

# Can your school connect the dots before it's too late?

@nick97 | Nov. 12, 2017  
This school is worthless. I wish it didn't exist.

@nick97 | Dec. 20, 2017  
My girlfriend dumped me. My life is over. What's the point anymore?

@nick97 | Jan. 3, 2018  
I want to go out with a bang, literally. If you want to live, don't go to school tomorrow.

@nick97 | Jan. 4, 2018  
Bang, bang. I hope you all took me seriously. Bye.

## Forewarned is Forearmed

How many times – after a deadly weapon violence event – have we read news that describes missed behavioral signals, the “cry for help” expressed beforehand by a perpetrator?

While there is no definitive behavioral truth, **many perpetrators of school violence exhibit common warning signals and behaviors of concern long before they act violently.**

More than **2,000,000 acts of violence are reported annually**, with incidents ranging from verbal threats to use of weapons to physical violence.

Firestorm strives to identify threatening messages before they become actions. Simply having a “tool” is not enough; expertise and experience in designing the search focus of the tool(s) are needed to capture the nuance of social intelligence gathering.

Firestorm has this experience, and has created strong alliances with providers of social intelligence gathering.

Firestorm will partner with you to structure investigative intelligence custom to your school, employees, and students.

Moreover, at Firestorm, we understand that a cost-effective intelligence monitoring design solution must address listening to all public or open-source social media platforms to determine potential threats to individuals and others.



**CONTACT US NOW**  
**firestorm.com or (800) 321- 2219**

Almost every violent act is preceded by

# WARNING SIGNALS

Actions – whether in the form of words, physical behaviors or online postings – **cannot be overlooked.**

Does your school have a clear reporting structure for observed behaviors of concern?

Does your school have a way to collectively organize warning signs into one central location?

Are employees and students given the ability to anonymously report incidents occurring at school?

## Firestorm will design a program to help identify foreseeable risks throughout your school.

By using Predictive Intelligence, organizations may determine if there are looming threats.



We use a combination of Predictive Intelligence tools and Firestorm seasoned and experienced practitioners. Approaches can be implemented that identify what is being said in social and traditional media in **real-time, not hours or days later.**



Through the combination of leading Predictive Intelligence and seasoned and experienced practitioners, **lives can be saved.**



Firestorm monitoring design uses **key 'indicators,' phrases, and words** to surface open-source, social conversations and provide 24/7 alerts.



Firestorm establishes a 'risk profile' to **identify the potential threats before** harmful actions are taken.



We then employ **deeper virtual investigation** design approaches to avoid potential threats.

## Contact Firestorm

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## Firestorm Predictive Intelligence Team



Utilizing a third-party Predictive Intelligence team, such as Firestorm, leverages broad experience and practical application of the team's experience.

Firestorm aggregates key information creating a full picture of issues. We will assist in **connecting the dots of behaviors of concern** in an unbiased way, creating a safe school environment for employees, students and protecting property.

## About Firestorm

Firestorm® Solutions, a division of Novume™ Solutions (NASDAQ:NVMM), is a leading crisis and risk management firm and America's **CRISIS COACH®**. Since 2005, Firestorm has assisted clients in transforming crisis into value by responding to some of the largest and most complex crisis events as well as combining best-practice consulting with proven crisis management expertise. Firestorm empowers clients to manage crisis and risk through assessments, audits, program development, insurance partnerships, training and advisory services using the PREDICT.PLAN.PERFORM.® methodology.