

➤ INTEGRATE ONLINE
INSTRUCTION INTO
YOUR SECURITY GUARD
TRAINING PROGRAM
WITH DEFENCIFY

SECURITY



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EXECUTIVE SUMMARY



For security guard companies of every size, success is about getting officers into the field faster to bill hours for protective services. A high turnover industry, security firms must keep the hiring pipeline full to supply the never-ending stream of quality people needed to fill positions.

Compliance, quality, and cost are the top concerns for organizations when training new and current security guards. However, the dominant training options available to most security companies and applicants involve long, boring, instructor-led training classes. In-person training can be expensive, the quality can be inconsistent, the information is often outdated, and the inconvenience of it can drive away potential employees.

Online interactive training has been used by many industries effectively for years. It is time for security guard companies to embrace these tools to better educate applicants and graduate more knowledgeable employees.

Defencify is a modernized, interactive, self-paced training solution designed specifically for the security guard industry. The Defencify online security guard training platform is the answer to expanding and keeping the candidate pool stocked with qualified employees ready to get their Guard Cards. This White Paper will demonstrate the value of migrating to Defencify's online interactive training for security companies seeking to grow their business.

THE TROUBLE WITH SECURITY TRAINING

We've all been there...nodding off during another boring security guard training session. A dozen or so students packed into a windowless conference room that's either too warm or too cold listening to off-point instructor war stories. Outdated videos transferred from VHS tapes punctuate lifeless PowerPoint-assisted lectures, the monotony broken only by coffee breaks. These classes take up a lot of time with inconsistent results and yield little useful knowledge transfer. But security guard companies are required to offer them (or at least direct candidates to a certified guard training provider), and employees are required to take them to get a state-issued Guard Card (and get recertified every year or two to maintain active status).

It can be expensive for security guard companies to continuously offer instructor-led training sessions needed to fill positions in what is a very high-turnover industry. Some classes are just a few hours long, others are multi-day training events. Either way, there are meeting room rental expenses if a classroom is not available at the office, plus the cost of meals, supplies, and learning aids – and let's not forget the salary of a full-time instructor.

THERE IS A BETTER WAY

Online, self-paced, interactive training has been used by many industries effectively for years, especially those in service-oriented businesses. It is time for security guard



companies – perhaps one of the most service-oriented professions – to embrace these tools to grow their business. Hiring quality personnel during normal times is tough enough; the COVID-19 pandemic has made it even harder, greatly impacting in-person training opportunities. Defencify has the solution: modernized, interactive, self-paced training designed specifically for the security guard industry.

The Defencify online security guard training platform is the answer to expanding and keeping the candidate pipeline full to produce a steady stream of qualified employees ready to get their Guard Cards.

UNIQUE CHALLENGES OF IN-PERSON TRAINING FOR SECURITY FIRMS

Being a security guard is not a glamorous career. Most people are in it for the economic reality; they need a job. Many will leave immediately if “something better” comes along. The one caveat is retired police officers. For them, being a security guard is a great way to stay active in the industry and supplement their pension leveraging their law enforcement skills. Nevertheless, security remains a people-centric industry because at its core, *security is about people watching people for suspicious behaviors.* Motion-activated cameras and remote surveillance technologies are great theft deterrents and tools to capture evidence of a crime, but they cannot make subjective decisions, determine intent, or stop a crime in progress. It is only the presence of an on-site security guard analyzing the situation for risk to another person or

property and determining the appropriate level of threat response in real time that makes security truly effective. *Is the occupied vehicle in the parking lot a friend waiting to pick up an employee, or scouting the location for their next crime? Is that a couple having an argument, or is someone being robbed?* Hard to know without the human element.

So, security guard companies need people. Lots of quality people to fill staffing pools. Those companies lacking an effective means to train guards results in fewer new certifications. Fewer new Guard Card-carrying employees means fewer billable hours providing protective services, lost clients, and stagnant growth.

But work as a security guard is not as simple as it looks, and it can be hard to find quality candidates. Security has come a long way since guarding meant walking the property perimeter armed with a flashlight and radio to scare off would-be criminals. Security guards today must have a heightened sense of awareness for new threats such as domestic terrorism, understand the limits of their authority in an increasingly litigious society, be able to operate state-of-the-art surveillance technology installed on the site, and effectively use digital incident and call reporting tools. Further, the industry is marked by very high turnover. Being a security guard is generally a low paying position, most candidates have little or no prior experience, and a good percentage of new hires find

out it's not for them after a few shifts on the job. As a result, providers of security guard services rely on a steady flow of new applicants to maintain staffing levels.

For those who stick around, recertifications and continuing education courses are required every year to maintain a current

Guard Card. This becomes a constant financial drain, either on the company that holds the classes or on the guards themselves. Some security guard companies sponsor guard recertification classes, others view license maintenance as the employees' responsibility as it is their property, and they are free to move to another employer at any time. This increases the burden on the guard to pay for training necessary to continue working.

As discussed, these training sessions traditionally have been facilitated by live instructors, are offered only on fixed dates and times, can be costly to hold, and are unpaid prerequisites for employment or continuing employment. California, for example, requires security officers complete 8 hours of pre-license training and 32 hours of continuing education to obtain a state-issued Guard Card. Asking people to attend multiple on-location training events without compensation is a huge deterrent and drives many away from the certification process, shrinking hiring pools. Keep in mind, being a security guard is a secondary source of income for many. People have other obligations. Some cannot afford to take time off from their primary job or are unable to find a babysitter, for example. Others have difficulty getting transportation, or simply cannot attend the class as scheduled. Of those who do attend, a healthy percentage of students will be lost to attrition; some just won't make it, disappearing after a lunch break. For those who complete the training, there's weeks of waiting for the documentation to submit to state authorities to issue a Guard Card, wasting more valuable time. And then, guards get to do it all over again annually or every two years for recertification. No wonder it's difficult to retain staff. It's almost as if the industry is going out of its way to make it harder to be a security guard at a time when we need them more than ever.

THE SMALL SECURITY FIRM CHALLENGE

Larger security guard companies have the resources and infrastructure needed to train new hires in-house (even though they should be migrating to online, self-paced training). They have their own materials, classrooms, and full-time instructors. But many smaller security firms do not have that luxury. Yet guard companies are required to train employees as to their legal rights and responsibilities, the limits of civilian authority, and the proper use of force (and be ready to present proof of certification for each guard when asked) or run the risk of legal fines and lawsuits for negligence.

Security guard companies that are not able to conduct training internally or cover the costs of third-party training courses for new employees only hire state-licensed security officers who already have active Guard Cards.

While this prerequisite is an effective practice to circumvent the time and expense of offering guard training, these companies are missing out on a substantial source of new applicants. Besides limiting themselves to hiring certified guards who are either currently unemployed or unhappy with their present employer, small firms risk hiring guards who may not be trained to company standards, or unknowingly make a bad hiring choice.

Small security firms are the perfect customers for the Defencify security training platform. It opens access to larger labor pools through affordable online training modules. New hires can take classes at their convenience, and proof of employee compliance and recertification is stored and maintained in the cloud without any added financial burden to the security firm.

» THE DEFENCIFY SOLUTION:

PREMIER ONLINE TRAINING FOR SECURITY OFFICERS

The Defencify solution consists of a growing portfolio of online training modules optimized for the security guard industry to enhance effectiveness, increase flexibility, and reduce costs when training new applicants and recertifying current guards.

The Defencify training platform lowers the total cost of security training while expanding the candidate pool by eliminating the need for an instructor and the expenses associated with in-person training, while removing limits on the number of students who can participate. And because Defencify caters to any size client through customizable courseware and volume seat license discounts, we are able to offer certification courses at a much lower per-head cost than in-person training – some as little as \$19 – reducing the financial burden on whomever is responsible for the bill.

SELF-PACED 24/7 TRAINING

All Defencify training programs are designed to be self-paced. New applicants and guards up for license renewal can take any class wherever and whenever it is

convenient for them using any device – computer, tablet, or smartphone. Students can start, pause, and resume modules as needed, eliminating challenges to location, schedule, and other obligations that deter attendance at live training events.

Defencify courses are constantly updated to reflect the latest trends, threats, and compliance laws. We ensure all programs adhere to regulatory training requirements for each state in which Defencify is certified. Depending upon length, some classes incorporate scenario-based activities; others embed games, exercises, and various types of knowledge checks to drive home learning points. Regardless of length, all Defencify courses require active participation – students cannot simply launch the module and walk away. This ensures consistency in delivery, repeatability of information, and uniform testing to measure performance across large populations using common standards. Every student gets the same training experience, and every company has a real-time record of progress and compliance.

TRAINING PROGRAMS & COURSES

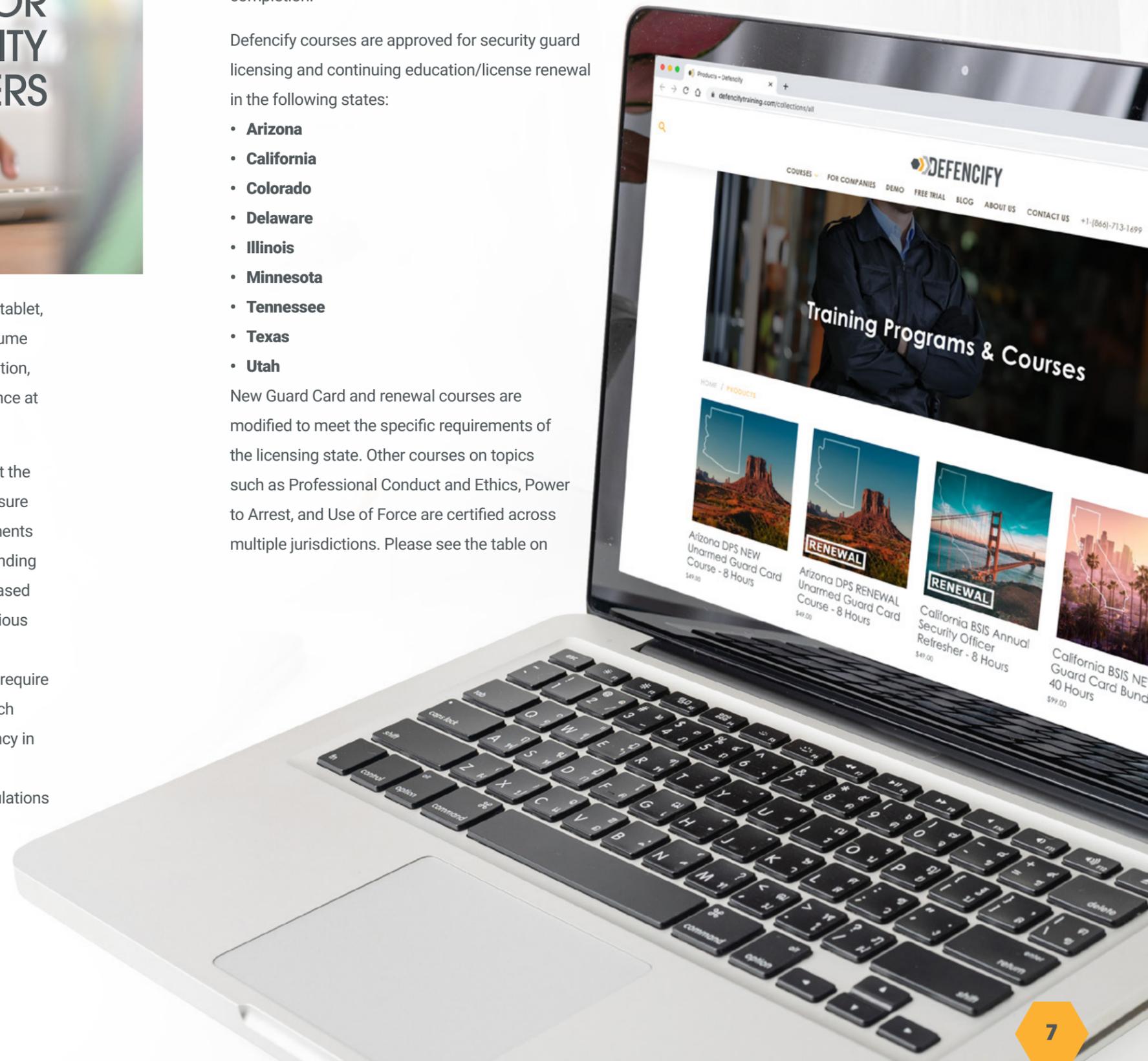
Currently Defencify offers a library of over 20 courses ranging in length from one to 40 hours. All courses are accessible on demand, are 100% online and self-paced, and provide a downloadable certificate for proof of completion.

Defencify courses are approved for security guard licensing and continuing education/license renewal in the following states:

- Arizona
- California
- Colorado
- Delaware
- Illinois
- Minnesota
- Tennessee
- Texas
- Utah

New Guard Card and renewal courses are modified to meet the specific requirements of the licensing state. Other courses on topics such as Professional Conduct and Ethics, Power to Arrest, and Use of Force are certified across multiple jurisdictions. Please see the table on

the next page for a list of certified Defencify courses by state and visit www.defencifytraining.com for an up to date list of Defencify's growing course catalog and accepted states, as we are adding new content and approved states all the time.



DEFENCIFY COURSE LIST 2021

ARIZONA COURSES

- Arizona DPS NEW Unarmed Guard Card Course 8 Hours
- Arizona DPS RENEWAL Unarmed Guard Card Course 8 Hours

CALIFORNIA COURSES

- California BSIS New Security Officer Training Course 8 Hours
- California BSIS NEW Guard Card Bundle 40 Hours
- California BSIS Annual Security Officer Refresher 8 Hours
- California Harassment Prevention Training - Supervisor Version 2 Hours
- California Harassment Prevention Training - Employee Version 1 Hour

COLORADO COURSES

- Denver New Security Guard Training Card Course 16 Hours
- Denver Renewal Security Guard Training Card Course 8 Hours

ILLINOIS COURSES

- Illinois PERC: Basic Security Officer Training Program 20 Hours
- Illinois Harassment Prevention Training - Employee Version 1 Hour

MINNESOTA COURSES

- Minnesota New Security Guard Training Card Course 12 Hours
- Minnesota Renewal Security Guard Training Card Course 6 Hours

UTAH COURSES

- Utah Guard License – Online Basic Security Training Course 8 Hours
- Utah Guard License Renewal Bundle 30 Hours

ON DEMAND LIBRARY

- Security Officer: General Duties, Writing Reports & Conducting Patrols 6 Hours
- Security Officer: Legal Responsibilities and Use of Force 4 Hours
- Security Officer: Power to Arrest and Weapons of Mass Destruction/Terrorism Awareness 8 Hours
- Security Officer: Professional Conduct, Ethics & Sexual Harassment 4 Hours
- Security Officer: Public Relations - Community & Customer 4 Hours
- Security Officer: Responding to and Documenting Critical Events 4 Hours
- COVID-19 in Today's Work Environment 1 Hour

THE DEFENCIFY DIFFERENCE



Online training is not new and several off-the-shelf security training programs are commercially available. So why go with Defencify for your security officer training needs? Here's what makes us different:

- **Designed using modern elearning standards.** Defencify employs instructional designers in-house who are well-versed in adult learning theory and online technology. Training concepts are presented in short, stimulating bursts so that information is digested and remembered easily. Engaging course design features a clean, simple interface. Defencify uses a mixture of multi-media, live talent, and animations to deliver high quality training modules that meet elearning standards while exposing candidates to the latest security techniques.
- **Self-paced and easily accessible.** Defencify offers online courses with today's busy security applicants in mind. Course content is accessible 24/7 and is device-agnostic. Modules can be launched on any PC, laptop, tablet, or smartphone, allowing new recruits to complete training at their convenience; at home, while commuting, during lunch hours, etc. New hires don't have to wait a week or two until the next instructor-led class starts, they can get started right way to compress the days to placement in the field.
- **State-specific content.** Defencify controls the content so we can modify courseware to satisfy states' unique certification requirements. Our instructional designers work with state security licensing authorities to ensure content is updated to reflect changing guidelines and covers state-required learning points and prerequisites. When a student completes a Defencify training course there is no question about whether it adheres to state standards for certification, and Proof of Completion certificates are automatically and immediately issued for download.
- **Constant interactivity.** In addition to providing knowledge checks and a final quiz, all Defencify modules require active student participation. Mechanisms such as games, scenario-based activities, and rewards are built in to ensure periodic responses throughout the training. Students cannot simply launch the module and leave the room; bidirectional communication is required to complete every course.

- **Brandable and customizable.** Make the Defencify security guard training platform your own. Use your company logo, choose the courses you want to populate your online library, create your own settings, and monitor your users' experience and progress. If your company already has its own learning management system (LMS), Defencify can easily share our content on your platform, and we can even build courseware customized to align with your company values. Seeking new ways to generate additional revenue? Become a **Defencify Training Affiliate**. Be the guard company in your local market that offers a white-label ecommerce platform through your branded website to train new security guard applicants. Earn commissions on every student no matter where they find employment.
- **Smart, with powerful reporting tools.** The Defencify platform automatically recommends the next course in the curriculum each employee needs to achieve a desired level of certification. Emails are sent automatically to remind guards when it is time for a refresher course or recertification. Administrators can easily monitor overall activity, view individual progress, analyze workforce course completion data, and print reports.

- **Extremely affordable with zero risk.** Defencify courseware is designed to be very affordable on a per-employee basis. Training is sold by seat licenses, which are low cost and easily transferable to the next class of new hires. Further, Defencify offers volume discounts on multi-seat license packages. Customers pay as they go – only paying for training modules taken by employees and are free to cancel at any time. What have you got to lose, except more candidates?
- **Supplying the burden of proof.** Defencify eliminates the risk of not being able to prove compliance in the event of a security-related incident. Training records of every employee are stored indefinitely in the cloud with instant access. Employers can rest easy knowing they can quickly show proof that guards have completed the necessary training to avoid legal fines and lawsuits for negligence.



DEFENCIFY DELIVERS RESULTS

For security guard companies of every size, success is about getting officers into the field faster to bill hours for protective services. They must keep the hiring pipeline full to supply the never-ending stream of quality people needed to fill positions in a high turnover industry.

Defencify delivers on this promise by expanding access to larger candidate pools and easing the burden of managing an ever-changing workforce. Removing the barriers of instructor-led training attracts more potential recruits. Once enrolled, training is completed faster, at the employee's convenience, and with compliance records stored in the cloud for instant verification. The Defencify platform minimizes red tape with immediate generation of proof of course completion certificates to submit to licensing authorities to get guards into the field quicker. Defencify customers benefit from a steady stream of new applicants, simplified proof of compliance, and most importantly, improved guard performance through an enhanced understanding of local laws and the limits of their authority and responsibilities. Powerful reporting tools make it easy for administrators to manage large populations of employees at the lowest possible cost – a win-win!

Is your security firm ready to modernize and simplify its guard training program in ways that will grow the business? Contact us at www.defencifytraining.com to schedule a demonstration and a free trial of the Defencify security guard training platform.





Salt Lake City, Utah

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