

# FOCUS

## CERTIFICATION

● IN-PERSON TRAINING | TOLEDO, IOWA

## Seconds for Survival

### THE FOCUS SYSTEM FOR THREAT RECOGNITION

Most officers are trained to respond to violence. FOCUS trains you to see it coming. FOCUS is the only research-based framework designed to protect you before violence begins.

DATE	TIME	COST	ONLINE PORTAL
August 4, 2026	0800 - 1700	\$249 / Officer	Upon Completion

1007 South Prospect Drive, Toledo, IA 52342



Dr. Travis Yates  
TRAVISYATES.ORG



*This training saved my life and should be mandated for every officer.*

**SHERIFF SAM ELLIOTT**  
Yamhill County Sheriff's Department

SCAN TO REGISTER



focuscertified.com/iowa  
**SEATS ARE LIMITED**

### WHAT YOU WILL LEARN

Most officers are trained to react. FOCUS trains you to see — before the threat becomes a crisis. Built from the largest study of officer-involved encounters ever conducted, the FOCUS System gives law enforcement a structured, evidence-based framework for reading human behavior in real time. It converts what you observe into a calibrated, documentable risk assessment that supports better decisions, stronger reports, and outcomes that hold up in court. This is not criminal profiling. This is science applied to survival.

- **Recognize Pre-Incident Behavioral Indicators**  
Identify observable cues and suspicious patterns before a threat materializes.
- **Analyze Threat: Capability, Opportunity & Intent**  
Apply a structured threat model to assess totality of circumstances.
- **Apply the FOCUS System**  
Convert observable behaviors into a calibrated risk tier for sound tactical decisions.
- **Generate a FOCUS Risk Index (FRI) Score**  
Calculate a documented 0-10 risk rating aligned to Graham standard.
- **Establish Baseline & Detect Anomalies**  
Understand normal behavior so deviations stand out — act left of bang.
- **Articulate Decisions in Reports & Testimony**  
Build legally sound documentation that survives cross-examination.
- **Understand Human Behavior Principles**  
Learn why humans telegraph intentions and how to read those signals in real time.
- **Apply Relevant Case Law**  
Understand how courts evaluate pre-incident indicators and officer decisions.
- **Manage Cognitive & Emotional Performance**  
Develop situational awareness and emotional regulation under stress.
- **De-escalate & Respond Proportionally**  
Apply Read - React - Respond to lawfully manage high-risk encounters.

**REGISTER TODAY — SEATS ARE LIMITED**

focuscertified.com / iowa

*“FOCUS is the most significant evolution for officer safety that we have experienced in decades.”*

**SGT. JEFF DAUKAS**