



# BRAVE FIRE LEADER ACADEMY

*Ignite the greatness inside you.*

Live In-Person or Self-Paced Online

*"I have known and worked closely with Kelly Walsh and Chief Dan Jones many times during my career. Their unique combination of fire service HR management, instruction, and leadership experience makes this educational opportunity both practical and essential for current and future fire officers."*

*--Dennis Compton, Fire Chief  
Mesa, Ariz. (Ret)*



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*Ignite the greatness inside you.*

01

We train staff hard and prepare everyone for every possible emergency the field could throw us. Then we promote people to officer levels – and the training isn't necessarily consistent or even right to help leaders "Off the Fire Ground." National training is available to a few lucky ones, but how do we get good, consistent information into the hands of leaders right now? That's why we are here with training that meets you and your leaders where you are.

02

## SAMPLE CONTENT (for a complete list visit us online).

- Leadership Foundation / Preparing Officers
- Setting Expectations
- Communicating Simply and Powerfully
- Thinking Comprehensively: Three Tools
- Rules of Crisis Management & Leadership
- Engage and Mobilize Employees
- Who are we Leading - Generational Differences
- Ethics & Leadership Values
- The "Coach Approach" to Performance Management
- Mentoring as a Key Responsibility
- Conflict Management and Having Difficult Conversations
- Dealing with Politics
- Passing the Baton



FLEXIBLE

03

We work with you to create the perfect training for your needs and budget.

04

- Great ROI to the department, Practical, Measurable, Emphasis on Results, Powerful Approach (see online testimonials)
- Officers that can solve problems and help manage will bring fewer problems and issues to the Fire Chief's desk
- When training is combined with coaching, individuals increase their performance by an average of 86% compared to 22% with training alone. (Source: Personnel Management Assoc.)



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## ONLINE

05

Online Leadership Training, available anytime, from anywhere at your pace.

Since not all future fire department leaders have the time or the financial support to travel to national leadership training programs, we have created this online program to bring our acclaimed training to you and taught by two acclaimed fire leadership experts, Kelly Walsh and Chief Dan Jones.



[BRAVEFIRELEADER.COM](http://BRAVEFIRELEADER.COM)

06

Multi-Day In-Person Programs.

## LIVE



- ✓ 3 or 4-day workshops with options for four coaching and mentoring sessions over the following months.
- ✓ With an emphasis on results, every session is about bringing back ONE THING to the fire department to have a new, more meaningful impact.
- ✓ Exercises and activities give leaders the rich experience of learning from one another, while working together to tackle real-world issues.



## WHAT THEY SAY

**Charles Mead,  
Engineer/CEP  
Pinetop Fire  
Department**

*"Kelly and Dan: a fantastic team! They bring leadership training to a completely different level and add a view, unlike any other leadership training I have ever attended. Kelly's lifetime experience in both Fire Department Human Resource and the real-world adds a unique twist when facing those difficult conversations that front-line Officers and your Command staff are presented with. Dan has the love and passion for the Fire Service as a retired Fire Chief. Yet his "real to himself and those he serves" attitude strengthens and causes you to look inwardly to grow into a better Officer. I highly recommend this course for any individuals looking to enhance their leadership skill sets."*

**Kevin Johnson,  
Training Chief,  
Hall County Fire  
Services,  
Gainesville, GA**

*"Kelly and Dan are experts of their discipline and were able to delve into the issues of several departments at one time. Well planned, expertly organized, and the entire program implemented with making the audience think about our actions in the field."*



TAKE YOUR ORGANIZATION  
TO THE NEXT LEVEL

LIVE-INPERSON OR ONLINE





### WHO SHOULD PARTICIPATE?

- Current officers
- Future-potentials
- New officers
- Mid-level chiefs
- Aspiring leaders

## BE AS EFFECTIVE AT THE STATION AS ON THE FIRE GROUND

Our training programs help fire leaders:

- Use skills they already know to prevent people problems
- Learn key areas of focus to improve the impact of their job performance
- Have access to over 20 leadership tools they can take back and use immediately
- Engage and develop the employees working on their teams
- Develop a flexible style in order to lead everyone, no matter their age or style
- Think on a more comprehensive level about advancing their department's success

## COMPANY HISTORY

More than 40 years of Cultivating Fire Leaders. Together Kelly Walsh and Dan Jones have been teaching fire department leaders around the United States leadership skills. Since 2015 they have taught at more than 150 fire departments and provided one on one coaching for hundreds of students. Walsh and Jones are highly regarded as two acclaimed experts in Fire Department Leadership.

## WHY CHOOSE US?

- ✓ Kelly Walsh, M.Ed., Professional Certified Coach, 25+ years of HR Experience including 10 years in Fire Service HR.
- ✓ Dan Jones, Fire Chief (Retired) 41 years of service, Chapel Hill, NC and former Editor-in-Chief of National Fire & Rescue Magazine, 35+ years instructing
- ✓ Endorsed by some of the most highly regarded fire chiefs in the United States.

## OUR SERVICES

### IN PERSON TRAINING



Dan and Kelly can travel to your location or your state and train as many personnel as needed. Multiple programs are available.

### ONLINE



The Brave Fire Leader Online Academy is convenient, affordable and students can work from anywhere, at their own pace.

### ONE-ON-ONE COACHING



Coaching and mentoring services are available to enhance leadership training.

### SPEAKING



Kelly and Dan travel the U.S. speaking at fire service conferences and events. Speeches can be tailored for your specific needs, especially in times of crisis.



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