Learning outcomes

Participants build on the skills developed in the one-day workshop and practise applying them to higher risk and compliance scenarios. Day two applies the skills on location within clear boundaries of authority and responsibility in participants' roles.

This results in increased levels of productivity and confidence, as well as the ability to think clearly in threatening situations.

### Workshop modules

In addition to the modules covered in our one-day workshop, the following topics are covered on day two:

- Module 1** Authority and responsibility (theory)
- Module 2** Dealing with multiple aggressors (practical)
- Module 3** Environmental risk audit (theory)
- Module 4** Threat with a weapon (practical)
- Module 5** Revision of physical protection skills (practical)
- Module 6** Location scenarios (theory & practical)
- Summary** Assessment & evaluation



*“The training course has been of great benefit in improving not only the self-defence skills of the revenue protection officers but in improving the confidence and professionalism of the officers when performing their duties.”*

Paul Welzel  
Manager Revenue Protection  
State Transit Authority of NSW

Karen Armstrong  
Safety Strategies

# REFRESHER TRAINING

## Personal Safety Strategies for Dealing Professionally with Aggressive Behaviour

*Refresher training is custom-designed to build on each organisation's initial training.*

### Purpose and who can benefit

In addition to consolidating skills, this refresher program provides an opportunity to conduct a skills audit, add new skills and assess how skills are being applied on the job.

### Learning outcomes

- Revise safety strategies
- Consolidate communication skills
- Enhance confidence and professionalism
- Measure skills transfer to the workplace
- Support implementation of WHS procedures

*"I learnt that image and negotiation skills come first in all instances.*

*Most important thing learnt was to remain calm and in control of the situation. Very good instruction."*

### Workshop topics and modules

Each organisation advises us of the skills and outcomes required, and any policies and procedures that need to be integrated into the training. The program is customised to these specific requirements.

*"Instructors had a very good understanding of the job and potential hazards."*

**RMS** Inspector, Botany

**Module 1** Risk review and skills audit (theory)

**Module 2** Foundation elements of personal safety (theory)

**Module 3** Review positive communication skills (practical)

**Module 4** Design & deliver practical demonstration (theory & practical)

**Module 5** Early warning signs (theory)

**Module 6** Physical protection skills (practical)

**Module 7** Positive body language (theory)

**Module 8** Cultural awareness(theory)

**Module 9** Professionalism (theory)

**Module 10** Stress management & resilience (practical)

**Summary** Assessment & evaluation

Karen Armstrong  
Safety Strategies

# OUR CLIENTS

Safety Strategies' esteemed clients include government departments and agencies, private companies, industry associations, registered training organisations, industry skills councils, community groups and unions.

## Transport Industry

Over 10,000 bus drivers, transport officers and revenue protection officers have been trained since 1996 in major bus and rail companies with outstanding results in assault prevention.

## Local Government

Training has been conducted for rangers, parking officers, planning officers, health inspectors, library staff, aquatics staff, maintenance personnel and customer service staff since 1996.

## NSW Police Force

Safety Strategies conducted 20 workshops for Scene of Crime Officers within the Forensic Services Group since 2004. Safety Strategies' training has been so effective in risk management that it was made compulsory for all new personnel.

## Roads & Maritime Services

Safety Strategies has conducted over 110 workshops for a range of enforcement and customer service personnel at RMS since 2002, including regular refresher programs.

## Disability Services

Safety Strategies has trained support workers from Ageing Disability and Home Care and a wide range of other organisations since 1998. Over 2000 people working in residential, day programs and field work have been trained with documented results in assault prevention.

## Health & Community Services

Over 60 workshops have been conducted for a wide range of health and community services personnel in both public and private sectors since 1996, including managers, doctors, nurses, social workers, field workers, administrators, ward orderlies and security personnel.

## WorkCover NSW

Safety Strategies conducted training for 230 managers and frontline inspectors at WorkCover NSW to support the introduction of policy on dealing with violence and aggression in the workplace.



*"I continue to receive feedback from many of my staff members regarding their improved confidence towards undertaking their job, and improved awareness and prevention strategies whilst undertaking their crime scene investigations."*

Lindsay Spence  
Senior Scene of Crime Officer  
Forensic Services Group  
**NSW Police**

***A more detailed list of clients is available from Safety Strategies' website, relevant to specific industries, under the tabs 'Case Study'.***

Karen Armstrong  
**Safety Strategies**



# CLIENT FEEDBACK

“Karen is attentive to the detail, spending time learning about the needs of participants, the environments staff work in, and an exploration of any incidents that may have occurred in the workplace. Staff who had attended training like this many times before resoundingly stated it was the best personal safety training they had ever attended.”

Teresa Harm, Manager  
**Community Services, South West Sydney**

“I feel that the workshops have given my staff confidence in their own ability to handle difficult situations and given them the skills to be more aware of themselves and their environment. I would highly recommend the workshop.”

Jackie Romein, CEO  
**Flintwood Disability Services**

“As Nurse Unit Manager for the Mental Health Unit, and having attended the course, I would highly recommend Karen Armstrong’s Personal Safety Strategies to any organisation who have an interest in providing safety education for their staff members.”

Rhian Davies  
**Liverpool Health Service**

“The training has been relevant and well-presented, and compatible with Council’s philosophy of service rather than enforcement. As well as providing the skills for self-protection it has been of tremendous help in building a well-balanced, confident team.”

Charles Watson, Manager Ranger Services  
**North Sydney Council**

“The benefits of Karen Armstrong’s Personal Awareness Safety Training have dramatically reduced the incidence of passenger assaults on Bus Operators, which in turn has resulted in a significant reduction in Workers Compensation Claims.”

Patricia Ryan, Divisional President  
**Rail Tram and Bus Industry Union (NSW Branch)**

“I was extremely impressed with the professionalism and flawless presentation that enabled participants to fully understand and retain these vital skills.”

Deborah Joyce, Executive Officer  
**Transport & Logistics Industry Skills Council**

“This two day course is the best training I have ever undertaken while at WorkCover. It was very relevant, very professionally presented and well received by all participants. I must commend whoever was responsible within WorkCover for organising this group to present this training.”

Paul Covi Inspector  
**WorkCover NSW**

*“A succinct, well-developed and relevant program that included very high levels of staff participation, while progressing through clearly identified learning modules. Staff agreed unanimously that the training was greatly needed and highly relevant.”*

*Staff are noticeably more confident due to the awareness and skills learnt at the workshop.*

*I feel equally more confident in their ability to maintain self protection and deal safely with aggressive and threatening behaviours.”*

Bernard Morris  
Ranger-in-Charge (Rural Region)  
**ACT Parks, Conservation and Lands**

**Letters of reference are available from Safety Strategies’ website under the tab ‘Our Clients - Reference letters’.**

Karen Armstrong  
**Safety Strategies**

# DIRECTOR'S PROFILE

## Specialist expertise

- Training design, delivery, assessment and accreditation
- Work Health & Safety compliance
- Dealing professionally with aggressive behaviour
- Violence prevention and resolving predatory behaviour
- Management at state and national levels
- Public speaking
- Media and marketing
- Writing books and producing films

Karen Armstrong provides training, presentations and consultations for government, business and community groups, with solutions for all forms of threatening and aggressive behaviour. This is vital knowledge for all levels of management, Workplace Health & Safety, learning and development and frontline staff.

Following an exceptional career in the martial arts industry, Karen established Safety Strategies in 1994 as a specialist training service. She has taught personal protection skills to over 30,000 people, earning an international reputation as an expert in violence prevention.

Her Safety Strategies training programs have achieved outstanding results in many industries, and are recognised as the benchmark of quality and effectiveness in this vital training niche.

Prior to establishing Safety Strategies, Karen was National Manager of one of Australia's largest martial arts schools. Under her 10-year management plan, the International Wing Chun Academy expanded from one centre to three State centres and over 40 branches, and its enrolled membership rose from 100 to 1000.

## Author of three acclaimed books

- **Freedom from Fear** - The Complete Guide to Personal Safety for Women
- **Wing Chun Kung Fu** – An Effective and Logical Approach to Self Defence
- **The Authentic Wing Chun Weapons** – Butterfly Knives and Long Pole

Writer, Producer, Director of award-winning instructional DVD Wing Chun Kung Fu (60 minutes): Distributed in Australia and New Zealand by Polygram Video, critically acclaimed and distributed in USA and Europe; this instructional DVD was awarded a 5-star rating by a leading international journal, and described as a 'must see'.



**Karen Armstrong**  
Director  
Principal Instructor

Personal Protection Expert  
Workplace Violence  
Prevention Specialist

## Qualifications

- TAE 40110 - Certificate IV in Training and Assessment
- Certificate IV in Transport and Distribution (Road Transport)
- Certificate in Business Management, Australian Institute of Management, Sydney
- Graduate Diploma in Group Work and Counselling, University of Technology, South Australia (50% completed)
- Senior First Aid Certificate
- First Class Honours Degree - Arts, Majoring in Philosophy, Flinders University, South Australia
- Bachelor of Arts Degree, Melbourne University
- Commercial Law 1, Accounting 1, Melbourne University
- Certificate in Community Fitness Instruction, TAFE, Adelaide

Karen Armstrong  
**Safety Strategies**

# OUR CORE TEAM

All Safety Strategies Instructors have the distinctive expertise and character required for this specialised work. We love what we do and the people we work with. We work together as a team to give 100% plus to every client.

## Timothy Kitto

**Senior Instructor**

### Qualifications

- TAE 40110 – Certificate IV in Training and Assessment
- Certificate III in Fitness (Fitness Institute of Australia) (Aug 2010)
- Certificate II, III, IV in Sport & Recreation (coaching-Specialising in Wing Chun Kung Fu) (Feb 2010)
- Punchfit Trainer Course (Fitness Australia) (Nov 2009)
- Senior First Aid Certificate.

### Level of expertise

- Design, delivery and assessment of workplace violence prevention training to a wide range of clients including Sydney Trains, NSW Police Service, State Transit Authority, Roads & Maritime Services and numerous Local Councils.
- Extensive experience in both government and business contexts, providing training and assessment for customer service, compliance and regulatory personnel
- Expert in training packages, adult learning and instructional design and delivery
- Preparation of high quality materials including training programs, assessment tools, summary reports, utilising leading edge digital and visual design skills

## Assistant Instructors and Consultants

Safety Strategies has a range of qualified and experienced Assistant Instructors who are available for selected workshops and presentations.

All our instructors go through a rigorous selection and supervision process to ensure their technical and communication skills are at the highest standard.

Safety Strategies also works with a panel of expert consultants who have specialist expertise in protection skills, WHS, workplace training and assessment, and industry knowledge. We access their input as required for each training project.

**Karen Armstrong**  
Project Lead  
Principal Instructor

**Timothy Kitto**  
Senior Instructor

*“Our team members have been carefully selected for their personal and professional qualities. They are fully trained to the highest quality standards for which Safety Strategies is known. We work together for continuous improvement and aim to exceed our clients’ and participants’ needs.”*

**Karen Armstrong, Director  
Safety Strategies**

*“Excellentlly prepared and presented.”*

*“Trainers know their stuff. Great delivery of training. Trainers had strong knowledge of our role and duties, and when we would need to use specific techniques.”*

**Transport Officer  
Sydney Trains**

*Karen Armstrong*  
**Safety Strategies**

# Karen Armstrong Safety Strategies

## **Karen Armstrong**

Director | Principal Instructor

Karen Armstrong Safety Strategies Pty Ltd

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