

Gordon Graham is a 33 year veteran of public safety. He is truly a national treasure in the world of public safety education. His passion, sense of humor and dedication is a gift to witness in person or via video. If you've never seen Mr. Graham, you're missing out on enjoying one of the top public safety instructors in the world. PSTC and **911onDVD** is excited to have a special partnership with Mr. Graham. These sessions were video taped as part of a keynote address that Mr. Graham delivered to a group of Public Safety Dispatch Professionals. Viewing these DVD's is appropriate for any 9-1-1 professional, PSAP staff member or communications employee. It will be especially beneficial for veteran employees, trainers, leads, supervisors, managers and directors. From June 20, 2008 to August 15<sup>th</sup>, we are selling these DVD's for just \$129 each or \$490 for all four DVD's. Visit [www.911onDVD.com](http://www.911onDVD.com) or call us at 800-348-8911 to order during this special pricing.

**Gordon Graham (Disk 1 of 4) *The Seven Rules of Admiral Hyman Rickover and How They Apply to Emergency Communications.*** 68 minutes in length.

This DVD is packed with great information for any public safety professional. It lays the foundation for the four-disc set of DVDs and teaches you to think like a "risk manager". 911on DVD training is 9-1-1, PSAP and emergency communications specific.

This disc includes the following topics:

- Management Theory
- Never say "just a dispatcher"
- Complex, high-risk events for emergency communications centers
- Protecting yourself, your team and your agency
- Continuous improvement
- Core critical tasks and employee proficiency testing
- Selecting highly capable people
- Quality Supervision
- Spotting issues before they become problems
- The transition between "buddy & boss"

**Gordon Graham (Disk 2 of 4) *The Five Concurrent Themes for Success.*** 69 minutes.

DVD 2 of 4 fills you with more great information regarding "Risk Management". Topics Include:

- Systems & Policy Development
- Recognizing risk
- Keeping your policy current
- Technical competence
- Accountability
- Audits, controls and inspections
- Maximizing service
- Decision making
- Minimizing liability
- If it's predictable, it's preventable
- Integrity in public safety

**Gordon Graham (Disk 3 of 4) Why Things Go Right and Why They Don't. It's Predictable!** 63 minutes in length.

This is DVD 3 of 4. Join Gordon for another session of great education. Some of the topics covered on this DVD include:

- The majority of what we do, we do RIGHT
- Prevention is better than correction
- How to get in trouble
- Internal intentional misconduct
- Weeding out "losers"
- Recruitment – hiring – retention
- Internal mistakes, errors and omissions
- High risk, low frequency events
- The real "f word" is fatigue
- Recognition primed decision making
- Control measures to minimize risk

**Gordon Graham (Disk 4 of 4) Organizational Risk Management for your 9-1-1 or Emergency Communications Center.** 70 minutes in length.

- Real customer service
- Being nice
- Basic decency
- Dignity and respect
- Treating people right
- Consequences of doing things wrong
- More control measures to limit risk
- Problems "lying in wait"
- Five causes of failure
- People, policy, training, supervision and discipline
- Fine tuning your agency
- Recruitment, background checks, integrity, discipline
- Performance evaluations
- Building Policy
- The 5,4,3,2,1 model for policy development
- The answer is repetitive training
- Every day is a training day
- The answer is risk management!

**Gordon Graham Training DVD's presented by PSTC and 911onDVD**

Complete the form below and fax it to 650-591-8911 or mail it to PSTC – 911onDVD - PO BOX 5508 – Redwood City – CA – 94063. Make checks payable to PSTC or follow the instructions below for credit cards, agency billing or reserving a DVD at the “presentation prices”. The video will be priced at the introduction rate of \$129 each or \$490 for all four DVD's. These prices go up August 15, 2008 to \$150 per DVD. If you have questions, please call us at 800-348-8911 or e-mail [Kevin@pstc911.com](mailto:Kevin@pstc911.com)

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By ordering this video, you understand that you will not allow the duplication by you or anyone you allow to handle the video. PSTC will vigorously enforce all applicable laws regarding the duplication of these videos. Call us for multiple DVD discounts if you need numerous copies for the same agency or entity. These DVD's will be in stock July 7<sup>th</sup> and will ship immediately.

**911onDVD is the newest member of the PSTC family of companies. We are proud to present quality affordable training via DVD. Our training is specific to the emergency communications field and can be used for in-service and specialized training for your emergency communications staff. We will have two varieties of DVD's available.**

### **"Special Series" DVD's**

Many of you own or have seen our first DVD, "**The Voices of September 11<sup>th</sup>**". That 3 hour documentary is an example of a special DVD. Special DVD's will focus on one event or one guest speaker. Our newest release (July, 2008) is the Gordon Graham series of lectures.

### **In-Service Training DVD's - Each DVD will have the following:**

#### **-Between 20-30 "in-service" segments.**

There will be between 20 & 30 Segments for your in-service use!  
These segments will typically last from 10-20 minutes in length.  
That gives you over 3 hours of on-service training for your dispatch team!  
You can use them in roll-call, in the dispatch center or in a training room environment.

These segments will be perfect for any line level call taker, dispatcher or Telecommunicator. They will cover a wide variety of topics including customer service, dealing with difficult callers, Telematics, mapping, information gathering, Officer involved shootings, breaking news events, fire communications, homeland security, EMD update, Quality Assurance, Missing Kids, and much more. We will use absolute subject matter experts nationally to deliver these high-energy, useful reminders.

#### **-One Communications Training Officer Segment**

CTO's don't get much update training. We are going to produce special train the trainer updates. Topics will range from evaluation writing, retention exercises, motivating trainees, remediation ideas, counseling, using games to enhance training and much more.

#### **-Supervisory or Management Update**

Not everyone gets the opportunity to attend national or state conferences. We will bring special supervisory and management updates to you via DVD. They will include leadership training, technical updates for the operations managers (things like VOIP for almost dummies, mapping, OnStar updates, etc.) and great short topic segments that will help you write performance evaluations, legal updates and much more.

#### **-Breaking News**

As appropriate, we will do special segments to cover news in the industry. Natural disasters, mass casualty events and much more will be covered from a dispatch point of view.

We expect to produce a new DVD every 2-3 months. We will work with your state on request to obtain continuing education credits for these DVD's. Just call us! We will also allow "subscription pricing" so that you will automatically get the DVD's in the mail and we will invoice you or process your credit card. Be part of the exciting training option of DVD delivery! If you have questions or suggestions, please contact Kevin Willett at PSTC.  
650-591-7911 x102 or e-mail [Kevin@pstc911.com](mailto:Kevin@pstc911.com)