



The SAFE Instructor Readiness Kit

Learn if becoming a certified instructor is the right next step for you.

Welcome to the comprehensive guide that introduces you to becoming a SAFE certified instructor. This document outlines the journey, requirements, and benefits of joining our global network.



Practical Self-Defence & Prevention

Learn to effectively teach practical self-defense skills that prioritize prevention, helping individuals avoid danger before it escalates.

Empowering Individuals

Empower individuals of all backgrounds with confidence and the ability to protect themselves and their loved ones.

Global Network & Safer Communities

Join our global network of compassionate instructors dedicated to creating safer communities worldwide.

www.safeinternational.biz



A Personal Message From Chris Roberts, Founder



Over the past 30 years, I've trained thousands of people from ages 8 to 80 in violence prevention and self-defence. What began as martial arts training evolved into something far more meaningful—a mission to empower those who need protection most.

What I've learned is this: effective self-defence isn't about complicated techniques or physical strength. It's about personal safety awareness, violence identification and prevention, and simple, reliable actions anyone can perform under stress in hours, not years.

Our SAFE instructors are foremost caring individuals with a mission to protect and serve their communities. Many have extensive experience in self-defence, but that is not the priority in seeking new certification instructors.

If that sounds like you—whether you presently teach self defence or you're a teacher, healthcare worker, community leader, or simply someone who cares—this guide will show you how you can transform lives through the SAFE method.

I'm honored you're considering this path with us.

– Chris



Who Becomes a SAFE Instructor?

The path to becoming a SAFE instructor attracts individuals from all walks of life, united by a common desire to protect and empower others. While many self-defence programs cater exclusively to those with extensive backgrounds, SAFE takes a fundamentally different approach—prioritizing passion, empathy, and a desire to help those who need this training the most.



Self-Defence Instructors

They come to SAFE because, despite years of experience teaching, they feel something’s missing when teaching regular people—those who won’t train for years, but still need to stay safe.

They know deep down that the most vulnerable students don’t need another complex technique—they need clear, practical, life-saving guidance they can use *right now*.



Veterans

Former military personnel who want to translate their protective skills into civilian contexts, often finding healing through helping others in their community.



Parents

Mothers and fathers motivated to protect not just their own children but to create safer environments for families throughout their communities.



Trauma Survivors

Individuals who have experienced violence firsthand and are reclaiming their power by helping others avoid similar situations.



Community Leaders

Social workers, nonprofit directors, and civic organizers who recognize self-defence as a crucial component of community wellness and empowerment.



The SAFE Difference

- ✓ No extensive experience needed. Just passion and desire.
- ✓ You're here because you care — and that's what matters.

What unites our instructors isn't their physical prowess or combat experience—it's their commitment to making a difference. Many come to us without any formal self-defence training but leave with the skills and confidence to transform lives.

Our instructors often report that teaching the SAFE method becomes one of the most rewarding aspects of their lives, as they witness firsthand how their work directly impacts community safety and individual empowerment.

If you've ever thought "someone should teach people how to stay safer," that someone might be you—regardless of your background.



Do You Have What It Takes?

Becoming a SAFE instructor isn't just about teaching physical techniques—it's about embodying a philosophy of empowerment, prevention, and compassionate guidance. Before diving deeper into the certification process, take a moment to reflect on whether you possess the core qualities that define successful SAFE instructors.

1

I care about protecting others

At the heart of every SAFE instructor is a genuine desire to help people avoid dangerous situations and navigate them successfully when necessary. This compassion drives everything we do and is the foundation of effective teaching.

2

I want to make a difference

SAFE instructors are motivated by impact, not ego. They understand that teaching practical self-defence skills creates ripple effects throughout communities, empowering individuals who go on to empower others.

3

I'm calm and compassionate

Effective self-defence instruction requires a steady presence, especially when discussing scenarios that may trigger emotional responses. The best instructors maintain composure while creating safe spaces for learning.

4

I believe violence prevention matters

SAFE instructors understand that the best self-defence is avoiding danger altogether. They value teaching awareness and boundary-setting just as much as physical skills.

✔️ If you checked 3 or more of these qualities, you already have the foundation to become an exceptional SAFE instructor. The technical skills can be learned—the heart for service is what truly matters.

Most Self-Defence Ignores the People... Who Need It Most

They've been our priority since 1994.



The SAFE Method Isn't About Flash — It's About Freedom

In a world where many self-defence programs focus on flashy techniques that look impressive but fail under pressure, the SAFE method takes a radically different approach. We've stripped away complexity to focus on what actually works when it matters most.



The SAFE method focuses on empowering individuals through practical, accessible techniques that work regardless of size, strength, or athletic ability. By emphasizing prevention and awareness over complex physical moves, we ensure that everyone can benefit from our training.

"Self-defence isn't about becoming a fighter—
it's about becoming free from fear and
empowered to live fully."



● Prevention before punches

Our methodology dedicates 60% of training to awareness, violence prevention, and verbal de-escalation—because avoiding danger is always more effective than fighting. Students learn to recognize potential threats before they escalate and develop strategies to maintain personal safety in everyday situations.

● Real life scenarios

We use straightforward, accessible language and practice with scenarios people actually encounter. No mystical terminology or unrealistic attack situations—just practical preparation for real life that students can immediately relate to and apply.

● Taught to those who need it most

SAFE instruction prioritizes accessibility for vulnerable populations—seniors, children, individuals with disabilities, and survivors of trauma—adapting methods to serve their specific needs.

● Adaptable for all ages & abilities

Self-defence should be adaptable to all physical capabilities, making self-defence truly accessible to everyone. Our instructors learn how to teach the same core principles across diverse populations with appropriate modifications.



The 5 Traits of a Life-Changing Instructor

Great self-defence instructors share certain qualities that transcend technical knowledge. These characteristics enable them to connect with students, create safe learning environments, and deliver information in ways that stick—especially under stress. As you consider becoming a SAFE instructor, reflect on these five essential traits that define excellence in this field.

1	2	3
Empathy Understand lived experience. Effective instructors can connect with students' fears and experiences without judgment. They create psychological safety that allows vulnerable sharing and authentic learning. This means listening more than talking and validating students' perspectives and concerns.	Adaptability Teach anyone, anywhere. The best instructors can shift their teaching methods on the fly to accommodate different learning styles, physical abilities, and cultural contexts. They recognize when an approach isn't working and can quickly pivot to alternatives that better serve their students' needs.	Simplicity Make complex things feel safe & learnable. Excellence in instruction means distilling complicated concepts into clear, actionable guidance. Great instructors avoid jargon, use relatable examples, and break skills into manageable steps that build confidence through small successes.
4	5	
Calmness You bring the energy your students need. Self-defence topics can trigger strong emotions. Outstanding instructors maintain a steady, reassuring presence that helps regulate the emotional temperature of the room. They neither minimize dangers nor catastrophize them, striking a balance that empowers rather than frightens.	Mission-Driven You're here to serve, not show off. The finest instructors check their egos at the door. They measure success not by impressing students with their own skills but by the increased confidence and capability they cultivate in others. They celebrate when students feel confident, self-assured, and empowered.	

At SAFE, we've found that these traits predict instructor success more accurately than previous martial arts experience or physical capabilities. Our certification process is designed to nurture these qualities while providing the framework needed to teach effectively.

"Physical skills can be taught, but the heart of a great instructor—the authentic desire to empower others—must come from within."

How SAFE Differs From Other Certifications

Understanding what makes SAFE different requires examining what traditional self-defence programs often get wrong. By recognizing these common pitfalls, you can better appreciate the deliberate choices behind our methodology and why it's more effective for real people.

1

Too Many Techniques

The Problem: Many programs teach dozens of complex moves that are impossible to remember under stress. Students leave overwhelmed and unprepared for real encounters.

How SAFE Fixes It: We focus on principles that work under stress. Rather than teaching 50 different responses, we teach a few fundamental movements that apply to countless situations. These movements align with natural stress responses, making them accessible when adrenaline is pumping.

2

One-Size-Fits-All

The Problem: Traditional programs teach the same techniques to everyone, regardless of age, physical ability, or trauma history. This leaves many students with skills they physically cannot execute.

How SAFE Fixes It: Our content adapts by age, ability, and trauma-sensitivity. We teach instructors how to modify all techniques for different bodies and needs. Every student deserves self-defence that works for *them*, not just for the instructor.

3

Ignoring Prevention

The Problem: Most self-defence focuses almost exclusively on what to do once an attack is already happening, missing critical opportunities to avoid danger altogether.

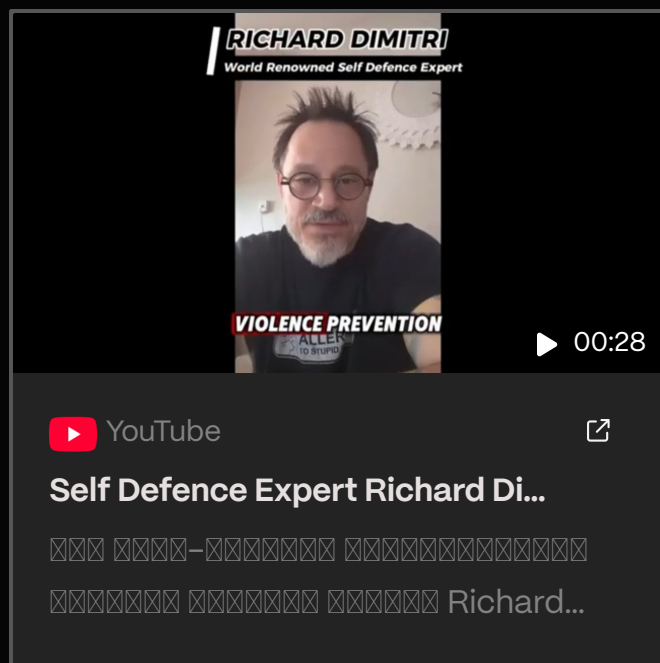
How SAFE Fixes It: 60% of our course is *before* anything goes physical. We teach situational awareness based around the real-life scenarios people encounter, and de-escalation as primary skills. Physical responses are important but are truly the last step in our methodology.

By avoiding these common mistakes, SAFE instructors deliver training that's more accessible, memorable, and effective in real-world situations. Our approach acknowledges that the best self-defence encounter is the one that never becomes physical because a potential threat was recognized and avoided early.

What Do Others Have To Say About SAFE?

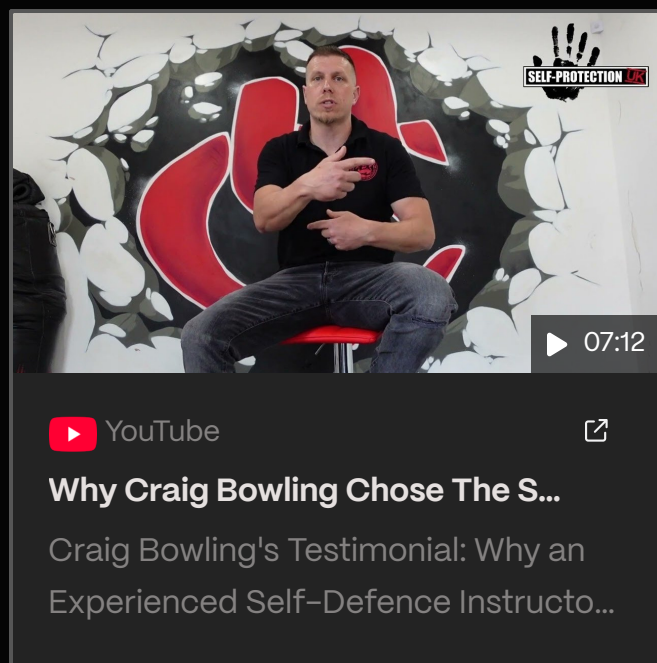
Richard Dimitri

World Renowned Self-Defence Expert



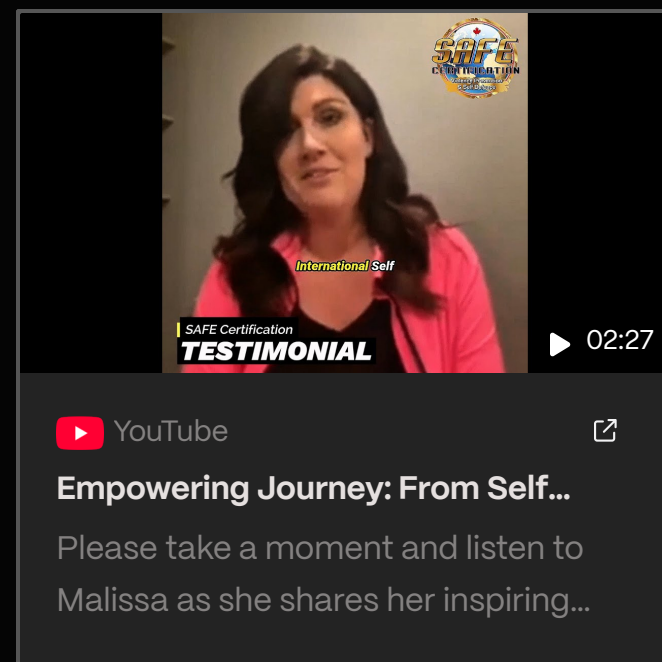
Craig Bowling

World Class UK Self Defence Instructor



Malissa Misch

From Student to SAFE Certified Instructor



Join a global network of instructors who chose SAFE Certification

"In true self-defence, simplicity isn't just preferred—it's essential. Under stress, complex techniques collapse. Principles prevail."



Saving & Changing Lives Since 1994

Your Certification Journey, Step-by-Step

Becoming a certified SAFE instructor follows a structured yet flexible path designed to accommodate various learning styles and schedules. The process typically takes about 90 days to complete, though many candidates move at their own pace depending on their prior experience and time availability.

Foundations Online

Begin with our comprehensive online learning platform that covers core SAFE principles, prevention strategies, and teaching methodologies. This self-paced component allows you to absorb the material on your schedule while preparing for the hands-on portions.

- 24/7 access to video modules
- Zoom support with Chris Roberts (many find this the most valuable aspect of the training)

Teaching Support

Apply what you've learned by practicing with volunteer students and recording sample lessons. Submit these recordings for personalized feedback (if you seek assistance) from Chris Roberts, Founder who will help refine your teaching approach.

- Teach a group of family or friends
- Receive detailed coaching on your style
- Revise and improve based on feedback

Get Certified

Once you feel proficient in both the physical techniques and teaching methodology, you'll receive your official SAFE instructor certification. This qualifies you to teach the SAFE curriculum in your community, workplace, or organization. Our goal is for you to feel fully confident in the material. Need additional support, no problem. We are here to help.

- Receive digital and physical credentials
- Listed in our global instructor directory (coming soon)
- Authorized to use SAFE materials and branding

Join Our Global Instructor Network

Certification is just the beginning. Enter our vibrant community of instructors who share resources, support each other's growth, and collaborate on advancing the mission of making effective self-defence accessible to all.

- Virtual meetups and continuing education
- Resource sharing and lesson plan exchanges with other instructors

  ~90 days from start to certification |  Instructors certified in 12+ countries |  Lifetime access to support and resources

Throughout this journey, you'll receive consistent support from Chris Roberts and fellow instructor candidates. We believe in creating a collaborative rather than competitive environment, where everyone succeeds by helping others improve.



Ready to Empower Others?

Taking the step to become a SAFE instructor means joining a global movement of compassionate leaders dedicated to creating safer communities through practical, accessible self-defence education. Your journey as an instructor will not only transform the lives of those you teach but will likely transform your own life as well.

Make a Lasting Impact

As a SAFE instructor, you'll provide people with skills that could literally save their lives. The ripple effects of your teaching will extend far beyond the classroom as students share their knowledge with friends and family.

Join a Supportive Community

Become part of our international network of instructors who share resources, and provide ongoing support as you develop your teaching practice.

Grow Professionally

Whether you plan to teach full-time or incorporate SAFE methods into an existing program, your certification will enhance your professional capabilities and open new opportunities.



Want to join the next cohort of SAFE Certified Instructors?

[Click here for more details](#)

The world needs more compassionate, effective self-defence instruction now more than ever. Communities everywhere are looking for practical approaches to personal safety that empower rather than frighten, that include rather than exclude, and that prevent rather than merely respond to violence.

Your background, your experiences, and your heart for service make you uniquely qualified to meet this need. The SAFE methodology will provide you with the framework, techniques, and teaching approaches to transform that potential into impact.



Still have questions?

We're here to help you determine if becoming a SAFE instructor is the right path for you. Reach out anytime at info@safeinternational.biz



What You Get When You Certify

Your SAFE certification includes much more than just permission to teach our curriculum. We provide a comprehensive toolkit designed to support your success as an instructor, continually updated with new resources as they become available.

1

Instructor Curriculum Review

Whether you plan on integrating the SAFE concepts into your existing course offerings or need help from scratch, we will aid you in the critical step of developing a life-saving curriculum designed for those who need it most.

- Age-specific curriculum variations
- Trauma-sensitive teaching guidelines
- Feedback based on 30 plus years of having taught more than 200,000 individuals since 1994.

2

Lifetime Instructor Portal Access

Our secure online platform houses all digital resources, training updates, and tools to support your teaching practice.

- Support in targeting those you are most passionate to help
- Certificate generation template for your students
- Assistance with marketing ideas

3

Video Library + Zoom Support

Access our extensive collection of instructional videos demonstrating our principles and concepts, teaching approaches, and strategies from 30 plus years to maximize your teachings. These resources serve both as refreshers for your own practice and as valuable tools to share with students during and after training sessions.

- Technique demonstration videos
- Vast array of drills and explanation
- Virtual support with Chris Roberts

4

Access to Private SAFE Network

Join our vibrant community of instructors who share insights, ask questions, and support each other's growth. We are in the process of expanding this support.

5

Ongoing Business Support

For those looking to build a teaching business, we provide guidance on pricing, marketing, course structure, and other practical aspects of establishing yourself as a professional instructor.

These resources represent our commitment to your long-term success as a SAFE instructor. We understand that certification is just the beginning, and we're invested in supporting you throughout your teaching journey with continually evolving tools and community connection.



Take the Next Step in Your Instructor Journey

Becoming a SAFE instructor represents more than just adding a new skill to your resume—it's about joining a movement dedicated to creating safer communities through empowerment, awareness, and practical education. The impact you'll have as an instructor extends far beyond the classroom, creating ripple effects that transform lives and strengthen communities.

We've designed the certification process to be rigorous enough to ensure quality but accessible enough to welcome passionate individuals from all backgrounds. Our goal isn't to create an exclusive club but to build a diverse, global network of instructors who bring unique perspectives and strengths to this important work.

Whether you plan to teach full-time, offer occasional workshops, or simply incorporate these skills into your current role, your SAFE certification will equip you with the tools, methodology, and support system needed to make a meaningful difference.

"The best way to find yourself is to lose yourself in the service of others." — Mahatma Gandhi

The world needs more compassionate, effective self-defence instruction now more than ever. By taking this step, you're answering that call and committing to be part of the solution.

Ready to Begin?

Applications for our next certification cohort are now open. Space is limited to ensure personalized attention for each candidate.

[Apply for Certification](#)

[Ask Questions](#)



Connect With Us

Follow SAFE Violence Prevention & Self Defence for updates, free resources, and community stories:

- Website: www.safeinternational.biz
- Email: info@safeinternational.biz