

Founded in 2015 by Linda Webb and Randy Friedman, RITE Academy (Racial Intelligence Training & Engagement) was born out of Love. Linda's Love for all that law enforcement stands for in her blood, sweat, and tears as a retired police officer; and Randy's Love for helping others find their truth (living at the top of the Ladder), personally and professionally.



Linda Webb - Dedicating her life to civil service, law enforcement, and fighting fraud for over 35+ years, has been a life-long passion for Linda Webb. Her law enforcement career involved patrol, morals unit, selective enforcement unit (working with vice), police motorcyclist, dive rescue, detective, and master police academy instructor (teaching ethics and professionalism). Ms. Webb has taught over 20 diverse police courses, and designed multiple nationally recognized "train-the-trainer" police programs currently being used today.

Randy Friedman - As Co-founder of the RITE Academy, Randy Friedman molded her athletics, mental toughness, and corporate training together, to help bring Racial Intelligence to law enforcement. As a certified Social+Emotional Intelligence Coach and her 25+ years in corporate and sports training, Ms. Friedman teaches with a unique perspective that helps educate public service professionals enhance their communication skill-set, on and off the job.



Racial Intelligence brings cultural diversity training up to today's standards. Officers learn first how improve themselves (personally) and ways to understand and improve their implicit bias and internal communication. RITE teaches tools and techniques that improve the officer's communication on the front line, to help them De-escalate calls, as well as helping to improve departmental accountability standards.

Look who's Talking

"Even though you've had a bad day, you're 'low on the ladder' and you realize that your interaction is not going well... you can stop, rethink, you can apologize for how you just acted ... It's not too late, you can always de-escalate." ~ **Chief Rob Hicks, Leesburg Police Dept. FL**

"Thank you for all you do to make the world a better place. The seed has been planted, let's water it." ~ **Captain Trent Conard, Gastonia Police Dept. NC**

"The Rite program is a timely program especially in today's society, and what we are facing as a profession. It provides skills to help officers become more aware of not just what's in front of them, but what's inside of them. I highly recommend this program." ~ **Sgt. Fred Jones, Lake County Sheriff's Office FL**

"The most informative training I've ever received. It's actually something that can be used in my everyday life, and it came at a time when I needed it most." ~ **Officer Shaunda Wilson, NIU, IL**

Videos speak Volumes

www.riteacademy.com/media

Racial Intelligence testimonial videos and YouTube channel



Chief Hicks - RITE Leadership Tr...



Sgt. Jones - De-escalation Train...



(3) Training Sgts on Racial Inte...

RITE in the News

www.riteacademy.com/blog

Police Chief is First to Host Racial Intelligence Training in Rhode Island

Officers from the Central Falls area participated in a rigorous two-day course to educate them on racial biases and how to appropriately handle high-pressure situations. The departments over the two days participated in a Racial Intelligence Training and Engagement, or RITE, “train-the-trainer” course, which served as a way to educate the departments on cultural diversity through a new lens, identifying “implicit bias” and improving communication to deescalate high pressure situations.

Charleston police plan to improve race relations, includes Racial Intelligence

When Charleston Police Department Training Commander, Chris Johnson called RITE last January he said, “we have a very pro-active Chief and department, and RITE training fits our needs.” Two months later, five officers became certified as Trainers in Racial Intelligence, in order to roll it out to their entire department.

Some thought this was the same old cultural diversity class they’d have to take back and “brow-beat” their officers with. They quickly learned, this course is about building officers, not breaking them.

Social Media

Website	www.riteacademy.com
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Facebook	Facebook.com/RiteAcademy
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YouTube	Racial Intelligence Training by RITE Academy



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