

Brian Willis' Excellence in Training course is one of the very best courses that I have attended in my 26 years of instructing law enforcement officers. I first attended this course in 2004 and subsequently brought him to Arizona on three occasions to bring this training to over 70 trainers from across the state. The course was always well received and its methodologies are used by trainers throughout the state.

You will learn ways to improve yourself and your students in yours and their quest to become better in any physical skill. If you are using reality based training this course is a MUST to attend. It will give you additional knowledge and skills to make reality based training as effective as it is meant to be.

Officer Mark Zbojniewicz
Tucson Police Department
Arizona POST Training Specialist

In 2008, I attended the 32-hour Excellence in Training course sponsored by Arizona POST, which was an outstanding class specifically designed for law enforcement trainers. Brian Willis is a role-model instructor who has developed a comprehensive system to enhance the professional development of law enforcement personnel through progressive training methods and performance enhancement imagery. The skills learned and practiced in the classroom have broad applications from improving athletic performance to training law enforcement personnel for successful outcomes, regardless of the circumstances. I highly recommend this class to agencies committed to providing quality training while improving performance of their law enforcement personnel.

Marcus Young
Director of Public Safety Programs
Mendocino College
Ukiah, CA

The Winning Mind Training *Excellence in Training* course is cutting edge training long overdue in the law enforcement world. High performance athletes learned the concepts and methods taught in this class long ago - how the mind works, developing positive mental images, and the use of guided imagery to improve technique, skills and confidence. Law enforcement trainers and officers are playing catch up with the ideas and techniques Brian Willis instructs in this 32-hour

course, but in short time officers can find themselves excelling beyond their current limitations – real or imagined.

Through the four days, Brian builds upon the opening lecture on the power of the mind and how it functions, teaching officers how to build guided imagery sessions to improve general confidence or well-being to correcting or improving skills. Examples of imagery in use as a tool for excellence can be found this August during the Olympic Games. Have you noticed these world class athletes closing their eyes and appearing to work through their routines repeatedly, each time envisioning success? The techniques evidently work as athletes invest in the imagery sessions to create success. Why not use the same techniques to build world class police officers?

As a police officer serving in senior management with responsibility for training officers in arrest and control tactics and the use of intermediary weapons amongst many other administrative duties, I am disadvantaged by the lack of practical street engagements to keep my skills honed. However, through the regular use of imagery I am able to maintain a high level of proficiency in my skills and tactics. The difference shows when I instruct classes and am still able to outpace and deftly move through various skills despite the lack of practical experience.

Our department regularly engages in tactics training and scenario-based exercises to improve officers' skills, tactics, confidence, and decision-making. In addition to practical exercises, officers complete a number of classroom courses where I promote the use of imagery as a tool for improvement. The power of developing a winning mind through imagery is found in one officer who performed poorly in one round of exercises. Fast forward to another scenario-based training session seven months later, and those of use conducting the exercises noticed significant positive change in this officer. I asked him what caused his improvement. Having the fortitude to recognize his need to change after the first exercises, the officer engaged in mental preparedness exercises. He told us he knew he needed to improve and so he engaged in imagery to improve his confidence and skills, developing scenarios to play in his mind repeatedly. The results proved how the concept can be made a reality. As a result of the skills learned during the Excellence in Training Course, I am able to improve upon my initial suggestions and instructions for using the mind to improve one's skills.

If law enforcement trainers seek to develop world class officers, a new tool can be provided to help them to that goal – and Brian Willis provides the key for unlocking this new tool in his *Excellence in Training* course.

Timothy Janowick #805

Operations Commander - Training Coordinator,
Mount Prospect Police Department

Brian Willis is one of the leaders across North America who has integrated the mental aspects of training and physical performance potential into a comprehensive training methodology. He is also one of the leaders in our profession who are poised to guide the next generation of Law Enforcement leaders and coaches in pursuit of personal and professional excellence.

The principles promoted in the Excellence in Training Course are valuable not only to trainers and coaches but to the administrators who need to broaden their understanding of progressive training methods. His program is also of value to the trainers in other Law Enforcement disciplines such as driving instructors, motorcycle operator trainers, and physical tactics instructors.

When students have questions about performance issues Brian engages the students and ensures they work through the problem using the Excellence in Training concepts. His questions to the students are thought provoking, without being confrontational or condescending and cause instructors to reflect on their responsibilities to improve performance issues, not just identify and report deficiencies.

The Law Enforcement officer who is not a trainer can benefit from utilization of the Excellence in Training principles in their day to day activities, as well as the deadly force encounters which will occur.

Important principles such as "what is the message you send?" the W.I.N principle, sharing knowledge, translating knowledge into power, and the principle of personal excellence are just a few of the concepts Brian has pioneered which are extremely important to progressive leaders.

Police managers, administrators, coaches, and line level officers can benefit tremendously from the Excellence in Training Course. While Brian's programs are beneficial to the modern trainer those who attend his classes also develop an extremely valuable resource and acquaintance who will support them and share knowledge and success in the future.

Sgt. Craig Stapp
Firearms Training Sgt.
Tempe Police Department
Tempe Arizona.

I have always felt that there was more to training than the physical aspects and that we had never fully explored the mental aspects of performance improvement. In 2004 I learned of an Excellence in Training class being presented at a local police department that explored just this topic. I paid for the class out of my own pocket and it was one of the best training decisions I have made in my 29 years in law enforcement.

The Excellence in Training Course represents the cutting edge in training, and Brian is truly a leader in this field. For many years professional, Olympic, and collegiate athletes have had access to mental performance coaching programs, as has the military. Today, this training is finally making its way to the law enforcement community thanks to Brian's efforts. I believe this is the next great step in law enforcement training and represents the future for us.

Since that first class I have maintained close contact with Brian, have attended several more of his presentations and hosted his Excellence in Training Course at my agency on several occasions. I have used Brian's training methods with officers from my agency with excellent results. The applications have ranged from test preparation to firearms training. I have also used it personally with some young student athletes.

I highly recommend Brian Willis, his training methods and his Excellence in Training Course. Brian is an instructor that truly cares about his students and is extremely responsive to their needs even after the class is over. Any agency that does not explore this training and its applications is, in my opinion, not moving forward and not making the most of their training.

Cmdr. Randy Meyers
Oak Lawn Police, Training Division
Training Coordinator