



# ECONOMICS OF VIOLENCE

**ROI and the economics of violence, according to world-renowned personal defense and close-quarter combatives instructor, has nothing to do with the millions of dollars that random physical violence costs nations, nor has it anything to do with the millions lost to workplace violence. When Blauer mentions the economics of violence, he is talking specifically about you. "Simply put: no matter how much money you have, or profitable your firm is, you cannot afford to be attacked. No one can afford for you to be attacked - not you, not your family, not your colleagues. No one. Period", emphasises Blauer.**

Renowned for his psychological approach to combatives, Blauer says that often our most dangerous opponent is our self. Our inner thoughts and inability to manage fear beats us up more times than anyone is ever likely to really be attacked.

Blauer states: "Often the attack is not from an opponent, but from within, from our fears and doubts. Our ability to handle this sort of 'self-mugging', where we rob ourselves of time and energy and opportunity is far more impacting than an isolated physical attack. All lives are filled with confrontations. It is our ability to handle those confrontations that ultimately determines the quality of our day and therefore the quality of our lives."

Blauer has taken 'totality in training' to a completely new level, one that goes beyond being proficient in all ranges of fighting. Blauer's research into fear and its effects on performance spawned the world's first 'behaviorally' based personal defense system, a three-dimensional system that enmeshes the physical aspects of training with the psychological and emotional systems so that training makes total sense at all three levels.

Blauer's research actually transcends the realm of fighting and carries over into everyday life; his fundamental program, 'Cerebral Self-Defense', identifies the effects of fear on performance, and while originally geared for personal defense, Blauer's research is equally applicable to any type of performance, from public speaking, and making cold calls to managing personal relationships. His research on the psychology of fear and how

it can noxiously afflict performance are crucial for any person or any corporation. "Fear is the single biggest killer of dreams, of progress and change. What you fear actually owns you to a degree, at a minimum, it certainly influences your choices," states Blauer.

Blauer's students come from various backgrounds and include psychologists, trauma surgeons, CEOs, LEOs, soldiers as well as professional self-defense instructors. It is Blauer's ability to share his research on fear, on improving awareness and on cultivating intuition that has led to such a diversified audience. One week he may be working with soldiers, the next with executives. His corporate programs are just as diverse and range from ground-fighting and expatriate personal defense strategies to performance strategies for fear management in the workplace and weapon retention in the street. Blauer has even lectured to professional mental health care providers on his behavioral research concerning fear and how it effects performance.

To be able to separate the forest from the trees is a 'big picture' metaphor. In Blauer's case, he seems to see the landscape from the forest. Almost every one of his ideas and innovations has been radical. His belief in change is inspiring. In the early nineties, a consultant asked him what he wanted to do. Blauer answered, "I want to make the world a safer place. I want to help change the face of violence." The consultant smiled and said, "Just the world? That's pretty grandiose." Blauer looked at him and asked, "Why is that grandiose?"

And Blauer has done just that. His programs influence training and tactics literally all over the world in the martial art and even the law enforcement training community. His writings have influenced universal changes in the way self-defense is now taught. His research on the method and recipe for scenario-based replications has influenced scores of schools that now include this sort of drill. And he has created an equipment company to support his research.

Blauer has managed to take a childhood dream and turn it into one of the busiest safety & security companies anywhere. He began his martial path in 1973 and his professional career in 1979 and since that time he has written for, or been featured in, 100+ magazines worldwide; is the only martial artist to have been featured in Forbes magazine; and has now been teaching professionally for close to three decades.

With clients worldwide, he has taught in the U.K., Australia, France, Germany, Canada, the U.S.A. and Venezuela. His clients range from wealthy individuals to entities as large as the Venezuelan federal government. His main work is consulting to elements within the U.S. military, Law Enforcement agencies & SWAT Teams. On a corporate level, he has worked with Fortune 500 firms as large as Sony, Alcan, and FedEx as well as numerous executives and their staff on issues ranging from safety in the workplace and fear management as it relates to performance on the job.

### **Don't Panic!**

While the rest of the martial art world was entering tournaments and practicing kata, Blauer was into innovation: he created a drill called the Panic Attack, a full-contact drill that involved participants donning protective gear and recreating how real street attacks occur. The goal of the Panic Attack drill was to create a form of stress inoculation so that students' fear management skills could be accessed under pressure thereby enhancing their performance. And you thought that Anthony Robbin's fire walk was pushing the limits!

According to Blauer, "the hardest thing to teach participants was simply to 'go for the experience', to forget about winning and losing and value the education. The human ego is so often pejorative in nature, our self-images so fragile, that to voluntarily enter a drill or training experience that you cannot 'win' is a stumbling block that many people never overcome. It's a great metaphor in trusting intuition and spontaneity. Combat is a metaphor for life. These drills not only trained people to defend themselves but it brought about a faith in adaptability and inner confidence that affirmation tapes lack."

Utilising his own as well as his student's experiences with this drill, Blauer dissected, analysed, and examined real-world violence and in that process, his patented approach to performance enhancement was born. "It became very clear that physical techniques were the least important part of the equation when it came to performance. The relationship between an individual's emotional & psychological arsenals were actually more crucial to success." This of course was many years before the self-help section of bookshops across the country exploded sharing a lot of excellent research on the importance of emotions and the power of the mind.

### **The S.P.E.A.R. System**

Blauer's research contradicted the convention that fighting was learned through 'muscle memory'. Over the course of time, Blauer re-engineered self-defense training models so that behavior and genetics supported the tactics. The program is called the S.P.E.A.R. System™, a sexy acronym for Spontaneous Protection Enabling Accelerated Response. The science behind the system lies in Blauer's intuitive appreciation for the body's innate survival mechanisms. The thesis statement for the S.P.E.A.R. System™ is "what does the body want to do prior to any training?" – the combative system is subsequently built upon this physiological foundation.

The S.P.E.A.R. System™ is the only system in the world to have been reviewed and approved by medical professionals on





■ Blauer teaching at Crossfit



■ Blauer with UFC Champion, Randy Couture



■ Blauer consulting to military groups

### Medical Testimonies for the S.P.E.A.R. System

"The SPEAR system utilizes instinctive motion to effect a combative change in both participants. Its effectiveness is grounded in basic physiology and as a result although initially apparently simple it is fundamentally as complex as the system it is designed to protect, humans."

- Robert Smith MD

"The flinch response is a well-recognised reflex response in which the threatened subject adopts an automatic protective posture. The SPEAR system promotes recognition of the flinch response to sudden potentially threatening stimuli and advocates a system of self defence which commences from the postural position the response produces. As the resultant posture from the startle response is one we cannot choose, it makes sense that techniques of defence in sudden ambush start from this position."

- Dr Anthony Bleetman  
PhD FRCSEd FFAEM DiplIMC RCSEd

"My review of the medical literature showed that while the studies were not done for self-defense in particular but rather to look at the effects of sudden fear or aversive stimuli on the human mind and body they found concepts that are described in Mr. Blauer's system. It seems his concepts are reproducible in different disciplines and are universally valid."

- Dr Eric Levasseur

three different continents. For conscientious instructors and no-nonsense citizens, the S.P.E.A.R. System™ represents the first scientific, psychologically & medically reviewed approach to personal defense. A famous S.P.E.A.R. slogan is "Behaviorally Inspired & Genetically Wired™", and that is exactly what Blauer has done – he has created a behaviorally based and cohesive system that actually can enhance anyone's survivability, from homemaker to warfighter.

Rather than being applauded for his energy and passion, Blauer has endured a lot of adversity in his journey to get to where he is now the most sought after combatives instructor by the U.S. Military, Law Enforcement, S.W.A.T. and Security Personnel in the world. Wanting people to be able to defend themselves after a weekend seminar, most of the martial world scoffed and ridiculed his approach for years.

Then in 1990, Blauer conceived of the first full-body scenario / simulation suit, a head-to-toe body condom, if you will, that would allow participants to move freely, but to also feel pain when hit so that realistic levels of fear were present in training. Blauer's notion of protective gear, which didn't really protect all that much, was yet another example of his 'out-of-the-box' entrepreneurial sense.

Blauer built a prototype of the gear and had it featured in a major magazine. The martial community once again scoffed at his idea. Manufacturers didn't even understand the idea, protective padding was supposed to disperse impact, not moderate it.

Seven years and five prototypes later, it was done. He called it HIGH GEAR, referring to the mental shift one needs to get into when preparing to fight any battle. He took the prototype gear on the road to generate interest. Shortly after, Blauer secured a major contract to provide gear for an elite group with the U.S. Navy. The only problem was the order was a lot larger than Blauer had expected; cost of the raw materials and manufacturing were far more than he had in the bank at the time.

After several financing issues, Blauer's then-accountant advised him to close the company and file for bankruptcy. Warriors do not quit. Blauer fired her, flew to New York to meet a businessman he had done work for and developed a level of trust with and was able to borrow the finances to continue

production of HIGH GEAR. Less than two years later, he paid the loan back in full.

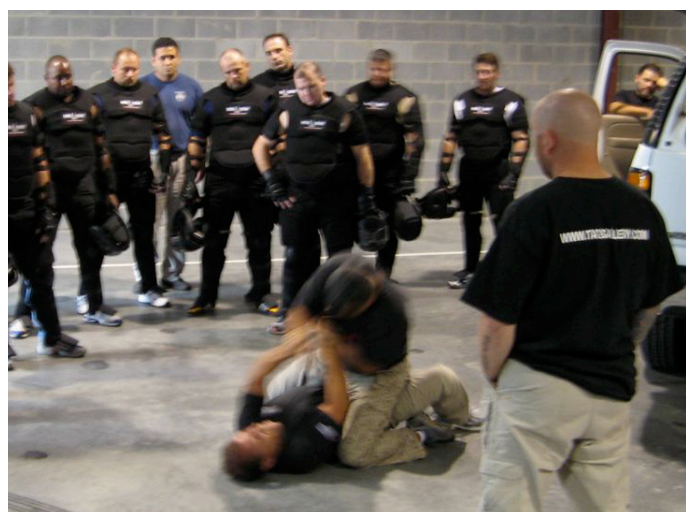
In addition to the rapid growth of the HIGH GEAR division of Blauer's company, his time and training have never been in more demand. Helping Blauer perpetuate his research throughout the world to the general public is his Personal Defense Readiness (PDR) team, a group of professional trainers committed to Blauer's research. He has also recently set up a 28,000 square foot training facility in Virginia Beach, Virginia.

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Big dreams inspired big

plans. It is this faith, tenacity and will, coupled with clarity of vision and a commitment to 'commitment' that has helped Blauer achieve the success he has.

Learn more about Tony Blauer at [www.tonyblauer.com](http://www.tonyblauer.com).



■ Blauer teaching grounded knife defense principles.



■ Blauer teaching close-quarter gun-fighting tactics to military personnel.



■ Blauer's HIGH GEAR™ suit reduces impact thereby minimizing injuries and allowing athletes to train longer.