



## Randy Friedman



Randy Friedman is a dedicated public service advocate and training innovator. She combines her athletics and mental toughness training, to create the RITE Program to law enforcement, corrections, and all who work in public service.

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 public service to enhance their skill-set for the benefit of officer wellbeing.

Ms. Friedman has taught, coached, and mentored top corporate executives, and civic leaders in the community. 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 the Director of Training for RITE Academy, we’ve combined Emotional and Social Intelligence techniques with RITE Tools, to improve officer wellness, department morale, and community trust!”

Bringing emphasis first on emotional intelligence in asking the public service employees to look within themselves to understanding what they are feeling with Emotional Intelligence before engaging with others, (social intelligence). This emphasis on emotional intelligence, helps de-escalation communication, understanding block-out syndrome, Duty-to-intervene situations, and connecting better with others with empathy communication (*The Connection*)

### **When your control your emotions, you control the situation!**

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 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 is a nationally recognized speaker, and her global initiatives have made a positive impact in bringing communities and companies together.

Ms. Friedman’s extensive experience in athletics and motivational training, combined with emotional and social intelligence, is the foundation that pieces the RITE Program together. This powerful groundwork for law enforcement and all public service professionals is what brought Ms. Friedman and Ms. Webb together again, to create the RITE Academy.

RITE Academy LLC

[training@riteacademy.com](mailto:training@riteacademy.com)

(561) 444-8704



Since 2015, Randy has been instrumental in helping over 1200 public service agencies, trained over 975 RITE Trainers and deployed over 550,000 RITE Tools to employees. Randy has helped develop and strengthen, Peer Support Groups, CIT Teams, FTO, Academy, In-service Trainers and executive leaders develop stronger professional work environments.

**What if every employee who showed up to work said...*I love it here!***

When agencies put employee well-being first, then you are sending a strong message back to your employees that you care about them. Putting employee wellbeing first, strengthens agency morale, improves the public service profession and builds community trust. **It cannot be done in reverse!**