

S U S A N   H A R R O W

MARKETING STRATEGIST ~ PRESENTATION & MEDIA COACH

# **True Shield:™ Verbal Self Defense For Girls**

## **Course Overview**

**We will practice how to handle 10 of the most common difficult or dangerous scenarios a girl 12-24 will encounter**

### **What it is:**

I've created a course that teaches young women 12-24 how to protect themselves verbally in life's most difficult and dangerous situations and stay safe.

### **Why it matters:**

When a young woman knows how to handle tricky situations she is less likely to become the victim of emotional, physical, or sexual abuse.

### **Who cares:**

Educational institutions that want to lower the drop out rate of girls by decreasing bullying and pregnancy and by increasing their self-esteem.

Organizations committed to the empowerment and protection of young women that seek additional resources to enhance their existing programs.

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M A R K E T I N G   S T R A T E G I S T   ~   P R E S E N T A T I O N   &   M E D I A   C O A C H

Female leaders who want to promote empowerment so girls can protect themselves in the most dangerous and difficult daily situations.

**How it is delivered:**

This is a done-for-you “course in a box” complete package that includes a facilitator’s guide, video, FAQ, press release, contracts, flyer, follow up materials + more, that anyone can follow, even with no prior teaching experience. There is a flat fee for the license, renewable yearly. All materials are digital + downloadable.

**Summary**

By the time they are 12 most girls have experienced some kind of inappropriate touching, boundary crossing, or verbal or sexual assault.

It’s a fact that the majority of the course participants will face these 10 most common dangerous or difficult situations, if they haven’t already. And the outcome of their experiences will be directly related to the amount of preparation they’ve had when they meet those situations.

**This course gives girls a voice to protect themselves and others so they stay safe.**

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Our proprietary process is based on the principles of Aikido (Japanese Martial arts called “The way of harmony”) and on solid, time-tested communication skills.

This 6-hour course, which can be delivered in one or two hour increments, harnesses proven practices that show girls how to assess their options under stress and take instant action on the spot. The result is increased self-esteem, motivation and confidence.

## **Creator of the Course**

[Susan Harrow](#) is a black belt in Aikido, a former tennis pro with a high school teaching credential, + author of the best-selling book, *Sell Yourself Without Selling Your Soul* (HarperCollins). She’s been certified in a behavior based screening technique called Targeted Selection Interviewing (TSI) where she interviewed 1,500+ job candidates as a consultant for Pacific Bell Directory/SBC/AT&T for nearly 10 years, + put 3,000 of them through role plays analyzing their body language, vocabulary + subtle facial cues to determine if they had the chops to work in high-pressure sales or C-Suite positions. For the past 27 years she’s run Harrow Communications, a media consultancy, where she’s media trained everyone from Fortune 500 CEOs to celebrity chefs to prepare them for TV, radio + print interviews on CBS’ 60 Minutes, CNN, Fox News, GMA, NPR, The New York Times, WSJ, O, Vanity Fair, Parade, People, Inc., Fortune, etc. She loves to curl up with a good mystery + a bar of dark chocolate. What you might not know about her is that she was almost sold into slavery to a Bedouin Sheik in Israel for 10 camels + a mule.

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