



RITE Academy

Detailed Overview

De-Escalation Training Grants



“I've learned that
people will forget
what you *said*,
people will forget
what you *did*,
but people will never forget
how you made them *feel*.”
- Maya Angelou

Professional Workplace Culture
with Linda Webb & Randy Friedman



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SAM Registrations: Expires February 13 2024
Small Business Classification: NAICS 611430
Total Small Business
EDWOSB #18047, Cert. by NWB



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April 8th, 2023

Re: RITE Academy – Detailed Overview for De-escalation Training Grants

RITE Academy LLC is pleased to submit the following detailed overview for consideration and review for the **COPS De-escalation Training Grants**. Our company is an EDWOSB and Total Small Business.

RITE Academy has taught over 1100 public safety agencies across the United States over the last 7 years. RITE Academy is dedicated to developing and improving the daily performance of employees and its leaders in the public service profession. Our mission is to provide professional management consulting and professional training that focuses on De-Escalation Training, while raising the bar internally for Professional Workplace Culture. RITE's de-escalation training also addresses, toxic behavior, misconduct, duty-to-intervene, and recognizing block-out syndrome when a call gets escalated out-of-control.

Providing verbal and nonverbal skills to slow down the engagement with others, while enhancing situational awareness, and providing better decision making for better outcomes. Our program improves the agencies overall culture while improving community engagement through our de-escalation communication techniques includes recognizing one's implicit bias, (hot buttons), empathy communication, and emotional intelligence.

RITE Academy Proven Results:

- 1. Trained over 1100 agencies on De-escalation Training and Improving Professional Culture.**
- 2. Created over 950 RITE train-the-trainers**
- 3. Gave out more than 550,000 RITE De-escalation Tools for employees**
- 4. Provided hundreds of newsletters for agencies to give to their employees**
- 5. Helped agencies reduce their use-of-force incidents by 65%**
- 6. Reduced Public Complaints by 60%.**
- 7. Educated local governments, state, and federal representative on public safety reform**



RITE Academy has achieved a Dunn and Brad past performance rating of 95% out of 100% (2016, 2017, 2018), further demonstrating our ability to innovate and achieve top results. RITE Academy is one of the top Public Safety Training Companies in the United States, dedicated to helping the public service industry.

RITE Academy manages its contracts to ensure our resources are utilized in a cost-effective and efficient manner, and that the deliverables are accurate and timely without sacrificing overall technical quality. RITE has the experience and onboard talent that enables us to enrich the learning experience for government agencies including federal, military and civilian employees participating in RITE Training.

We have ready-to-use, Training Programs, Instructor Manuals, Student Training Materials, Class Participant Take-away Tools, Testing, Surveys, and RITE Teaching Cards. Our track record shows our training is retainable, useable, and supports the organization as a whole including the community.

RITE Academy Training is IADLEST certified, and is the only company providing proven Emotional Intelligence Training Tools to the public safety industry. RITE Academy's training and tools provides each agency the necessary accountability for *Professional Workplace Culture and De-escalation Training*

RITE Academy has the qualified training staff, nationally recognized for its Professional Workplace Culture and De-escalation Communication Training, encompassing (3) published training books, including a TEDx Talk conducted in February, 2019.

If you need any further assistance, feel free to reach out to me at my office (561) 444-8704, direct line (352) 661-9950 or lwebb@riteacademy.com

Sincerely,
Linda Webb, CEO RITE Academy, LLC



The RITE Approach

RITE Academy has worked with over 550,000 participants, and 55,000 executive leaders in the public service sector, government, and corporate career fields encompassing over 1100 different clients.

Included in *RITE's De-Escalation Training*, and *Professional Workplace Culture focuses on Positive Employee Behavior Development*. Other additional critical components include learning about one's own personal influences through Emotional Intelligence, and Behavioral Self-Control techniques. Like a 'play book' an athlete uses to achieve the gold medal in the Olympics, RITE helps employees improve communicators and emotional control, in order to perform better, achieve goals, and work more effectively with others. When employees know how to control their own emotions, their engagement with others will improve inside the department and their community. In order to de-escalate the engagement with others, you must first know how you feel. We teach how to recognize your emotions in a moments notice, then using behavior self-control techniques learn how to slow down the situation, resulting in better outcomes.

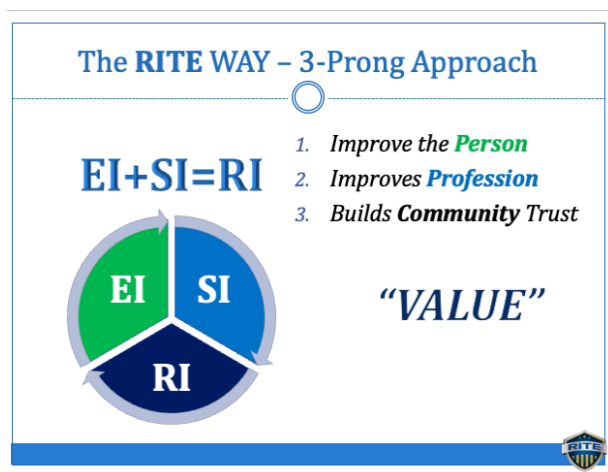
Workplace misconduct is often due to an employee lacking emotional intelligence and control. With *RITE Training and Take-Away Tools* given to each class participant, that department can then hold employees accountable for their actions. RITE is the ONLY training company that provides Tools for the public safety industry that improves *Professional Workplace Culture Accountability Standards*.

Some key performance development topics that we address:

- Emotional intelligence – Controlling your emotions
- De-escalation Techniques – Verbal and Nonverbal
- Professional Work Place Culture – Treating all employees with respect
- Behavior Self Control – Learning the 2-7 second PAUSE
- Recognizing Block-Out Syndrome – Situation is escalated out-of-control
- Duty to Intervene – Step In, Tap Out, Take Over.
- Understing 'Why' Leadership – includes mentorship, openness, and trust.
- Knowledge of different communication styles, including your own
- Influence of implicit bias, identifying hot buttons and non-verbal communication
- Learning to create a bias-free work environment and community engagement.
- Understanding challenges, obstacles, and tasks that effect situational awareness.
- Working with difficult employees, and finding resolutions to move forward



- Recognizing distractors and other obstacles that can escalate the situation.
- How to drive positive change throughout the organization and community
- Integrity Ownership – Do the Right Thing Today!
- Mindfulness techniques and stress management exercises and tools
- Professional Workplace Culture In-depth - Includes 7 Types of Workplace Harassment, Rumors, Gossip, Negative Banter, Improper Social Media Posting, and Use of Profanity)
- Employee Empowerment and Engagement (The 3 E's to Success)
- Your Inner Coach – The mentor to improved performance
- Conflict Resolution – How to pivot conflict management styles
- Active Listener – Rules of Engagement to get connected with others and create VALUE
- Avoiding 'Block-Out' Syndrome
- When and how to PIVOT – Accepting Change
- Becoming aware of mental-looping, learning to reduce it
- How to release negative thoughts – Reduce Trauma and PTSD
- How to engage with 'distractors' and 'naysayers' – Building a positive workforce
- Avoiding Block-out Syndrome; how to bounce back in a positive direction
- Different styles of conflict management
- Employee Empowerment and Engagement (The 3 E's to Success)




RITE Academy believes in a 3-Prong Approach to improving professional workplace culture begins with individual improvement through emotional intelligence training. Secondly, expand and empower your employees with social intelligence engagement, improved empathy communication skills, building trust within the organization and creating value in the community.

This cannot be done in reverse order!



RITE Tool Kit for De-escalation Training Accountability

The RITE Tool Kit



1. Awareness Ladder
2. RITE Stop Light
3. Block-out Chart
4. Gratitude Challenge Coin

TOOLS are for use beyond class
Accountability Tools

7

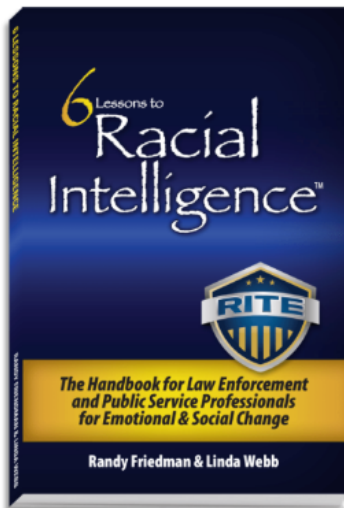


RITE gives each class participant ‘take-away tools’ to use after the class for work as part of the RITE Approach. RITE Take-away tools are pivotal for retainability and usability in the field.

More importantly RITE Academy is the only company (sole source) that provides these proven Emotional Intelligence tools as part of the accountant ability standards for *Professional Workplace Culture* inside the department.

Understanding where you are emotionally is the first step towards de-escalating all situations and providing a better outcome

Revolutionary Learning Initiatives



RITE Academy’s proven learning initiatives have helped shaped today’s public service and policing model throughout the United States.

RITE published *Racial Intelligence*™ in 2015 which is defined as the ability to treat everyone fairly, when utilizing both Emotional Intelligence and Social Intelligence. RITE Academy has been instrumental in improving relationships and trust between public service agencies and communities across the nation, with ‘bias-free’ engagement learning initiatives.

RITE Academy helped introduce Implicit Bias, and understanding *hot buttons*. The term ‘Block-Out Syndrome’ is when a stressful situation gets quickly escalated, or turns out of control. This can negatively impact the organization, and potentially rises to a career-ending result for that individual.



RITE’s Execution

Currently the RITE Academy Leadership Training team currently travels the United States, properly executing all contracts, timely, and effectively. Over the last 7 years, RITE Academy has met all contract requirements 100% of the time, with zero negative impact to the client. RITE’s superior past performance ratings have proven that RITE Academy has the capabilities to properly train all trainers needed for your agency to successfully implement and enhance your ***De-escalation Training Program, and Professional Workplace Culture***

RITE’s Formula

The RITE *Training Model* has been proven to help public service professionals in over 1100 agencies across the United States. RITE’s learning methodology has proven results, and has been able to help public service reform. Our unique training has been pivotal in not only helping each employee personally, but also builds a stronger agency as a whole, as well as helping community **VALUE** for which that agency serves in.

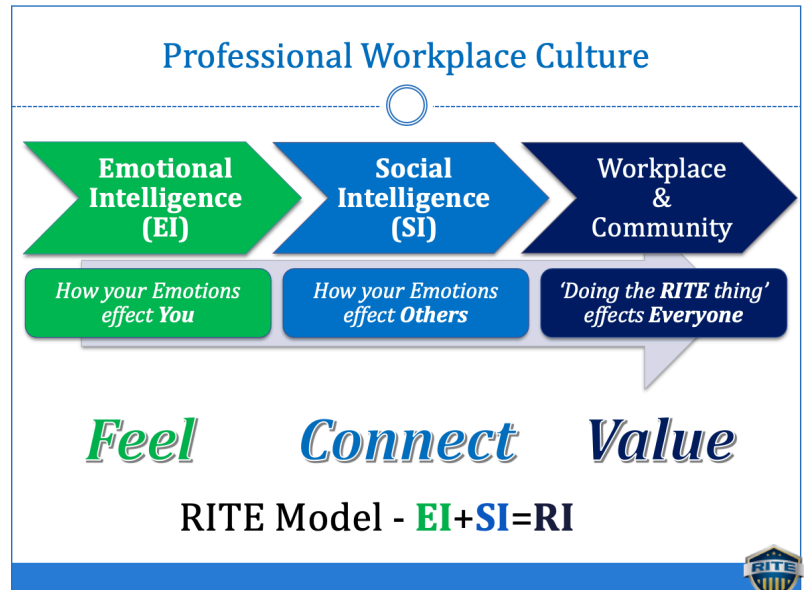
Special Note: RITE Academy is the **ONLY** public service training company that provides public service professionals proven Emotional Intelligence Take-away Tools to use during and after class, for future use and implementation.





RITE's Learning Methodology

RITE Academy spent several years researching use-of-force and public service complaints across the United States. Our findings determined that officers who escalated use-of-force more predominantly than other officers was due to either lack of *Emotional Intelligence*, or unawareness that *Emotional Intelligence* played an influence in their reasoning to escalate the police call.



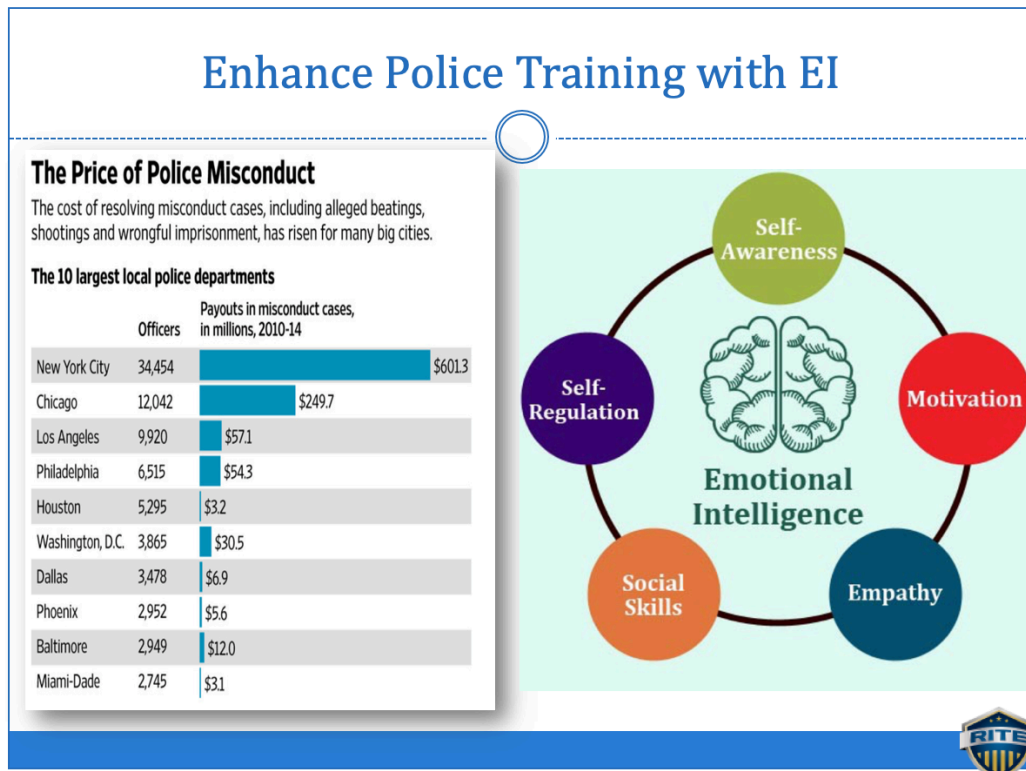
Components missing from today's public service profession, that needed reform:

1. EI Failure - Not training public service employees in Emotional Intelligence
2. Failure to provide Emotional Intelligence Tools after the class so that employees could work on their own Emotional Intelligence, therefore changing their behaviors, (teaching behavioral self-control techniques)
3. Enhancing the level of professional culture within the agency, while setting a higher standard and not-allowing negative and disruptive behavior to be a standard practice.
4. PTSD awareness after a stressful or traumatic event, and how to diffuse and address it.
5. Leadership training utilizing both Emotional and Social Intelligence, so the employee feels 'VALUE' in what they are doing at their jobs.
6. Remedial training in Emotional Intelligence of employees who continue to display unacceptable behavior, and/or repetitive escalated unnecessary use-of-force
7. SOP Failure - not adopting a Standard Operating Procedure on Emotional Intelligence
8. Reinforcement and understanding that police officers can seek additional counseling and support after stressful and traumatic events. Reducing the negative stigma, for police officer seeking psychological counseling.
9. No *Professional Workplace Culture Accountability* allowing unprofessional behaviors like harassment, profanity, rumors, gossip, improper social media posting, and negative banter to continue throughout the agency.
10. Failure to encourage officers to report injuries immediately, due to fear of harassment from co-workers in appearing to be weak; scared that they may be forced to retire; and unable to perform their duties in law enforcement.



Listed Below (RITE Training Slide)

RITE Trainers discuss (below) the direct correlation between un-necessary use-of-force, and the role 'lack of Emotional Intelligence' can play in civil lawsuits across the United States for public service agencies.



Proven RITE Results

Lake County Sheriff's Office implemented the RITE Program to include both Emotional and Social Intelligence. All leaders and civilians (sworn and non-sworn) attended the training. After one year of implementation the result were overwhelming. Fred Jones, one of RITE's Trainers, who also works at Lake County Sheriff's Office was asked to do a TEDx Talk on the positive results in reducing complaints and reduction in use-of-force incidents.

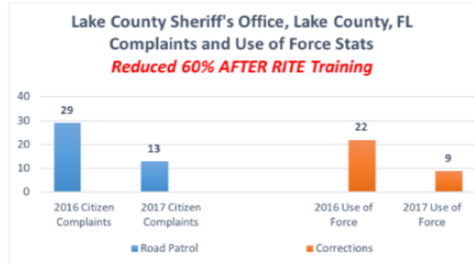
RITE ACADEMY nationally recognized in a TEDx Talk

<http://riteacademy.com/use-of-voice-not-force-fred-jones-tedx-eustis-on-rite/>



"The RITE program is timely 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. RITE Tools helped us with officer accountability, and to practice EI lessons beyond class.

We take training seriously. [These stats](#) showed our community we care about them. I highly recommend RITE for all public service professionals, not just LE and DOC." ~ Sgt. Fred Jones, Lake County Sheriff's Office, Lake County FL



Use of Force Incidents by Police – Reduced 60% after RITE Training

February 15, 2018

Lake County Sheriff's Office, FL implemented the Racial Intelligence Course (RITE Training) in late 2016. In less than one year, use of force incidents have been reduced by 60%. Sgt. Fred Jones (RITE Team Trainer), says officers were given unique RITE Tools in class. These are for accountability and to provide a means to practice what they learned in class, use at home, and in the community. When you improve the officer's life personally, the profession follows, and the community feels it!

Dramatic results of Complaint Reduction

Actual Stats: Road Patrol

2016 Before RITE Training

- 29 citizen complaints
- 16 investigated by Internal Affairs
- 6 found in violation of Policy

2017 After RITE Training

- 13 citizen complaints
- 4 investigated by Internal Affairs
- *0 found in violation of Policy*

Professional Workplace Culture Accountability and De-escalation Training

RITE Academy recommends the Professional Workplace Culture and De-escalation Training class be at least 8-hour, and IADLEST Certification has certified RITE Course for up to 12 hours would like to expand the course. RITE Academy provides many different group exercises, to the trainers in the train-the-training course in order to choose the length of training.

We recommend that De-escalation Training be conducted every 2-4-years in annual in-service training, in order to fully document on-going accountability standards for a professional workplace culture environment while reinforcing the agencies de-escalation policies.



Highly Issues that can breakdown workplace culture, and cause misconduct:

- Entitlement Complex
- Rumors and Gossip
- Mental Looping and Negative Banter
- Implicit Bias and Hot Buttons
- Avoiding the Block-out Syndrome
- 7-types of Workplace Harassment
- Improper social media posting
- Profanity inside and outside agency walls
- Taking a Blind Eye to Toxic Employee
- Addressing Unprofessional Behavior
- Being Inclusive in a Team Environment.

Class Participation Exercises

RITE Academy's classes are filled with engaging exercises that make learning fun, while also grasping the important teaching concepts. Each class offers individual and group exercises, engaging videos and instructor presentations in order to make the leadership class retainable.





RITE'S Training Success – Useable Take-away Tools

Critical for any professional workplace culture training is to improve each employee's performance as well as mentorship for future leaders. RITE's success is attributed to take-away tools given in class, that can be used at work and at home. These tools are what make our classes go beyond the typical *one-and-done*.

RITE Take-Away Tools have proven to help the class participant not only at work but also at home. Because it takes 21-days of using those tools to change bad habits.

Participants surveyed, said they were more likely to share the RITE Training and Tools with co-workers, families and friends, than other trainings. When participants use the training at work, AND in-home life as well, that says the training was successful. When students teach others what they learned, this gives them retainability, usability, and more likely to use those tools during high stress moments in the public safety profession.



RITE Academy has interviewed hundreds of past class participants who say that even after 2-3 years, they continue using their RITE tools in their patrol cars, on their cell phones, and at home.

Snapshot of RITE Take-away Tools



Practice Using your Tools

1. New Day ~ Read it Daily
2. Cell Phone Pic Ladder Climb
3. Daily Check-In using Ladder
4. Clack & Swoosh: Up & Down

THE BEGINNING OF A NEW DAY

This is the beginning of a new day.
 God has given me this day to use as I will.
 I can waste it, or use it for good.
 What I do today is very important because I am exchanging a day of my life for it.
 When tomorrow comes, this day will be gone forever, leaving something in its place I have traded for it.
 I want it to be a gain, not a loss... Good, not evil.
 Success, not failure, in order that I shall not regret the price I paid for it.

- Herbill Wilson



RITE Academy Tools (Testimonial)

“The use of the tools and principles taught in the RITE training have been instrumental not only at work but also in my home.

By learning the emotional intelligence tools, I have been able to ensure that I am in the best state of mind when at work as well as at home. This allows me to use better social intelligence with coworkers, citizens I encounter, but also with my own family. When you couple emotional intelligence and social



Kids using Ladder at Home

intelligence together, the thought of race is no longer an issue, as you treat everyone you encounter as we all want to be treated and that is fairly, with empathy and respect”.

~ Sgt. Mark Cavender, LaGrange Police Dept., Georgia

Practicable Exercises & Coaching Cards (Optional)

RITE Academy has created coaching cards to help trainers with post-event exercises to enhance their professional workplace culture skills.

Example:

1. 30-60-90 Days: Behavioral Self Control with Emotional Intelligence Discussions
2. Social Intelligence Interaction - Going over past police calls and the interaction with community members
3. Conflict Management: Resolution with Critical Conversations – Giving examples of successful police calls that helped build VALUE with community members, leaving a positive outcome for the police department.
4. Recognizing Block-Out Syndrome – When a situation gets escalated out-of-control.
5. Duty to Intervene- Step In, Tap Out, Take Over.

RITE Coaching Cards (*see below*) are available for order, that they can use after the class in order to work with their teams. These coaching cards are great reminders to help leaders and employees retain what they have learned, while teaching, coaching and mentoring their employees.



Professional workplace culture continues to improve after the training, when employees use take-away tools they were given in the class.

RITE Coaching Cards



RITE Coaching cards should be utilized after the training to reinforce the training in roll call settings and squad learning sessions. Continuous reminders of use of RITE tools continues to reinforce professional workplace culture as well as not condoning of misconduct.

RITE Ladder Posters



The RITE posters should be placed in the common areas of the workplace, in order for all employees as a reminder of Emotional Intelligence Awareness and Behavior Self-Control.

This also reinforces the department's commitment to having a Professional Workplace Culture, along with the importance of controlling one's emotions to avoid misconduct issues.



Class Evaluations (Optional)

RITE Academy provides in its training materials a ready-to-use class evaluation for training to hand out after-class.

We suggest that training leaders review these evaluations to see where on-going classes can be improved on, adjustments made for future classes, and lessons learned. We value class participant feedback, in order to continually provide the best professional workplace culture training for future classes to benefit from.

Class Participant Surveys (After 90 Days – Optional)

As part of RITE's metric reporting, surveys are sent out to class participants 90-days after the training has been completed, upon request.

Class leaders will have use of training material, take-away tools, and coaching cards for their use after the class. We have found that when class participants are given training items after the class, they will utilize them at work as well as when mentoring other employees.

Questions can be specifically designed to fit Federal Reserve needs. We would work with Federal Reserve Executives to capture the questions they feel would be important for this survey.

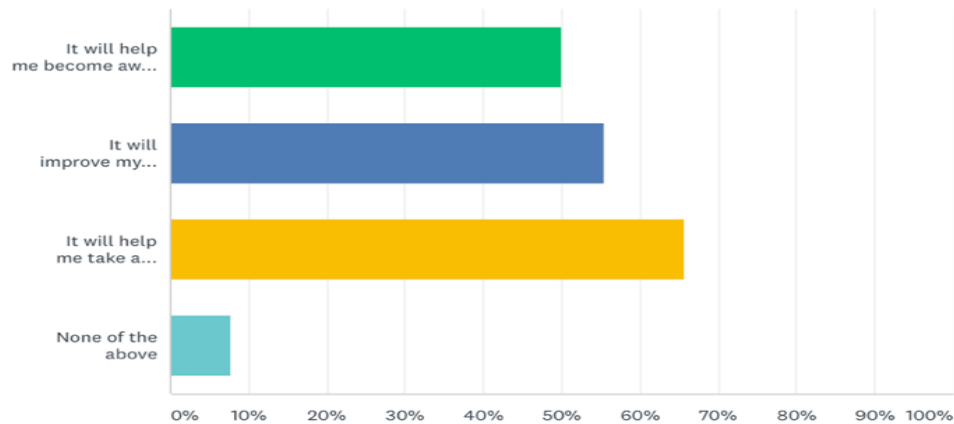
RITE Academy after working with over 950 public service agencies, has already acquired some recommended survey questions to help show that the RITE training has been retainable, useful, as well as enhancing mission critical goal for Federal Reserve

RITE Academy provided complete transparency of our class surveys.



How will this training help you at work and/or at home?

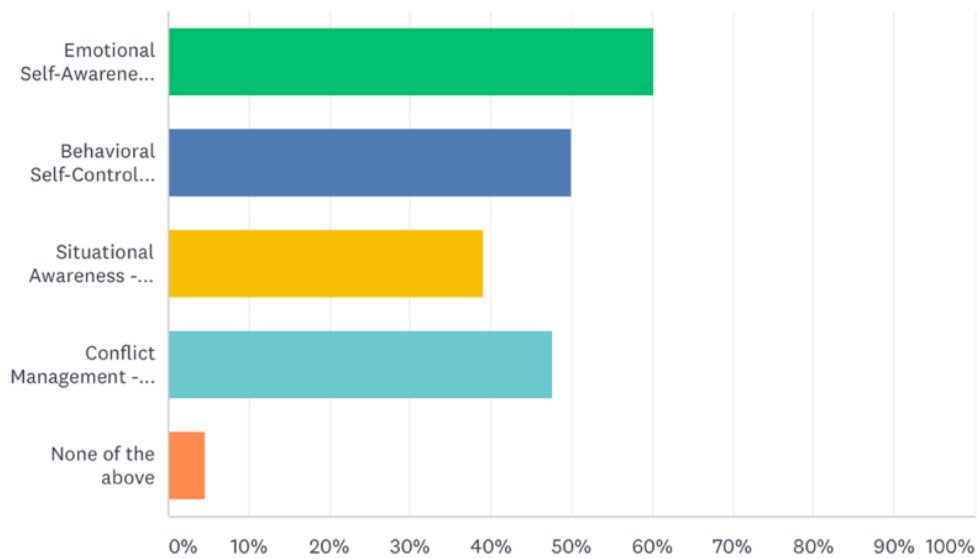
Answered: 128 Skipped: 0



| ANSWER CHOICES | RESPONSES | |
|---|-----------|----|
| It will help me become aware of my Emotions (high and low) | 50.00% | 64 |
| It will improve my communication with others | 55.47% | 71 |
| It will help me take a pause, improving patience with family and co-workers | 65.63% | 84 |

Which Emotional and Social Intelligence modules will you use?

Answered: 128 Skipped: 0





RITE Course Certification with IADLEST

RITE Academy is the ONLY public service training company that has achieved IADLEST Certification for its Leadership Training in Emotional + Social = Racial Intelligence. This course certification is used for Criminal Justice Standards and Training in over 33 POST States Training.

IADLEST – International Association of Directors of Law Enforcement

RITE Academy has helped build SOP (Standard Operating Procedures) for police agencies that are CALEA certified, in the area of Emotional Intelligence due to this IADLEST Certification. Having this certification is also important when defending ‘Use of Force’ situations in police, when emotional intelligence plays a key factor in the police officer’s decision and outcome when escalating a use of force situation.

Post Event Continuation Education

RITE Academy continues to educate all of its class participants, while also taking the lead in providing monthly blogs on important issues facing the public safety industry. Here are the just a few examples: <http://riteacademy.com/blog/>

1. PTSD Resiliency and Suicide Prevention in Public Safety
2. Use of Voice, not Force – De-escalation Communication
3. Building a Professional Workplace Culture
4. Empathy Communication – a Powerful Cultural Tool.

RITE Academy – Highlighted by News Media

We continue to provide guidance at public service conferences, Law Enforcement Journals, and other news outlets. RITE Academy’s revolutionary training and its successes has been highlighted in the news media throughout the country. Refer to the following link. <http://riteacademy.com/media/rite-news-coverage/>

The RITE stuff

Pawtucket, C.F. police officers receive diversity training

By JONATHAN BRONKHORST
jbronkhorst@pawtucket.com



CENTRAL FALLS – Officers from the Central Falls and Pawtucket police departments on Thursday and Friday 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 at the Wyatt Detention Facility Training Center 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 de-escalate high-pressure situations.

RITE co-founders Randy Friedman and Linda Webb during the two-day course trained the officers to be aware of their emotions, asserting that the training focuses on what the officer feels so he or she can improve their reactions, which in turn will reduce use-of-force incidents.

“It’s incredibly valuable and what makes our course so different is we’re teaching emotional intelligence first – what am I feeling, what am I thinking before I engage in others,” Friedman said. “One of the missing links for de-escalation training is how we get through to the officer on the scene by getting them personally before we backing them back on how to better themselves. Because if you approve the officer, you approve the department which improves community trust.”

RITE was founded nearly two years ago after Friedman – who previously worked in corporate and military training and Webb – who worked for more than 35 years in law enforcement, saw “all that was happening in the media, all the departments having ops officers getting into trouble, one officer taking a whole department down. It didn’t sit well.”

With this “train-the-trainer” course, once the officers are certified in racial intelligence, they’re certified to take that information back to their respective departments and roll out the training to all of their officers in Pawtucket and Central Falls.

Friedman said her definition of “racial intelligence” is the practice of using emotional, social intelligence and the tools developed to meet one’s self and others more fairly, respectfully, she says, is essentially a hidden bias.

See RITE, page A3



Past Performance

The past performance examples listed below demonstrate the RITE Academy's history and experience in providing leadership and professional development training to corporate and state and local government entities, especially for public service professionals and law enforcement.

Recommendations, testimonials, FAQ's, all available on our website at riteacademy.com

- November 2016, RITE taught the State of Missouri Police Chiefs Conference – 8 Hr Leadership
- August 2017, RITE taught Georgia Police Chiefs Conference – 4 Hr Emotional Intelligence
- January 2018, RITE trained executive leaders, commissioner, trainers Alabama DOC
- July 2018, trained civilian police and security forces at Aberdeen Proving Ground
- November 2018, Executive command staff at Chicago Police Department
- 2018, RITE was selected as the mandated course for LE Officers in the State of Florida – School Resource Officers – Marjory Stoneman Douglas Law – 12 hours of mandated training
- RITE Academy was asked to submit to Senators on Bi-Partisan Committee of Police Reform our performance results and successes with the RITE Training Formula
- In October 2018, on behalf of the only training academy for South Carolina and SCLEOA – RITE Academy trained police trainers for agencies in the State of South Carolina
- May 2019 – RITE Academy was asked to provide immediate Professional Workplace Culture Training to the entire agency in Richmond, TX after misconduct incident with national media attention.
- August 2019 – Week-long teaching program to executive command staff, mid-line supervisors and train-the-trainer program to the Pittsburg Police Department
- October 2019 – Week-long teaching program to police and university staff at Harvard University
- In 2019, RITE will teach over 100+ Police Agencies across the United States
- In 2020 after George Floyd Incident, RITE was brought into over 200 + Agencies to teach Professional Workplace Culture
- In 2021-and 2023, RITE continued to teach across the United States, expanding its Professional Workplace Culture to include other public safety agencies beyond police, to include Corrections, Fire, EMS and 911 Operators.



Dunn & Brad – Performance Survey:

Received 95% performance rating (2016, 2017, 2018) - 18 Surveys Completed by Police Chiefs who participated in the 'Open Ratings' who have utilized our RITE training at their departments

Open Ratings

Past Performance Evaluation

| 1. COMPANY OVERVIEW | | Past Performance Evaluation | |
|---------------------|---|-----------------------------|------------------------------|
| Primary Name : | RITE ACADEMY LLC | Report Date : | 06-14-2018 |
| Alternate Name : | (none) | Order Number | 3978718 |
| D-U-N-S® : | 07-997-4470 | | |
| Address : | 965 Baisley Trl THE VILLAGES, FL 32162 | | |
| Telephone Number : | +1 (561) 444-8740 | | |
| | | Company Information | |
| | | Year Started: | 2015 |
| | | Year of Current Control: | 2015 |
| | | Annual Sales: | |
| | | Total Employees: | 3 |
| | | SIC/Line of Business: | 8249/Vocational schools, nec |

| 2. SUPPLIER PERFORMANCE RATINGS | | | |
|--|----|--|-----------------------------------|
| The supplier's overall performance rating is an assessment of predicted performance. Ratings are on a scale from 0 to 100, where 100 represents the highest level of customer satisfaction. The SIC-level benchmark indicates how the supplier's overall performance rating ranks in comparison against peers. | | | |
| Overall Performance Rating | 95 | | Bottom Top |
| Overall, how satisfied do you feel about the performance of this company during this transaction? | | | SIC: 8249/Vocational schools, nec |

| Detailed Performance Ratings | | 0 | 25 | 50 | 75 | 100 |
|--|----|---|----|----|----|-----|
| RELIABILITY: | | | | | | |
| How reliably do you think this company follows through on its commitments? | 97 | | | | | |
| COST: | | | | | | |
| How closely did your final total costs correspond to your expectations at the beginning of the transaction? | 92 | | | | | |
| ORDER ACCURACY: | | | | | | |
| How well do you think the product/service delivered matched your order specifications and quantity? | 95 | | | | | |
| DELIVERY/TIMELINESS: | | | | | | |
| How satisfied do you feel about the timeliness of the product/service delivery? | 96 | | | | | |
| QUALITY: | | | | | | |
| How satisfied do you feel about the quality of the product/service provided by this company? | 96 | | | | | |
| BUSINESS RELATIONS: | | | | | | |
| How easy do you think this company is to do business with? | 97 | | | | | |
| PERSONNEL: | | | | | | |
| How satisfied do you feel about the attitude, courtesy, and professionalism of this company's staff? | 96 | | | | | |
| CUSTOMER SUPPORT: | | | | | | |
| How satisfied do you feel about the customer support you received from this company? | 97 | | | | | |
| RESPONSIVENESS: | | | | | | |
| How responsive do you think this company was to information requests, issues, or problems that arose in the course of the transaction? | 96 | | | | | |



Rite Academy Website: (For Additional Information)

<https://riteacademy.com>



- Video's (RITE Ted Talk) and Other Instructional Video's
<https://www.youtube.com/watch?v=4tCJPEili80&t=12s>

- Blogs
<https://riteacademy.com/blog/>

Rite Academy Does 10 Newsletters per year for RITE inhouse Training Staff and HR Departments can use to reinforce their inhouse Professional Workplace Culture.



- More FAQ's
<https://riteacademy.com/faq/>

FAQ

- ▶ 1. OVERVIEW of RITE Training
- ▶ 2. LEADERSHIP TRAINING
- ▶ 3. CRITICAL Needs every Agency needs
- ▶ 4. EVENTS and W9 Form
- ▶ 5. RITE Certificates and Data
- ▶ 6. 'One-and-Done' Training
- ▶ 7. Videos and Testimonials



RITE Academy Addendums

1. RITE Master Instructor Bios
2. References
3. Testimonials
4. RITE's EDWOSB Certification

Addendum #1

RITE Master Instructor BIO's

All RITE Instructors have over 30+ years in teaching, as well as curriculum development in professional and management development training.

Randy Friedman, Co-Founder of RITE Academy, LLC

BA Degree in Communications

30+ Years of Leadership Training, Coaching and Mentorship



As co-founder & President of RITE Academy, Randy Friedman is proud to be a public service advocate and training innovator. She combines her athletics and mental toughness training, bringing only the very best professional training courses to government, corporations, military, and public service professionals.

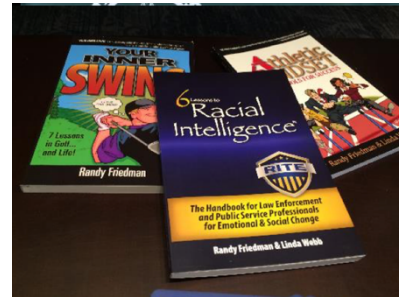
As a certified Social Emotional Intelligence Coach with [the ISEI](#) (Institute of Social Emotional Intelligence) and her 30+ years in corporate and athletics training, Ms. Friedman brings a unique perspective that helps to educate class participants enhance their skill-set in personal development, goal-setting, mentorship and leadership. Every student leaves her class energized and ready to succeed not only for themselves, but for the organization the class participant works for.

Ms. Friedman has taught, coached, and mentored top corporate executives, civic leaders in the community as well as top government officials. As an executive in public relations and brand marketing, she understands the importance of upholding a positive image, as well preserving respect in the community, as well as carrying out the mission for the company. Randy's mentorship coaching skills gives every class participant a 'play-book' for laser-focused goal achievement.

"As the Director of Training for RITE Academy, we've combined Emotional and Social Intelligence techniques with RITE Tools, that will improve individual growth, personal wellness, department morale, and community trust!"



As a professional athlete for many years, she has published two motivational books. The first in 2008, called *Your Inner Swing, 7 Lessons in Golf and Life*. Her second corporate training book, co-authored with Linda Webb, *The Athletic Mindset, 3 tools for Success*, published in 2012. These books are being used as positive motivators in communities and corporations around the world.



Ms. Friedman's extensive experience in athletics and motivational training, combined with emotional and social intelligence, is the foundation that pieces for the development of over **25 Professional Development and Leadership Training Courses**.

Linda Webb, Co-Founder and CEO, RITE Academy, LLC

**BA Degree in Education, Ex-Law Enforcement Officer, Currently Civilian Investigator – CID
30+ Years of Teaching Leadership Training, Coaching and Mentoring**



Linda Webb has dedicated her life to civil service, law enforcement, risk management and fighting fraud for over 35 years.

During her tenure in civil service she supervised a training academy, teaching over 15,000 employees for over 10 years.

A degree in Education, Ms. Webb has developed over 20 professional development training courses being used today across the United States. Her innovativeness to incorporate

individual personal development is the foundation blocks needed to build great leaders for the future. Ms. Webb has been teaching professional development courses for over 20 years while keeping up the latest teaching trends.

Ms. Webb was also just recognized for bringing to public schools a new SEL Learning Platform for Students, non-profit organization dedicated to providing students Emotional Intelligence Tools to help student better perform and succeed. <http://ritestep.org>

Ms. Webb has been able to adapt her training modules specifically for each client, whether it is public service, government, military, or corporations. Ms. Webb has over 950 clients and continues to help leaders in just about every industry meeting their training needs. **Ms. Webb believes the key to successful training is retainability and usability at work and at home.** Training must also be fun, innovative for the current environment that they work in, as well as something they can also share



with their co-workers. Ms. Webb says if the class participant loves the class, they will in turn share it with others.

Her law enforcement career involved patrol, morals unit, selective enforcement unit (working vice), police motorcyclist, dive rescue, detective, and master academy instructor (teaching ethics and professionalism). Ms. Webb has personally taught over 20 officers' courses and designed national recognized 'train-the-trainer' programs being used today across the country. Ms. Webb went on to be 3rd in Command (AVP) over AIG's Fraud Unit. Ms. Webb has worked on numerous Federal Task Force Operations working with FBI, and OIG. Ms. Webb has also been asked to work with Bipartisan Committee in Washington DC on Police Reform.

As a sexual assault survivor, she has worked with corporations, police, and government entities to enhance their sexual harassment programs. As a contractor for USPS, Webb investigated sexual harassment, discrimination, and hostile work environment situations. She has devoted her life to helping corporations, law enforcement agencies, and public service entities better their department, through enhanced sensitivity training programs, using the RITE Tools.



Addendum #2

RITE Academy References

Stephanie Schoenborn

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University of TX at San Antonio PD
One UTSA Circle
San Antonio, TX 78249
stephanie.schoenborn@utsa.edu

Rob Hicks

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Leesburg Police Department
115 E. Magnolia Street
Leesburg, FL 34748
Phone: 352-728-9786
Robert.Hicks@leesburgflorida.gov

Kevin P. Bryant

Sgt. Diversity/Community Liaison
Harvard University Police Dept.
1033 Massachusetts Avenue
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Steve Lynn

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Fred Jones

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Lucy Wiederholt

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Elliott Sanders

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Shaunda Wilson

Officer / Master Trainer
Waco University Police Dept
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Waco, TX 76798
Shaunda.Wilson@Baylor.edu



Addendum #3

Recommendations and Testimonials:

Refer to our website: <http://riteacademy.com/media/testimonials/>



Pima County Community College District

**Police Department
Chief of Police**

6680 South Country Club Road
Tucson, Arizona 85709-1740
PHONE (520) 206-2622
FAX (520) 206-2614

RITE Academy training is unique and innovative. The instruction is dynamic and applicable to any agency seeking to build an organization committed to excellence and service with integrity and humility.

I am so grateful to the instructors for delivering a course that is positive and affirming and that recognizes that we are all human... we need to take care of each other and hold one another accountable in a positive, professional manner.

This training is just right for the organization looking to set a new, positive direction and that seeks to value everyone... our community, and ourselves.

Christopher N. Albers
Chief of Police

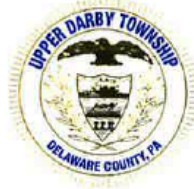


UPPER DARBY TOWNSHIP

DEPARTMENT OF POLICE
PUBLIC SAFETY BUILDING
7236 WEST CHESTER PIKE
UPPER DARBY, PA 19082
610-734-7693

Superintendent of Police
MICHAEL J. CHITWOOD

Police Captains
THOMAS JOHNSON
DAVID MADONNA
LOUIE PANAGOPLOS
JAMES REIF



29 October 2018

Ms. Randy Friedman
President / Director of Training
The RITE Academy
965 Baisley Trail
The Villages, FL 32162

Dear Ms. Friedman,

Last week marked one full year since the Upper Darby Police Department hosted the RITE Academy *Train the Trainer* program. The impact of this education remains highly visible across the spectrum of our law enforcement agency. Officers continue to make reference to their location on the "emotional ladder" and the "racial intelligence" coin can be found on prominent display at agency workstations. It has become clear to the command staff that the emphasis on emotional and social intelligence has resonated with the officers working in the field.

The "Ladder" has proved to be a particularly effective tool. It continues to provide an effective frame of reference for officers who strive to support each other during the average work day. It has made a clear difference in the morale of several officers who used to struggle while processing emotions. The difference is also visible in the area of service delivery. In the past, a large portion of our complaints received against individual officers centered on rude behavior or a lack of courtesy. More recently, the lion's share of complaints have shifted to differences over procedure, or the rule of law, and away from the perception of the Officer's attitude. This is a desirable shift in the dynamic of citizen complaints.

In a culturally diverse community such as Upper Darby Township, it is extremely critical that stakeholder relationships receive appropriate care and concern. The RITE program has brought another dimension to an already successful endeavor in community engagement. This added effort is reflected in the steady stream of compliments that flow into the administrative offices. The Upper Darby Police Department wishes the RITE Academy continued success with this valuable educational program and looks forward to continuing our effective collaboration.

Very truly yours,

Michael J. Chitwood
Superintendent of Police



MEBANE POLICE DEPARTMENT

Sergeant D.A. Rosencrans
Accreditation Manager

116 West Center Street
Mebane, N.C. 27302
Desk: (919)563-9031
Fax: (919)563-9649
Email: trosencrans@mebanepd.com

June 9, 2017

TO: The Honorable Lacy Clay
2428 Rayburn House Office Building
United States Congress
Washington, D.C. 20510

FM: Dorothea Rosencrans, Sergeant
Mebane Police Department
Mebane, North Carolina

RE: RITE Academy and Police/Community Relations Training

Dear Congressman Clay,

I would like to provide a statement regarding the important and relevant training included in the RITE Academy Racial Intelligence Training and Engagement course. Community relationships are the backbone of effective police services. Clearly, those relationships have been eroded and much like roadways which allow progress, once they have been damaged it is at times difficult to rebuild them to previous conditions. Rite Academy has developed a program which advocates the rebuilding of community and police relationships through officer wellness, de-escalation communication, self-awareness, and emotional and social intelligence training.

I have participated in the student and instructor portion of the material and I have found that both personally and professionally, the program teaches skills which enable officers in all career positions to better engage when dealing with the community. This training is unique because it provides physical tools which can easily be included in daily life to remind students of their emotional and social intelligence and how it relates to every single interaction with co-workers and the public.

In 28 years of law enforcement participation of Community Oriented Policing and many different training courses, this training is one of the most useful and timely programs I have participated in. Face to face communication is a mainstay for policing, however, technology enables people to avoid that contact creating a void in learned communication face to face skills. The material presented by RITE academy fills the void and encourages officers to become aware of interpersonal communications and life factors that affect all people equally.



CITY OF RICHLAND HILLS, TEXAS
POLICE DEPARTMENT

(817) 616-3780 · Fax (817) 616-3790 · 6700 BAKER BLVD. · RICHLAND HILLS, TEXAS · 76118

June 12, 2017

The Honorable Lacy Clay
2428 Rayburn House Office Building
United States Congress
Washington, D.C. 20510

RE: Racial Intelligence Training and Engagement (RITE) Academy

Dear Congressman Clay,

I am writing today to encourage you to include the RITE Academy curriculum in *Racial Intelligence Training and Engagement* as your committee contemplates improvements in law enforcement training related to this well-timed topic.

I recently participated in the RITE Academy's *Leadership Course in Racial Intelligence Training and Engagement* conducted in Richland Hills, Texas. The RITE Academy has developed a series of training programs that recognize the importance of police-community partnerships built on mutual trust and respect between the citizenry and law enforcement community.

In my 34 years as a chief of police, I have attended many training programs purporting to advance this philosophy but until RITE I have found most deficient in their approaches. Their approach has discovered the missing link, recognizing that officers must possess self-awareness, and emotional and social intelligence. Without all of these, racial intelligence, which alludes to all categories of persons, cannot be achieved. RITE teaches skills that can be incorporated in an officer's daily life allowing for more positive interaction with all persons they encounter. These skills may also improve an officer's capacity to de-escalate their actions so that non-violent alternatives may be considered.

No training can solve all problems, especially if not modeled, given prominence, and routinely practiced within a department. But RITE offers a unique opportunity to import the *Peelian Principles* held prominent throughout the history of law enforcement and as a result achieve community harmony.

Sincerely,

Barbara J. Childress
Chief of Police



Addendum #4

NWBOC Certification for EDWOSB – Total Small Business



RCEDWOSB182656
CERTIFICATION NUMBER

09/7/19
EXPIRATION DATE

Certifies that:

RITE Academy, LLC

has successfully met the requirements of the NWBOC national certification program for certification as a woman-owned and woman-controlled business.

The identified small business is an eligible WOSB/EDWOSB for the WOSB Program, as set forth in 13 C.F.R. Part 127 and has been Certified as such by NWBOC an SBA approved Third Party Certifier pursuant to the Third Party Certifier Agreement, dated 06/31/11, and available at www.sba.gov/wosb.

PHYLLIS HILL SLATER
Board Chair, NWBOC

611519, 624310
NAICS Code(s)

09/8/18
Date

WWW.NWBOC.ORG
INFO@NWBOC.ORG | 800-794-6140 | 1101 East Cumberland Ave, Suite #301, Tampa, Florida 33602

TAMPERING OR ALTERING THIS CERTIFICATE IS, IN THE DISCRETION OF NWBOC, GROUNDS FOR TERMINATION OF CERTIFICATION.