



**INSIGHT FIREARMS TRAINING DEVELOPMENT**  
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## **5-Day Intensive**

# **ADVANCED FIREARM INSTRUCTOR CERTIFICATION**

### **Insight's Method to Teaching Precision Accuracy**

#### **A COMPREHENSIVE 40 HOUR ADVANCED PISTOL INSTRUCTOR COURSE SUMMARY**

Discover how to dramatically increase your teaching skills and your accuracy with a pistol. This course will give you and anyone you teach the insight and skills to shoot with absolute precision accuracy using 50% less ammunition and requires 90% less training time.

*(Note: The skills learned in this course will transfer directly to the use of a carbine.)*

This course will focus on solutions that will reduce a department's liability and help firearms instructors give their officers better discretionary skills in the use of deadly force. It will provide law enforcement officers the ability to successfully defend themselves and shoot with precision accuracy even under the most extreme conditions on the street.

In today's society where criminals and terrorists are wearing bullet resistant vests, it has become more critical that officers are able to make precision shots at reactive speeds on demand. This kind of accuracy is only possible when ALL the elements required to make precision shots are integrated to the unconscious and the process is generalized to the appropriate context or situation. If the unconscious is driving the shooting process, the body will then have a map to follow and accuracy will become automatic. This will give the officer a high degree of accuracy even in the most difficult of situations. We will present the newest scientific information on learning and motor skill development required for peak performance.

### **PERFORMANCE OBJECTIVES:**

**Upon completion of the course, the officer will learn and/or be able to do the following:**

1. Discover the missing elements that prevent most officers from shooting a pistol with a high degree of precision accuracy.
2. Reduce your departments' liability and identify why many of the current firearms training methodologies inadvertently contribute to the inappropriate use of deadly force.
3. Learn how to integrate safe and proper gun handling techniques to the officer's unconscious so they become automatic and assure the officer's safety, and the safety of others.
4. Learn how to eliminate the shooter's anticipation to recoil so they are able to shoot with precision accuracy starting with their very first shots.

5. Learn how to reduce your department's usage of ammunition in training by over 50% and get superior results.
6. Discover how to reduce the amount of time spent in remediation by 90% and have all your officers shooting consistent 1" to 1-1/2" groups at 15 feet in less than an hour on the range, and consistent 3" groups at 30 feet with only a few hours of conditioning.
7. Learn the how to assist your officers how to control their emotional state so they do not over react and can always shoot with machine-like precision under stress.
8. Learn how to properly diagnose an officer's eye dominance and visual skills so they will always achieve a stable sighting plane and shoot with precision accuracy.
9. Give your officers the skills to self diagnose any problems related to accuracy, and know how to self correct any issues that are roadblocks to obtaining peak performance.
10. Learn what professional athletes call the "Zone of Peak Performance" and how the enter it on demand and achieve deadly accuracy.
11. Discover the missing link in the traditional combat mind "color code" system that will dramatically increase an officer's accuracy.
12. Learn how to help your officers' enhance accuracy under stress even under the most extreme conditions instead of having their accuracy degrade.
13. Program the unconscious so it drives the shooting process, allowing the conscious mind the freedom to strategize tactically.
14. Discover how to use new and powerful psychological techniques to program motor skills and create the resourceful emotional states that are required to achieve precision accuracy in tactical applications.
15. Future Pace the learning experience so the skills of shooting accurately can easily be generalized into any context or situation.
16. Demonstrate ways this new teaching methodology can be integrated into your departments' current training curriculum so you are able to reduce your department's ammunition usage by 50%, decrease the required training time by up-to 90%, and yet increase their officer's accuracy so they are capable of shooting qualification scores of 97% and better. More importantly, it will give your officers the ability to protect themselves on the street so they can safely go home to their family after every shift.

Respectfully Submitted,

**Matt & Sherrie Seibert**  
**Insight Firearms Training Development**  
**2012**

## **INTRODUCTION**

**This 5-Day program will present the most revolutionary firearms training method available. It will give you and anyone you teach the insight and skills to shoot with absolute precision accuracy. We guarantee that you will gain more insight into teaching marksmanship and the shooting process in this 5 day instructor program than in any other firearms course offered anywhere !**

## **ADVANCED INSTRUCTOR COURSE CONTENT**

### **HOW TO MAXIMIZE THE STUDENT'S LEARNING EXPERIENCE**

**A revolutionary method of teaching based on the newest findings on learning, psychology and brain science.**

- Why do many students struggle to shoot accurately or need remedial training with the firearms training methods currently used today? We are not criticizing the traditional methods or any shooting styles or processes. We will present the newest scientific information on learning and motor skill development required for peak performance. Every instructor will have the opportunity to evaluate the methods they are currently using in teaching marksmanship and tactics and look for opportunities to improve their existing program.
- Have you ever wondered why your students sometimes “just don’t get it” or fail to apply the techniques you have taught them? . . . We’ll clearly demonstrate how your students neurologically process your instructions and how they represent those instructions in terms of motor output.
- If shooting accurately is as easy as aligning the sights and compressing the trigger so the sights stay in alignment when the shot is released, then why can’t every student shoot 1-hole groups instantly? You will learn how to give your students the ability to shoot with precision accuracy (1-hole groups) starting with their very first shots.
- You’ll learn psychological teaching strategies that will increase your students’ accuracy by 75% before they even begin shooting.
- Entering the “ZONE” of peak performance. What is it? How to achieve it? And how to get your students to enter it on demand.
- Have you ever shown a student how to take a proper grip and the minute you turn your back they regress to using an improper grip? When you have to continually remediate a student’s behavior you waste time and you and the student end up very frustrated. We’ll give you the tools so you can change your student’s behavior instantly and permanently.
- How to create the phenomenon called “parallel processing” in which both hemispheres of the brain are engaged so the unconscious can drive the shooting process, and the conscious mind is free to strategize and execute tactics.

### **A NEURO PSYCHOLOGICAL APPROACH TO TEACHING SAFETY**

**Most people, don’t consciously violate the rules of firearms safety.**

- The neuro-psychological causes of unintentional, careless, and negligent discharges.

- A new and powerful psychological technique that cements safety habits into the unconscious.
- How to program the brain to send up a red flag if the primary rule of firearms safety is violated at the unconscious level to prevent an accidental discharge.
- A revolutionary new method of teaching firearms safety that will assure a safer firearms owner and shooter.

## **RANGE SAFETY**

### **Range Rules of Conduct**

- Safety Lecture, Range Rules & Commands of Fire

## **INSTRUCTOR WEAPONS HANDLING & SHOOTING SKILLS EVALUATION**

- We will explore the extent of the instructors' knowledge of marksmanship and their ability to apply those skills on the range. We will identify their strengths, build on their previous training and create a training plan to further his/her marksmanship and instructor skills to a level of mastery.

## **STATE MANAGEMENT – CONTROLLING EMOTIONS**

**If the trainee's emotions are kept under control they will be able to maintain precision accuracy in any environment.**

- Wouldn't you agree that if you took all the emotions out of the shooting process, the shooter would transform into a biological automatron and shoot with machine-like precision? You will learn proven techniques to keep your student's emotional state under control in any situation.
- You will learn 3 powerful techniques to neuro-code the shooting process so your students naturally synchronize their mind, emotional state, and their body so they can achieve peak performance on demand.
- Learn how to get your students shooting with precision accuracy so precision shots are the norm and missed shots become an anomaly that falls within the 3% variance of human performance.
- You will learn how to accelerate the learning process by over 200% and achieve precision accuracy instantly.
- Learn how to teach your students to instantly recover from a "Startle Response" to regain control of their emotions and shoot with absolute confidence and machine like accuracy.

## **MARKSMANSHIP**

### **A Formula for Instant Success**

- Why train your students to shoot "Precision Shots"? You will learn why "Tactical or Combat Accuracy" puts you at risk. Discover the latest scientific research on terminal

ballistics and what it really takes to stop a threat.

- You will learn the secret to shooting “Precision Shots” faster than most people can shoot using the “Spray and Pray” method.
- You will learn techniques and skills that will instantly have your students shooting 1-hole to 1-1/2” groups at 15 feet within the 1<sup>st</sup> hour of training on the range using less than a box of ammunition.
- Learn how to have your students shooting 3” groups or tighter at 30 feet with consistency within the first few hours of training regardless of their previous experience using less than 75 rounds of ammunition.
- Become skilled at eliminating all the emotion from the shooting process and be able to transform your student’s accuracy into machine-like precision.
- Learn gun handling and shooting techniques used by the world’s top shooters that will give your students the ability to shoot with incredible accuracy and speed.
- Learn the mental skills used by “world class athletes” that give them instant access to the “Zone” of peak performance when they need it the most.
- Learn a new and different way to teach the principles of marksmanship that will appeal to every learner’s style and learning strategies. It’s this difference that will give your students the ability to shoot fast and accurately using this revolutionary new method.

## **EYE DOMINANCE, VISION AND ACCURACY**

**You’ve heard of the saying: “Garbage in - Garbage out”. When you have a thorough scientific understanding of the visual process you’ll be able to set your students up for remarkable accuracy.**

- Why the traditional “Thumb & Forefinger Circle” and the “Two Handed Triangle” method of diagnosing eye dominance do not give an accurate read on a shooter’s eye dominance. We will reveal the newest scientific facts about eye dominance and you will come to realize why so many shooters struggle to shoot accurately.
- You’ll learn about the different types of eye dominance and why a shooter’s eye dominance can become unstable or even shift to the other eye in certain conditions. This can create a pseudo sighting plane which may cause the shooter to crossfire.
- Using a PowerPoint Presentation loaded with video clips we will demonstrate the variations of eye dominance and techniques that will stabilize a shooter's dominance.
- You’ll learn Insight’s 10-Point Dominance Test to guarantee the stability of your student’s sighting plane.
- Learn how to teach your students to focus on their front sight in a way that guarantees precision accuracy by utilizing the “GIP” technique.

- You will learn the three ocular movements required for a “shoot / don't shoot” situation to assure the shooting is justified and the shot is accurate which will reduce your liability.

## **COMPRESSING THE TRIGGER & ELIMINATING THE FLINCH**

- Learn how to create a clear neuro-pathway from the brain to the trigger finger and isolate the trigger finger's movement from the rest of the hand so you don't disturb the alignment of the sights during the trigger compression phase of the shooting process.
- Learn the proper biomechanics for manipulating the trigger to achieve precision accuracy even when shooting a weapon with a heavy trigger pull.
- How trigger compression affects a shooter's emotional cognition and the potential negative effects on performance.
- How to apply trigger compression to maximize a shooter's performance so they can shoot a fast and accurate second shot.
- Develop the method for integrating the required trigger compression technique to the unconscious and create muscle memory through recursion and myelination.
- Learn why a very popular trigger control technique that is being taught by many instructors is actually setting their students up for instant failure. We will look at the biomechanical effects of different trigger compression techniques from a scientific perspective and identify their strengths and weaknesses. You'll be amazed by what you discover !

## **THE NEURO PSYCHOLOGY OF ELIMINATING THE AVERSION TO RECOIL**

**If the shooting foundation is properly structured, the instructor/trainee will not experience an aversion to the firing process or anticipate recoil.**

- The instructors will experience Insight's method to achieving “instant accuracy” using neuro-psychological and biomechanical processes that structure the shooting process for success starting with the very first shots.
- The instructors will apply the advanced principals of marksmanship and the psychological skills learned in previous blocks of instruction and will shoot 1-hole groups in the first 20 minutes on the range.

## **TEACHING A BIOMECHANICALLY CORRECT DRAW**

**How To Achieve Speed, Accuracy and Consistency**

- The instructors will develop the pyramidal pathways for a biomechanically correct presentation of the weapon to the target. The focus will be to economize movement and maximize speed and accuracy by sculpting the motor skills and by managing the shooter's emotional state.

## **DEMONSTRATION OF THE INSIGHT PROCESS**

**The instructors will have the opportunity to watch an Insight Instructor utilize the Insight Method on a “Challenged Shooter”.**

- We will use a modeling process so the instructors get validation that:
  - The process really works and delivers “Instant” precision accuracy.
  - The instructors will see how quickly and easily the process eliminates any aversion to the recoil process.
  - The instructors will have an opportunity to acquire a different perspective and grasp the simplicity and effectiveness of the process in action.

## **REVIEW OF THE INSIGHT METHOD TO “INSTANT” PRECISION ACCURACY**

**The instructors will learn the secrets behind the psychology and biomechanics that will give anyone the ability to shoot 1-hole groups “instantly”.**

- Neuro-psychological, biomechanical and visual processes that will structure the shooting process for instant accuracy.
- Overview and practical application of the Insight Trigger Compression Process for achieving a clear neuro pathway from the brain to the trigger finger.
  - Single Action Compression Technique
  - Double Action Compression Technique

## **INTEGRATION**

### **Advanced Teaching Techniques & Language Patterns**

- Healing the gun, milking the trigger and flinching are all “symptoms” of a much deeper problem. Learn how to identify the root cause of the aversion to the firing process and eliminate it forever.
- How to interrupt a negative pattern of behavior (the “dreaded flinch”) and install a resourceful emotional state that will “instantly” modify the behavior so anyone can shoot with precision accuracy. Sound too good to be true? It is true if you get to the root cause.
- How to integrate a “Pre-Shot Routine” into the shooting process to gain consistency and accuracy with every shot. (A Pre-Shot Routine is a specific syntax of psychological, visual and biomechanical processes that create a map in the mind for the body to follow.)
- You’ll learn about Sports Psychology and Trance States. When psychological processes are used to create a very focused state, the unconscious mind will guide the shooter into the “Zone of Peak Performance”.
- How and why the power of advanced language patterns can bypass the conscious mind and are highly effective in programming motor skills to the unconscious. When the motor skills are programmed to the unconscious, the unconscious will drive the behavior and produce machine-like precision accuracy.

## **TRAINING PRACTICAL USING INSIGHT’S METHOD**

### **Teaching the Insight process for “instant” precision accuracy**

- The Instructors will practice with each other using the Insight method. They will alternate roles: Instructor / Student

- Training and Cyber-Techniques for integrating the information and skills learned into the teaching application so they will be easily accepted by the student's unconscious mind.
- Apply the "Gip" Technique for "Instant" Success and assure your students are able to achieve focal acuity on their front sight.
- Apply the secrets to teaching your students how to create a clear neuro-pathway from the brain to the trigger finger so trigger finger's movement is isolated from the rest of the hand. This way they don't disturb the alignment of the sights during the trigger compression phase of the shooting process. This virtually eliminates the anticipation and aversion to recoil.
  - Single Action Technique
  - Double Action Technique

### **CONDITIONING THE PROCESS**

- The instructors will apply the advanced principals of marksmanship and the psychological skills learned in previous blocks of instruction to produce to 1-1/2 inch groups at 15 feet and consistent 3 inch groups at 30 feet.
- They will develop the required cybernetic loop for delivering a surgically accurate precision sighted shot while managing their emotional state under timed fire.

### **PROGRAMMING PRECISION ACCURACY IN AN ALPHA STATE**

- Discover how the power of hypnosis can create muscle memory without having to shoot thousands of rounds of ammunition and spend hundreds of hours of repetition trying to integrate the skill. The instructors will integrate the newly learned information to the unconscious so the techniques learned will be as automatic as driving a car.
- The instructors will be lead through the process of entering an Alpha State. This is a formal hypnotic closed eye induction creating a trance state where the brain produces alpha waves and is most open to suggestions and programming.

### **ADVANCED MARKSMANSHIP DRILLS & EXERCISES**

- The instructors will be put through a series of progressive shooting drills and exercises. At the end of the day, every participant will demonstrate their mastery of peak performance by splitting a business card "on edge" at 15 feet as a way to validate their level of skill and the accuracy this process provides.

### **CONDITIONING THE PROCESS THROUGH PARALLEL PROCESSING**

- You will learn how to develop the required cybernetic loop for delivering a surgically accurate precision sighted shot while shooting with one hand.
- You will how to develop the required cybernetic loop for delivering a surgically accurate precision sighted shot while managing their emotional state shooting with their support hand. You will discover why most right handed shooters can shoot more accurately with their left hand through "parallel processing".

- Learn the secret to making a smooth transition of the pistol from one hand to the other that maximizes the efficiency of the shooting grip.

## **ADVANCED SHOOTING DRILLS**

- We will take the Instructor out of the “conscious” mindset into a reactive “auto-pilot” mode while maintaining precision accuracy. In other words, we will condition the shooting process to the unconscious so the shooter transforms into a “shooting machine” and can shoot with machine-like accuracy.

## **ANATOMY OF A GUNFIGHT**

- In order to fully understand the skills required to win a gunfight, we will analyze the complexity of the problems faced by someone in a confrontation and the strategies that will give them the winning advantage.
- You will learn about the difference between “real” time” and “perceived time” and how this knowledge can give you a tactical edge.
- We’ll explore the phenomena of “Emotional Contagion”. You’ll learn why accuracy can dramatically degrade as much as 45% when more than one person is involved in shooting at a perpetrator. Why it happens? How to control it and maximize accuracy.

## **THE COMBAT MIND**

- A new and critical technique that can be integrated into the “traditional color code” (white, yellow, orange and red) that will give the trainee the needed “Key” to keeping their emotional state under control.
- Why the alignment of the trainee’s Beliefs and Values regarding the use of deadly force is as important to making an accurate shot as the alignment of their front and rear sight.
- The instructor will participate from a student’s perspective in exercises that will stack their beliefs and values so they are congruent. This will provide the instructor with the tools to eliminate any hesitation that would prevent them from achieving peak performance when faced with a life threatening assailant.
- You’ll learn how to minimize or virtually eliminate the potential effects of Post Traumatic Stress Syndrome if you are involved in a shooting.

## **THE “CIRCLE OF EXCELLENCE” TECHNIQUE & FUTURE PACING**

- The instructors will be will be guided into an Alpha State and taught “The Circle of Excellence” technique. This is one of the most powerful techniques for achieving peak performance. (It is used by many professional and world class athletes.) They will integrate and program the newly learned information to the unconscious and into future applications.

## **INSTRUCTOR CLASSROOM PRESENTATION PRACTICAL**

- Instructors will be required to participate in a written evaluation process to validate their understanding of the process.
- Instructors will be required to demonstrate their presentation skills of the elements of marksmanship to other members of the class using all the psychological processes and skills learned in the program.

## **INSTRUCTOR TEACHING PRACTICAL ON THE RANGE**

### **Implementing the Insight Method for “INSTANT” Precision Accuracy**

- The Instructors will work with each other demonstrating their ability to implement the Insight process by alternating their roles: Instructor / Student
- The Instructors will demonstrate their ability to teach the “Gip” Technique for “Instant” success and assure your students are able to achieve focal acuity on their front sight.
- Instructors will be required to “diagnose” shooters problems and create permanent change at the unconscious level.
- Instructors will demonstrate their ability to apply the Training Tips and Cyber-Techniques be easily accepted by the student’s unconscious mind.
- Instructors will demonstrate their ability to create a clear neuro-pathway from the brain to the trigger finger and isolate the trigger finger’s movement from the rest of the hand, so they don’t disturb the alignment of the sights during the trigger compression phase of the shooting process eliminating the anticipation and aversion to recoil.
  - Single Action Technique & Double Action Technique

## **ADMINISTRATIVE**

### **How to get your Commanding Officers to buy-into allocating more time for developing your firearms training program in your department.**

- How to reduce the department’s ammunition expenditure in your firearms training program by 50%, reduce the amount of required training time by 90%, and yet enhance every trainee’s skill level in the department.
- Learn how to dramatically reduce your exposure to vicarious liability as a firearms instructor.
- How to reduce your department's liability by providing a better training program in the use of deadly force and shaping the trainee’s discretionary skills.

## **GRADUATION & CLOSING**

- Review of the Skills Learned
- Graduation
  - Certificates will be Awarded to the Graduating Instructors.

## **EQUIPMENT REQUIRED**

**FIREARM RELATED:** Semi Automatic Pistol, Holster, 2 Extra Magazines, Mag. Pouch.  
A Double Action Revolver & Holster or Gun Case for the Revolver  
(If you do not have a Revolver, please let us know and we can supply one.)

**AMMUNITION:** 500 rounds of Semi-Auto Ammo (FMJ) and 50 rounds of Revolver Ammo (FMJ)  
(Please NO Hollow Points, Wadcutters, or Armor Piercing Ammo)

**SAFETY RELATED:** Eye & Ear Protection  
*(Please bring your "Reading Glasses" if you use them.)*

**PLEASE CONTACT INSIGHT IF YOU HAVE ANY QUESTIONS**

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