

## 1: Guerrilla Approach Consistency Drill | Active Response Training

*the approach Contemporary training culture encourages shooters to exert intense effort, but under incredibly narrow measurements of performance. Consequently, extraordinary individuals will rigorously train, only to yield mediocre results.*

We also think internal comms pros are super creative and can really take their ideas to the next level by applying a guerrilla approach to their ideas. Entries will be judged by our esteemed panel a. Awards competitions are a fixture of the communication profession and are a major focus of leading internal communicators around the world. In a flash, the idea of an essay competition came to mind. When you change the terms, you change the rules. And when you change the rules, you change the game. I like ContactMonkey I like that they are a guerrilla contender creating a space for themselves in the e-mail analytics space. And I noted that an e-mail analytics company has a stake in promoting and celebrating the use of the written word in our profession. ContactMonkey has embraced this idea, and we have been sharing ownership beautifully. We are all supposed to be visual and digital these days. And until now, no one has really recognized this. But we can write, and write we will. Or are we lagging behind in this area? Thought leadership has been lagging a bit a lot of the writers and bloggers and activists in this profession have gone silent or even gone away from the field. In the first round, entries will be judged evenly on readability, originality and impact. We want good writing though we are very willing to accommodate non-native English speakers , we want people to share their own ideas, and we want readers to believe that something else is possible for IC practitioners by looking ahead instead of behind. From an altruistic standpoint, I want to help midwife the next generation of IC thought leaders. When survey fatigue is epidemic and when the old posters have to be left up for no reason. When the chips are down, the back is to the wall and the gloves simply have to come off. I wanted IC professionals who are committed to our profession and who cover the bases: Some are well known, and others are rising stars. Let us know what you thought of our chat with Mike. Press the button below and blow us away!

### 2: Guerilla Approach - Soldier Systems Daily

*Thanks to Bravo Company USA for giving me the microphone to describe the 18 x-ray's perspective of GWOT and veteran culture. Thanks to my teammates, supervisors, and mentors that always gave me a long enough leash to work from.*

Saturday, April 14th, Respect This In , my grandfather returned from the war in The Pacific to discover the America he fought for was different than the America that welcomed him home. As a first generation immigrant from the Philippines, he spent the post war years dodging misplaced racism, unemployment, and blanketed disenfranchisement towards minorities. As a result, any resemblance of asian heritage was enough to solicit racist comments. And even more ignorant, yet comical, were the occasions in which he was slurred at for being Mexican. He understood that every day, he would need to demonstrate why he deserved his rights, regardless of already being entitled to them. And therein lies a reality that is lost on the current generation despite being only decades removed from the Civil Rights movement. Just because you are entitled to certain rights, does not mean that others will allow you to access them. My grandfather fought every day to defend rights that he had already earned. However, other large groups of immigrants used racism as an excuse to never assimilate. And when inequality occurred through employment or everyday interactions, the results were tense arguments and protests that only further divided the immigrants from the majority population. Unfortunately, this meant that these minorities were only seen at their worst, when they were outraged and attempted to combat stereotypes. Today, the faint sound of a familiar echo can be heard over discussions of the second amendment. Owning firearms in America is a civil right. Similar to the pockets of minorities that only interacted with majority culture during periods of conflict, gun owners are also susceptible to only allowing others to see us when we are highly emotional and attempting to combat false narratives. Rather than demonstrating the values we actually believe in, we are forced to disprove the ones we do not. I learned this when my father first taught me how to shoot at the age of eight. After an early morning hike into the forest, we arrived on a ridge line and began setting out clay pigeons. The following week at school I told all of my classmates about my excursion into the wilderness. Not once did I think I was handling a tool that could also be used as a weapon. Instead, I felt so much pride in using my hands to build a skill set. I played sports and was athletic, but shooting and firearms were different. Later, when I was deployed overseas, I witnessed first hand the uncertainty that is created by lawless regimes in failed states. Caught between the violence of militia groups, terrorists, and government forces, civilians in these countries were living a dystopian reality. For them, gun ownership was not about heritage and craftsmanship. There was no time for that. Gun ownership was that of necessity for family security. Still, bad things happen and the police are hardly capable of preventing all crime. Worse, the temporary lawlessness caused by extreme natural disasters or civil unrest can actually rival the violence of war zones. However, the nation as a whole functions. This allows gun ownership to exist beyond the sole purpose of personal safety, and is why American gun culture is rich with a heritage that respects craftsmanship, rugged individualism, and family traditions. Give that a second, because the following is important. Those opposed to your beliefs will label you, contain you, which will anger you while also leaving you vulnerable to manipulation. Although this is unfair, it happens regardless. Yet, the only time the nation as a whole interacts with gun owners is following the tragedy of a mass shooting. With emotions already high and fingers being pointed, responsible gun owners are pigeon holed into false identities that they then feel forced to defend. We are, however, doctors and blue collar workers. Yet, this is not who the mainstream anti-gun crowd knows us as. Instead, they see us at our worst. When we feel attacked after the tragedy of mass shootings; and when we take the bait and respond to false headlines that only serve the purpose of agitating. Yes, it is necessary to critique flawed statistics about gun violence. But longterm change of perception is not accomplished through memes or shouting bumper sticker slogans. These actions only add gasoline to the dumpster fire. We must also do it during lulls and periods of normalcy. As a young American, the pride I felt in using my hands to learn a skill was unrivaled. No sport or achievement in school mirrored the satisfaction of focusing my body and mind on a target, and then sending a bullet to score a direct hit.

Throughout the US, everyday Americans feel similar sentiments towards gun ownership. But we cannot make these qualities known in the middle of an argument. Arguing with opposition never changes their mind, it just causes them to further entrench in their beliefs. Therefore we will never experience a significant blow to the anti-gun crowd by only challenging their false narratives. Instead we must demonstrate through our own agendas why we value firearms. The greatest success I experienced with this approach was after I left the military and attended college. I finished my undergraduate studies at a California university. The political climate annoyed meâ€”trigger warningâ€”but I was there because the campus was parked on the beach. Despite the confused politics of the school, I started a marksmanship club that allowed students and faculty to participate in recreational shooting. At first, the faculty were concerned with sanctioning a gun club on campus. But prohibiting the club contradicted all of their rhetoric about equality and inclusion. Approved by the university, we began hosting monthly range events for students. We were a hit. What surprised me most about the club was that there was no single unifying characteristic of its members. There were graduate students and sorority girls. Some of the club members owned firearms, but most did not. Regardless, shooting was never about violence. Marksmanship was a sport. Our members easily classified it next to other outdoor activities such as surfing. The students felt a similar satisfaction that I felt with my father by shooting rifles and pistols for the first time. For me, fulfillment also came in the form of mentoring young adults to do something with their hands other than text or take selfies. The success of the marksmanship club serves as a broader vignette about gun culture in America. The administration at the university was concerned about promoting gun culture because they had been exposed to the wrong narratives about gun ownership. For them, guns were strictly symbols of violence. On the other hand, the students were characteristic of everyday Americans. They enjoyed the sporting of marksmanship because it allowed them to learn a skill with their hands. Their motivation was not derived from fear. It was not of hollow bravado. As a group, their satisfaction was communal. An appreciation of American heritage, being outdoors, and learning discipline. A finer moment of responsibility was displayed by a graduating female that explained why she was learning to shoot a pistol. She already secured a job and would live by herself in a new city. She considered buying a pistol for self-defense, but dismissed it as an option due to fear of misuse. The club allowed her an opportunity to learn about firearms. Not solely from the standpoint of self-defense or fear but through an appreciation of American heritage and taking personal responsibility for her safety. I love writing, I love creating, but marksmanship is something tangible. In a trip to San Francisco my friend Mark took me shooting on private land outside of the city. He was formally an engineer in tech and recently transitioned over to the executive side running operations for a decent size firm. He is a part of what is actually a very large number of closet gun owners in Silicon Valley. Mark gets excited about firearms, but as an engineer it is usually out of respect for craftsmanship. Regardless, Mark loves shooting because it is a physical test of his skill and discipline. Everyone in tech goes through the typical phases of getting really into endurance racing or hiking, but hobbies are like fads. When I come out to the range, it is one of the few times I can actually disconnect from my phone and just focus on myself. Mark has converted several of his hybrid-driving-soylent-diet-hipster-beard executive buddies into gun owners. He did not accomplish this by challenging anti-gun beliefs, but instead by showing the positive aspects of why he appreciates firearms. This truth is at the core of all civil rights movements. If you only promote your values when others attack it, you will never show the real depth of your culture. All of those trips to the ridge line with my father would surge to the forefront of my mind. However, these sentiments were never something I could demonstrate mid-argument. Although it was satisfying to fact check someone in the heat of the moment, it accomplished nothing in the long run. In college, when the administration was hesitant towards sanctioning the gun club, I did not respond by telling them why they were wrong about guns, or by defaulting to bumper sticker slogans and pro gun memes on social media. Instead, I showed them on my own terms and through my own narrative why I value firearms. By recognizing that he needed to demonstrate value in his rights every day, my Grandfather developed social tools that allowed him to navigate racist agendas. Similarly, I try to do the same with the second amendment.

### 3: The Guerrilla Approach to BJJ in Reno - Guerrilla BJJ Reno

*Special Forces combat experience applied to tactical and competitive shooting. Classes and matches in CA. [www.enganchecubano.com](http://www.enganchecubano.com)*

As we approach the X-ray machines, my child and I go into guerrilla traveling mode. I carry her through the security screening machine -- she cries when I try to get her to walk -- and we wait for our things to clear security. A security official waves a magic wand over the milk. We get dressed, pack, buy expensive water and get to our gate on time. You, too, can survive your flight and earn brownie points from childless travelers. Your pre-children travels with a Starbucks candy coffee and a crisp new magazine are over. You do not get to read a book or have a glass of wine while your child runs into the drink cart. Your goal is to get your family safely from Point A to Point B with the least amount of disruption to other passengers. Start preparing now A week before our departure, I make packing lists for my child and for me split into carry-on and checked baggage. I check as much as I can. I assume a huge flight delay without access to drink or food, a potty accident and a vomit incident. Pack patience for air travel amateurs Heading to the airport Print your boarding passes at home. It could be a sunny day at home and storms halfway across the country have delayed your flight. Want to clear security and hear that news? Head to the airport early. Now that my child can walk, we still get there early. I always check my luggage as soon as I can, curbside if possible. Get a gate-check tag for your stroller at the gate although some airlines now make you check it with your luggage. But if you can fit everything under the seats in front of you, wait to board until the plane is almost full. Why put your kid in a confined space until you have to? Change the diaper or go potty right before you board. Flying with baby When I first flew with my daughter after she turned 3 months, I dressed her in the cutest, pinkest one-piece footie outfit ever. Footed means no socks or shoes to lose in flight. I introduced her to every flight attendant I met. The first class flight attendants handed us three bottles of water after meeting her. They also told me which bathroom had a changing table if any and let us get up to change her diaper when the seat belt sign was on FAA: There was no turbulence. Breastfeed, bottle feed or use a pacifier on takeoff and landing. It helps their poor little ears. And when all else fails, your child is more important than showing your boob. Also remember to bring enough food to deal with the hungries that always hit breast-feeding mamas hard. Beyond baby Now my daughter carries her own backpack, which contains a sweatshirt, change of clothes, a few toys and an empty water bottle. My backpack has the snacks, books, her favorite shows on my computer and a coloring book. I place wipes and extra vomit bags in the seat pocket in front of me, just in case. Then we start our fun afternoon of eating, drawing and watching movies. If you have older kids, you are not off the hook. They tend to regress during flight, whining about things they know how to handle at home. Dial back your expectations and ensure they have enough to eat and whatever electronic gadget they need for entertainment. Older children have even been known to cuddle. What counts is that you make an effort to limit the damage. If your child is a screamer, apologize to the people around you in advance and hand out earplugs one friend packs them for every trip. Buy seat neighbors drinks or expensive airline cheese plates. If your child poops, pees or vomits onto you or your seat and you have a partner with you, one of you should take the baby and the diaper bag to the bathroom. The other person should get out the wipes and trash bag and clean everything up. What got you out of a jam on a recent trip with the kiddos?

### 4: target-square— | Active Response Training

*Consistency target used in our FMM Pistol classes. Download link available onscreen after checkout. No credit card information required. Shot from left to right, top to bottom, reload as ne.*

Thus, the Guerrilla Girls were born. When the protests yielded little success, the Guerrilla Girls wheat-pasted posters throughout downtown Manhattan, particularly in the SoHo and East Village neighborhoods. They also took on projects outside of New York, enabling them to address sexism and racism nationally and internationally. Tokenism also represents a major group concern. Guerrilla Girls wear gorilla masks whenever making public appearances. The Guerrilla Girls also worked closely with artists, encouraging them to speak to those within the community to bridge the gender gap where they perceived it. From the beginning the press wanted publicity photos. We needed a disguise. Influences[ edit ] Many feminist artists in the s dared to imagine that female artists could produce authentically and radically different art, undoing the prevailing visual paradigm. The pioneering feminist critic, Lucy Lippard curated an all-women exhibition in , effectively protesting what most deemed a deeply flawed approach, that of merely assimilating women into the prevailing art system. Earlier feminists tackled grim and unfunny issues such as sexual violence, inspiring the Guerrilla Girls to keep their spirits intact by approaching their work with wit and laughter, thus preventing a backlash. Throughout their existence, the Guerrilla Girls have gained the most attention for their bold protest art. In addition to posting posters around downtown Manhattan, they passed out thousands of small handbills based on their designs at various events. Their posters revealed how sexist the art world was in comparison to other industries and to national averages. Another poster listed the names of some of the most famous working artists, such as Bruce Nauman and Richard Serra. The poster asked "What do these artists have in common? This is one of thirty posters published in a portfolio entitled Guerrilla Girls Talk Back. This print is unusual in the portfolio in that it takes the form of an enlarged handwritten letter on baby pink paper. The extremely rounded cursive script crowned with a frowning flower exudes femininity, symbolizing the biting sarcasm for which the Guerrilla Girls were known for. The Guerrilla Girls sent this poster to well-known art collectors across the United States, pointing out how few works they owned by women artists. This piece was a commentary on how hard it is for female artists, and what lengths they must go through in order to be recognized and taken seriously. Women are constantly expected to perform a certain way and this print is the embodiment of how tumultuous it is for women all around the world to be recognized in the eyes of men with power. The group later transcribed it into other languages and sent it to collectors outside the U. The posters were rude; they named names and they printed statistics and almost always cited the source of those statistics at the bottom, making them difficult to dismiss. In other words, they worked. Next to the text is an image of the Jean Auguste Dominique Ingres painting La Grande Odalisque , one of the most famous female nudes in Western art history, with a gorilla head placed over the original face. In , the group designed a billboard featuring the Mona Lisa that was placed along the West Side Highway supported by the New York City public art fund. Stickers also became popular calling cards representative of the group. The Guerrilla Girls infiltrated the bathrooms of the newly opened Guggenheim Soho , placing stickers regarding female inequality on the walls. Where Are the Women Artists of Venice? Offers that pose a dilemma are carefully considered, so as to avoid censure, since one way to improve institutions is to criticize them from inside. During Winter , they participated in "Twin City Takeover," art exhibitions and art projects organized by a consortium of local art organizations sited around Minneapolis and St. To protest the dearth of female directors, the Guerrilla Girls distributed stickers during the Sundance Film Festival. Since , Guerrilla Girls Inc. In , the Artist and Homeless Collaborative invited them to work with homeless women to create posters in response to homelessness and the first Gulf War. Between and , Guerrilla Girl posters addressed the Presidential election, reproductive rights done for march on Washington in , gay and lesbian rights, and the LA riots. During the election, they displayed their Even Michele Bachman believes. In , they published their first book, Confessions of the Guerrilla Girls, a compilation of 50 works plus a self-interview. Meant to teach children how to both appreciate and critique museums, this book provides activities that reveal the problematic aspects of museum

culture and major museum collections. The presentations, known as "gigs", attract hundreds and sometimes thousands of attendees. In the gig, they play music, videos, show slides and talk about the history of their work, how it has evolved. At the end the GGs interact with audience members. New work is always included and gig material changes all the time. They have done hundreds of these events and have travelled to nearly every state as well as Europe, South America and Australia. They have also been invited to speak at art schools and universities across the globe, and gave a commencement speech at the School of the Art Institute of Chicago. On the heels of "Not Ready to Make Nice" were: Diversity[ edit ] Despite having routinely challenged art institutions to display more artists of color, both members and critics want the Guerrilla Girls to be more diverse. Zora Neale Hurston recalls Guerrilla Girl membership as "mostly white" and largely mirroring the art world demographics that they critiqued. Regarding the former, "Alma Thomas" worried that The Guerrilla Girls Bedside Companion to the History of Western Art "was so embedded in that second-wave feminist and even pre-second-wave essentialism" that it fulfilled some assumption that all women artists are feminist artists. Some even felt that "Kahlo" and "Kollwitz" completely controlled the book, despite their having selected material created collectively by all Guerrilla Girls. There was even suspicion that these two not only claimed all the credit, but took all of the profits. Some members condemned the book as "undemocratic and Many members of the group felt especially betrayed that "Kahlo" and "Kollwitz" had launched their lawsuit under their real names, Jerilea Zempel and Erika Rothenberg. Stanton , who handled the case, rejected the "bizarre" suggestion that defendants sporting gorilla masks be allowed to testify in his courtroom. He also stated that "Mundane court procedures for adjudicating legal rights and the ownership of property require direct and cross-examination of real persons with real addresses and attributes. In , they settled with the theatre group who agreed to go by Guerrilla Girls on Tour. A mentoring program was formed within the group, pairing a new member with an experienced Guerrilla Girl to bring them into the fold. Due to the lack of formality, the group is comfortable with individuals outside of their base claiming to be Guerrilla Girls; Guerrilla Girl 1 stated in a interview: This also helped to solve the problem of media interviews; the group was often interviewed by phone and would not give names, causing problems and confusion amongst the group and the media. Guerrilla Girl 1 joined in the late s, taking on her name as a way to memorialize women in the art community who have fallen under the radar and did not make as notable an impact as the names takes on by other members. To begin with, the gorilla in popular culture and media is often associated with King Kong , or other images of trapped and tamed apes. In the SAIC Commencement, the comparison between institutionalized artists and tamed apes was explicitly made: And last, but not least, be a great ape. In , Franz Kafka wrote a short story titled A Report to An Academy, in which an ape spoke about what it was like to be taken into captivity by a bunch of educated, intellectual types. The published story ends with the ape tamed and broken by the stultified academics. But in an earlier draft, Kafka tells a different story. The ape ends his report by instructing other apes NOT to allow themselves to be tamed. Museum poster is in part shocking because of its juxtaposition of the eroticized female odalisque body, and the large, snarling gorilla head. The addition of the head detracts from the male gaze and changes the way in which viewers are able to look at or understand the highly sexualized image. Further, the addition of the gorilla questions and modifies stereotypical notions of female beauty within Western art and popular culture, another stated goal of the Guerrilla Girls. The original image by Ingres without the addition of the gorilla head represents the kind of art that the Guerrilla Girls take issues with, like the common issues of exoticism and sexualization of women. Guerrilla Girls, who wear the masks of big, hairy, powerful jungle creatures whose beauty is hardly conventional The idea of *ars simia naturae* "art the ape of nature" maintains that the job of art is to "ape", or faithfully copy and represent nature.

### 5: Guerrilla Girls - Wikipedia

*In , the first drill I will perform during each practice session will be the Guerrilla Approach Consistency Target. I'll break that par time soon. Download the target and give this one a try.*

Strategy[ edit ] Guerrilla warfare is a type of asymmetric warfare: Tactics[ edit ] Tactically, guerrillas usually avoid confrontation with large units and formations of enemy troops, but seek and attack small groups of enemy personnel and resources to gradually deplete the opposing force while minimizing their own losses. The guerrilla prizes mobility, secrecy, and surprise, organizing in small units and taking advantage of terrain that is difficult for larger units to use. They typically also rely on logistical and political support from the local population and foreign backers, are often embedded within it thereby using the population as a human shield , and many guerrilla groups are adept at public persuasion through propaganda. Guerrilla forces principally fight in accordance with the law of war *jus in bello*. In this sense, they respect the rights of innocent civilians by refraining from targeting them. Since the Enlightenment , ideologies such as nationalism , liberalism , socialism , and religious fundamentalism have played an important role in shaping insurgencies and guerrilla warfare. Counter-insurgency operations are common during war, occupation and armed rebellions. Counter-insurgency may be armed suppression of a rebellion, coupled with tactics such as " hearts and minds " designed to fracture the links between the insurgency and the population in which the insurgents move. Because it may be difficult or impossible to distinguish between an insurgent, a supporter of an insurgency who is a non-combatant , and entirely uninvolved members of the population, counter-insurgency operations have often rested on a confused, relativistic, or otherwise situational distinction between insurgents and non-combatants. Together these officers advocated multi-pronged strategies to win over the civilian population to the side of the counter-insurgent. Classic guidelines[ edit ] The widely distributed and influential work of Sir Robert Thompson , counter-insurgency expert of the Malayan Emergency , offers several such guidelines. These governments are not interested in state-building and in extreme cases they have carried out counter-insurgency operations by using mass murder , genocide , terror , torture and execution. Historian Timothy Snyder has written, "In the guise of anti- partisan actions, the Germans killed perhaps three quarters of a million people, about , in Belarus alone, and lower but comparable numbers in Poland and Yugoslavia. The Germans killed more than a hundred thousand Poles when suppressing the Warsaw Uprising of These writers point to numerous guerrilla conflicts that centre around religious, ethnic or even criminal enterprise themes, and that do not lend themselves to the classic "national liberation" template. The wide availability of the Internet has also caused changes in the tempo and mode of guerrilla operations in such areas as coordination of strikes, leveraging of financing, recruitment, and media manipulation. According to David Kilcullen: Insurgents may not be seeking to overthrow the state, may have no coherent strategy or may pursue a faith-based approach difficult to counter with traditional methods. There may be numerous competing insurgencies in one theater, meaning that the counterinsurgent must control the overall environment rather than defeat a specific enemy. The actions of individuals and the propaganda effect of a subjective "single narrative" may far outweigh practical progress, rendering counterinsurgency even more non-linear and unpredictable than before. The counterinsurgent, not the insurgent, may initiate the conflict and represent the forces of revolutionary change. The economic relationship between insurgent and population may be diametrically opposed to classical theory. And insurgent tactics, based on exploiting the propaganda effects of urban bombing, may invalidate some classical tactics and render others, like patrolling, counterproductive under some circumstances. Thus, field evidence suggests, classical theory is necessary but not sufficient for success against contemporary insurgencies. Foco A Tuareg rebel fighter in northern Niger, Why does the guerrilla fighter fight? We must come to the inevitable conclusion that the guerrilla fighter is a social reformer, that he takes up arms responding to the angry protest of the people against their oppressors, and that he fights in order to change the social system that keeps all his unarmed brothers in ignominy and misery. Its central principle is that vanguardism by cadres of small, fast-moving paramilitary groups can provide a focus for popular discontent against a sitting regime, and thereby lead a general insurrection. Although the original

approach was to mobilise and launch attacks from rural areas, many foco ideas were adapted into urban guerrilla warfare movements.

## 6: Guerrilla Approach Course Review | Uncensored Tactical

*For more information about training and classes visit [www.enganchecubano.com](http://www.enganchecubano.com)*

I was strong and fast, but that was mostly because of youth. I was great at shooting drills. But only because I could learn sequences and had no clue as to which skills impacted my performance overall. My performance in controlled environmentsâ€”or trainingâ€”was only an indicator of just that, my performance in training. My first trip to the Philippines changed these realities through a healthy bruising of ego. My team was working with a Philippine Army infantry unit and teaching them US small-unit fighting techniques. During the trip, I was tasked with teaching a 2-hour block of instruction on hemorrhage control and care under fire. Fortunately, my team already possessed a slide deck for the class from a previous deployment, so most of the preparation for my course was already accomplished. I bombed my presentation. I failed because I committed the most annoying error as a lecturer, I read off slides and when questioned I simply restated what I had already said previously. Although I understood the steps to take during care under fire, it was only because I had learned to follow sequences. I knew the answers to questions, but not because I knew the answer, but because I knew what phrase to regurgitate. Fortunately, the practical exercises and hands-on portion of the class allowed students to work through what I failed to explain. Transitioning to the range, I was allowed back in my comfort zone of shooting drills as quickly as I could. One of the Filipino soldiers I was coaching needed serious improvement on his application of trigger control. Attempting to coach this soldier, I executed the same error as the day prior in my medical class. Rather than teaching, I was simply regurgitating the right answer. The Filipino soldier experienced issues because he was shooting too quickly which made him sloppy. Watching us run racetracks around the same problem, a senior teammate came over and mentored me through how to teach the right answer. To truly mentor a student, whether in the gym, the classroom, or on the range, you have to encourage him to pursue a line of thinking in which he arrives at both wrong and right answers. During this process you must guide him through the critical thinking process that allows for real learning. However, the military and law enforcement are not accustomed to this style of teaching. The martial and conservative nature of these organizations often results in teaching that is a one-sided dialogue. Although a recruit might have a question, he dare not ask it and seem stupid, or become the center of attention for a bad instructor that is more interested in punishing basic trainees. Consequently, a majority of tactical professionals are indoctrinated at a very early point in their career to seek regurgitation, not actual learning. Leadership forces a type of accountability that cannot be learned as a lone-wolf. As a junior Green Beret, I had minimal responsibility and made decisions that supported my missions, not the performance of others. At company-level range days, if the primary instructor taught something I thought was boring, I would physically roll my eyes in the back of the crowd. Rather than focussing on the basics, I wanted to perform exercises that I thought looked cool. Of course, the principle issue with exercises that look cool is that they are often self-serving. We see this dynamic a lot on Instagram now. Shooters running around, tossing kettle bells, throwing rocks at students, and punching rubber mannequins. Although these actions are enticing and appear purposeful, they typically develop no compoundable skills and lack external applicability. Under these circumstances, performing these drills only makes you good at performing the drills. Again, I could regurgitate what the right answers were, but that was not always significant as previously demonstrated. As an individual, you can default to the regurgitation fallacy and not even know it. This is simply because your focus is narrow. But if the collective performance of subordinates impacts mission successâ€”or life and deathâ€”it forces a comprehensive examination of how you develop stronger troops. This allows leaders to transcend teaching methods that are self-serving and approaches that encourage drills that only satisfy drills. There is nothing wrong with wanting to shoot the fastest, or being able to lift the most weight. But focussing on narrow end states undermines our overall growth. For example, who wins a gunfight, the police officer that can deadlift lbs or the one who can only deadlift lbs? Leadership also forces you to examine the possible second and third order of effects of a decision. Whether intended or not, every action creates reactions. In the heat of the moment, predicting unintended consequences can be difficult, but is an indicator of your value added to

the team and the mission. As a junior Green Beret, all I brought to the table was an enthusiasm for lifting weights and shooting. As a result, I was not a long-term asset. In order to truly improve your ability as a tactical marksman you must become a stronger leader; because leadership forces professional maturity that cannot be achieved alone, no matter how many reps you put in at the range or in the gym. He has trained foreign commandos, police officers, and militia fighters. He is the founder at Guerrilla Approach LLC, where he consults law enforcement officers on counter-terrorism and vehicle tactics.

### 7: Aaron Barruga (@guerrilla\_approach) – Instagram photos and videos

*Aaron Barruga - Guerrilla Approach Enlisting after the 9/11 attack, Aaron enlisted and served as a Green Beret in the US Army's 1st Special Forces Group. After leading militia fighters in Afghanistan, conducting raids with Iraqi SWAT officers, and training foreign commandos in Asia, Aaron learned an incontestable truth about war: everything comes down to brilliance in the basics.*

These "guerilla marketing" strategies seek to ditch the traditional marketing models and entice consumers in less obvious ways. What is guerrilla marketing? Basically, guerrilla marketing is about investing time, energy, and particularly imagination into a campaign, instead of primarily money. Guerrilla tactics use unconventional communications, often in unexpected places, and focus on low-cost strategies that make a high-impact impression. See also Non-Traditional Marketing Who employs guerrilla marketing? Principles of Guerrilla Marketing measure success by profits, not sales instead of prioritizing new customers, prioritize increasing number and size of transactions from existing customers, and gaining referrals aim messages at small groups instead of mass audiences focus on gaining the consent of the consumer to send them more information commit to a campaign, pursuing effective frequency, instead of creating a new message each time Originally conceived as a tool for small businesses and entrepreneurs, guerrilla marketing is nonetheless increasingly popular among large businesses See also Entrepreneurial Marketing. Additionally, non-profit organizations have been apt to invest their time, energy, and creativity into guerrilla campaigns. Unicef - Unicef placed a vending machine in Manhattan that sold dirty water for a dollar. Additionally, it provided a number to text in order to donate to the cause. Several different cancer awareness groups have employed similar guerrilla messages at beaches, including providing coffin-shaped beach towels, and placing morgue toe-tags on sleeping sunbathers. For what kinds of customers is guerrilla marketing effective? When selecting audiences for a guerrilla message, a group that is already engaged with the product at some level is the best target; they will be quicker to recognize and respond to creative tactics, and more likely to share the experience with their friends. As social media has become a major feature of the market landscape, guerrilla marketing has shown to be particularly effective online. Consumers who regularly use social media are more likely to share their interactions with guerrilla marketing, and creative advertising can quickly go viral. See also Viral Marketing How is a guerrilla marketing campaign developed? A guerrilla campaign starts with a creative and engaging idea, generally involving not just the content of the message, but its form. Surprises and innovative methods of communication are key components for engaging the interest of the consumer. A variety of creative methods can be employed—and indeed, one of the principles of guerrilla marketing is to use a combination of methods. Graffiti or reverse graffiti, where a dirty wall is selectively cleaned, interactive displays, intercept encounters in public spaces, flash mobs, or various PR stunts are often used. While using a variety of methods, the overall marketing message should be consistent. See also Ambush Marketing The surprising message should inspire consumers to share their find with their friends. Here, the omnipresence of camera phones works in favor of guerrilla marketing. That way, those delighted by the unique message will share it. And since this advertising comes not from the seller but from a friend, it carries more value. A successful event generates a buzz—or even better, goes viral. Having everybody talking about your product is far better than talking about your product to everybody. See also Consumer-Generated Marketing Creating a unique experience does carry with it an amount of risk. Specifically, a communication that is too creative may be misinterpreted. One example of this is when the Cartoon Network tried to promote their Aqua Teen Hunger Force cartoon by placing curious electronic flashing devices around the city of Boston. What career titles work with guerrilla marketing strategies? Marketing Managers Marketing Managers and Consultants create and direct guerrilla campaigns and integrate them with overall business strategy. What do they do? What type of salary should I expect?

### 8: Guerrilla Marketing | What is Guerrilla Marketing?

## THE GUERRILLA APPROACH pdf

*k Followers, Following, Posts - See Instagram photos and videos from Aaron Barruga (@guerrilla\_approach).*

### 9: Guerrilla Approach - Soldier Systems Daily

*September 18, BCM presents: American Gunfighter Episode 9, featuring Aaron Barruga of Guerrilla Approach. Aaron Barruga joined the military because of 9/11 and served as a Green Beret in the US Army's 1st Special Forces Group.*

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