

WORLD COMBAT ASSOCIATION

- 1. COMBAT COACH DIPLOMA**
- 2. INSTRUCTORS CERTIFICATE
IN SELF DEFENCE**
- 3. SELF DEFENCE AWARD**

Qualifications & Franchise Programme



Prospectus

PETER CONSTERDINE
Course Director



WORLD COMBAT ASSOCIATION - SELF DEFENCE QUALIFICATIONS

Background

Recognised as the world's foremost organisation for the promotion and development of practical self defence. Its founders, **Peter Consterdine** and **Geoff Thompson** are regarded as having been fundamental in establishing the now widely held view, that traditional, Eastern martial arts require major adaptation to be of use against modern day, gratuitous violence.

There are no bells, whistles, flags, or referees to start and stop a violent encounter in the street and understanding the nature of this violence, both in its physical form and psychological effect on a potential victim is paramount.

Effective self defence, or self protection, as we prefer to call it, is a combination of two core elements;

Proactive procedures for avoiding threats
Reactive measures for the physical defence against threats

In percentage terms, some 90% of an effective self defence package should be directed to the proactive avoidance of threats. The traditional martial artist instructor's view has often been the direct opposite of this, with the preponderance of importance being given to physical techniques.

The **British Combat Association** set out in 1993 to educate both the martial arts community and the public in general about the folly of such an uninformed approach. In 2008, 15 years after the start of the BCA, Geoff & Peter launched the **World Combat Association (WCA)**, a truly international combat organisation.

It is through the **WCA** that these qualifications are issued.

Over the years, various attempts have been made to formalise and approve the teaching of self defence and conflict management, the latter often turning into a hiding place for people and institutions who continually attempt to avoid confronting the reality of how violent people need to be dealt with.

It is erroneous to believe that unreasonable people, usually those drugged or drunk, will respond to reasonable conflict resolution concepts.



The Qualifications

The Combat Coach scheme is comprised of three qualifications;

- **Self Defence Award**
- **Instructor's Certificate in Self Defence**
- **Combat Coach Diploma**

Aims of the Courses

Self Defence Award aims to;

- Provide awareness of personal security and awareness issues
- Promote awareness of self defence issues and techniques
- Provide progression to the Instructor's Certificate in Self Defence

Instructor's Certificate in Self Defence aims to;

- Develop the skills essential to the effective organisation and delivery of self defence training
- Promote good practice in the instruction of self defence
- Provide an intensive curriculum in personal security & combat
- Provide progression to the Combat Coach Diploma

Combat Coach Diploma aims to;

- Develop advanced knowledge & skills in the areas of personal security, combat, travel security and risk assessments
- Extend the knowledge and skills necessary to instruct within 'front line' occupations
- Provide knowledge, skills and all instructional material necessary to operate within commercial environments

The scheme in its entirety comprises some **60 Units of Competence**

Target Group

You are likely to fall into one of four categories;

1. You are a member of the public with little or no experience in martial arts and want to know how to defend yourself and your family and who worries that learning a traditional martial art may not be the answer.
2. You are a practising martial artist who is now convinced that traditional martial arts are not the complete answer to countering violence.
3. You are a practising martial artist who has good foundation skills but now wants to progress to becoming a Self Defence instructor, increasing your knowledge and skills and who wants a qualification from a world-renowned organisation.
4. You are currently a martial arts instructor, possibly teaching self-defence and want to substantially expand your knowledge and skills so as to be able not only to teach members of the public, but also to deliver comprehensive defensive tactics and personal security programmes to the police and other front line organisations as well as to commercial organisations. You also know that your qualification has to carry weight in the marketplace.

Questions & Answers

Q. So how will the programme help me if I fall into one of the above categories?

A. If you fall into **categories 1 & 2** above then you should achieve the;
Self Defence Award

If you fall into **category 3** then you should aim to achieve the;
Instructor's Certificate in Self Defence

Category 4 people will enrol on the course to obtain the;
Combat Coach Diploma

The Diploma can be reached in a progressive way and a person who embarks on the Self Defence award may, over time, be able to reach the Combat Coach Diploma level.

Achieving the teaching qualifications also allows a graduate to enter the **Franchise Programme** and the opportunity to substantially increase earnings from the martial arts. Read more later.

“Lets look at these qualifications in more detail”.

We believe it would be impossible for you to find a course that covers as much as one tenth of this total programme and the reason for this is quite simple - no one has our depth of knowledge and range of experience. This is not a simple boast it is fact.

Q. Who is the Course Director?

A. The Course Director is Peter Consterdine who, after 45 years at the very top of Martial Arts, 20 years as an International Bodyguard and Risk Management consultant, instructor to numerous British police forces and with over 12 years working city centre doors in the U.K., is one of the most highly qualified of people in the field of Personal Combat.

“What I bring to the programme is over 45 years of martial arts at the highest level, linked with many years of personal combat and specialist, international security work, together with the experience of delivering the programmes I am going to give you within the 2 commercial elements of the course.”

“I actually know what violent encounters are like and I know what is needed to combat that violence. I have taught thousands of people the concepts and mechanics of effective self-protection and hundreds of Instructors how to deliver these programmes.”

*“As Joint-Chief Instructor of the U.K.’s famous **British Combat Association (BCA)** and its parent organisation the **World Combat Association (WCA)** with my partner **Geoff Thompson** (**‘Watch my Back’**) we changed the face of traditional British martial arts, ensuring that a sense of reality about how violence really occurs and not how martial arts instructors think it occurs, has to be the foundation of any defensive programme.”*

Peter Consterdine

WHOSE NAME IS ON THE QUALIFICATIONS?

If you were to receive a certificate after days, weeks and months of hard work and study who would you want to sign your certificate. I ask this because you could be paying thousands of dollars for a certificate from someone who has simply invented themselves, their qualifications and jumped on the self defence ‘bandwagon’

“I DIDN’T JUMP ON THE BANDWAGON - I PUT THE WHEELS ON IT AND HITCHED UP THE HORSES”

Over the past few years, I’ve lost track of the number of ‘so called’ instructors who have come out of the woodwork with a list of achievements and qualifications as long as your arm.

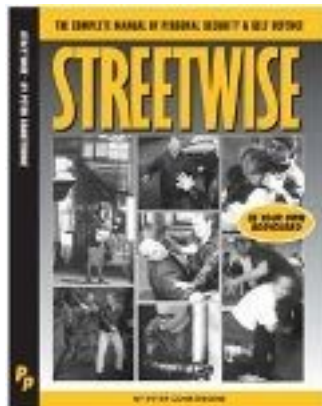
Check them out thoroughly, however, and you will probably find that they have simply jumped on the ‘bandwagon’.

You may be familiar with my teachings through my DVDs, Books and magazine articles, or you may even have trained with me in the past and if so you will know my absolute commitment to the self defence subject, my attitude to hard training and my reputation for excellence in everything I do in the world of Martial Arts and Self Protection.

“BE YOUR OWN BODYGUARD”

This was the ‘sub-title’ for my second book, *STREETWISE*. Before this book there was no other publication available that dealt in so much detail with the twin subjects of Personal Security and Self Defence.

Streetwise broke the mould and these programmes will extend these subjects so that you will, as a graduate of the Self Defence Award be more than capable of avoiding and handling violence and as a graduate of the Instructor Certificate be more than capable of delivering realistic self defence and personal security programmes.



Streetwise was the first book on self defence that dealt in any detail with the vital issues of personal security.

It has become the seminal work on the subject of personal combat and became recommended reading within the U.K.s official ‘police defensive tactics manual’.

STREETWISE

Commercial Courses

I have a range of courses, from a six-week, [Ladies Self Defence](#) programme, to very sophisticated courses for [Police Defensive Tactics](#) and international [Travel Security](#) lectures. These courses have been delivered all over the world and successful graduates will be given these courses as part of the qualification you are undertaking. Diploma students will receive all 14 courses to include Course Notes, Powerpoint and Lesson Plans.

Following, on page 8, are some of the courses that you will be given and taught to deliver during your graduate programmes; appropriate to the Certificate or Diploma levels. Also outlined on the next page is the Franchise programme.

The Combat Coach Franchise Programme; will enable Instructors, themselves, to deliver the Instructor Certificate and Award programmes with some substantial earning potential.

As well as having a range of commercial training courses to deliver that come FREE with the Instructor & Coach qualifications, (see page 8), these graduates will have the opportunity to participate in the Franchise Programme, outlined below.



The Franchise Opportunities

Graduates of the Instructor Certificate will be able to deliver the **Self Defence Award**.

Graduates of the Combat Coach Diploma will be able to deliver both the **Self Defence Award & The Instructors Certificate Of Self Defence**.

Only the World Combat Association will be able to qualify Combat Coaches.

There is no capital cost for the franchises available and much of the administration for the course delivery to students will be handled by the WCA, leaving the Instructors and Coaches to handle the 'face to face' delivery with their students and course queries.

The Rewards

We estimate that a graduate of the **Self Defence Instructor** course, who comes into the franchise programme will, with only some 15 students enrolling on the Self Defence Award, earn some **£6,750**

A **Combat Coach** who enrolls 4 students on the Instructor's Certificate course and 5 students on the Self Defence Award course will earn some **£9,500**.

A Combat Coach who enrolls a Self Defence Instructor who, in turn, later enrolls on the Combat Coach course, will earn some 40% of the Coach enrollment fee amounting to **£854**. A Combat Coach who, successfully, brings an Instructor through to the Coach level will have earned some **£4,000** in the process. This is just on one Instructor which, in itself will pay for the whole programme.

A more detailed Franchise brochure is available on request, but you should be able to see how quickly the cost of your own enrollment on the Instructor or Coach Programmes will be recovered. All submitted work will be assessed by both the Franchisee and the overall Course Director, Peter Consterdine.

Courses You Will Receive, For You To Deliver Commercially

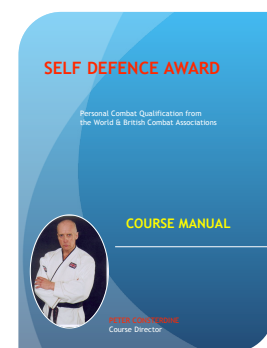
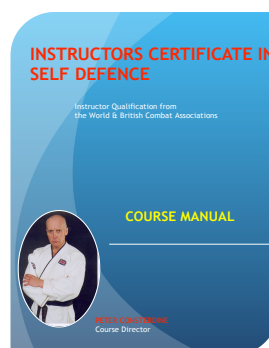
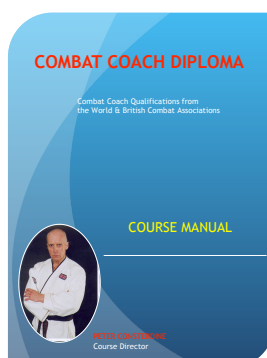
1. Personal Security Awareness (various locations & for various occupations)
2. Women's Self Defence
3. Teaching Self Defence To Martial Artists
4. Security Awareness for Security Personnel
5. Executive Personal Security & Awareness
6. International Travel Security Awareness
7. Surviving Hotel Fires
8. Anti-Surveillance & Anti-Kidnap
9. Basic & Advanced Police Defensive Tactics
10. Armed Hold-Up
11. Weapons Retention & Disarm
12. Understanding Risk & Crisis Management
13. Handling Violence & Aggression in the Workplace
14. Bomb & Bomb Threat Awareness

The above are the courses that successful candidates will be given to be able to deliver themselves to members of the public, official bodies and commercial organisations.

Don't think that you will be limited to your own country when delivering these courses. I've delivered the Personal Security & Awareness lectures to business travellers and ex-patriates all over the world. Increasingly it is a requirement that executives travelling the world receive 'Travel Security' training prior to travel - just one opportunity for you.

"These courses are tried and tested and have earned me, and my security company, tens of thousands of pounds over the years and are yours to deliver when you complete the teaching grades". Peter Consterdine

The Manuals, Lesson Plans and Supporting Videos



Q. What pace will the programmes go at?

A 1. The full **Combat Coach Diploma** will take some 6 months and the graduate will have spent some 42 hours of tuition with myself, or if geographically distanced, the same amount of video analysis.

A 2. The **Instructor's Certificate in Self Defence** will take 3 months with graduates spending some 30 hours of tuition with myself and their Combat Coach, in addition to the Instructor manual and all appropriate videos, lesson plans, e-books and 2 courses that graduates will be able to deliver immediately to members of the public. Graduates can extend the course to suit their personal requirements.

People enrolled on the Instructor programme will also have free membership to **Combat Corner website** - a saving of **£25 a month**

A 3. Graduates of the **Self Defence Award** can be completed within 1 month, or up to 3 months if a candidate so desires and the programme will have some 18 hours of personal tuition with myself and/or their Combat Coach or Instructor and an intensive study programme with tutorials supported with Powerpoint, videos, and e-book downloads.

People enrolled on the Coach programme will also have free membership to **Combat Corner and World Combat Zone websites**, a saving of **£40 a month**. *This in itself is worth £480 a year.*

Q. How will the courses be delivered?

A.

Comprehensive Coaching Manuals, supported with Powerpoint presentations

All Lesson Plans

Telephone, email & Skype Mentoring

Personal Video Analysis

Personal Tutoring

Supporting Programme Videos

Supporting e-books

A range of tried and tested commercial training programmes, including Powerpoint presentations

Free Gold membership to the membership websites **Combat Corner and World Combat Zone** - a saving of **£40 per month**

“THIS GRADUATE PROGRAMME WILL NOT ONLY CHANGE YOUR MARTIAL ARTS, IT COULD ALSO CHANGE YOUR LIFE”

Units Of Competence

To achieve the **Self Defence Award** a candidate must demonstrate competence in **units 01 to 21**

For the **Instructors Certificate in Self defence** candidates must demonstrate competence in **units 22 to 39**.

For the **Combat Coach Diploma** candidates must demonstrate competence in **units 40 to 60**



*60 Units of
Competence*

If you enrol today on the complete **Combat Coach Diploma** there will be some **60 Units of Competence** that you could complete through both distance learning and personal tuition. There will, however, be some mandatory Units and some open choice ones.

If you enrol today on the on Instructor in **Self Defence Certificate** there will be some **35 Units of Competence**.

The practitioner's **Self Defence Award** has some **21 Units of Competence**.

Below are listed the Units so you can see how comprehensive these awards are and after the Unit listings you can see which Units are optional and for which written papers will be required;

SELF DEFENCE AWARD

1. Principles of Personal Security
2. Developing Personal Security Awareness
3. **Developing a Personal Threat Assessment**
4. **Perceptions of Crime**
5. Personal Security in the Street
6. Personal Security Whilst Mobile
7. Personal Security at Home
8. **Handling Fear & Chemical Responses**
9. Understanding the Principles of Conflict Management
10. **Self Defence & the Law**
11. The Physical Confrontation
12. **Basic Principles of Self Defence - Proactive v Reactive**
13. Attack Scenarios
14. **Understanding Warning Signs & Danger Signs**
15. Releases From Holds & Safe Breakaways
16. Stances, Movement, Strikes & Kicks
17. Basic Grappling
18. **Pre-emptive Strikes & Distraction Techniques**
19. Blocking & Trapping
20. Ranges & Tools
21. Impact Development

SELF DEFENCE INSTRUCTOR'S CERTIFICATE (as Award) plus;

22. Communication Skills & Strategies

23. Edged Weapon Defence

24. Blunt Weapon Defence

25. Scenario Development

26. Dealing with Multiple Assailants

27. Warm -up & Stretching Routines

28. In Depth Personal Security Tuition for;

Street

Vehicle

Office

Public Transport

Home

29. Instructional Skills

30. Understanding Fuel States for Physical Effort

31. Developing Suitable Drills for CQC

32. Emergency First Aid

33. Developing Combative Skills

34. Preparing Courses for Various Markets

35. Control & Restraint Techniques

36. Tactics for Restricted Space

37. Advanced Law Issues

38. Anti-Surveillance

39. Health & Safety

COMBAT COACH DIPLOMA (as Award & Certificate) plus;

40. Teaching 'non-government' Agencies

41. Delivering Programmes to Commerce & Industry

42. Understanding Training Requirements for the;

Police

Prison Service

Security Operatives

Other 'Front Line' Personnel

Business Travellers

43. Developing Training Needs Analysis

44. Advanced Combat Drills

45. Developing Combat Drills

46. Firearms Appreciation & Capabilities

47. Weapon Retention (Firearms & Kit)

48. Weapon Disarm (Firearms)

49. UDT In & Around Vehicles

50. Course Organisation & Management

51. Instructional & Presentational Skills

52. Developing Commercial Opportunities

53. Personal Security Programmes for Senior Executives

54. International Travel Security Procedures for;

[Regional Risk Assessments](#)

Airports

Mobile

Rail

[Hotels](#)

55. [Handcuffing](#)

56. [Understanding the Risk Management processes](#)

57. Bomb & Bomb Awareness Management

58. [Anti-Robbery Awareness](#)

59. Understanding Close Protection principles

60. [International Terrorism in the 21st Century](#)

Those Units [marked in BLUE](#) will require candidates to submit a paper on the subject, with help and guidance. There is also a study course for the Unit.

Those Units [marked in ORANGE](#) are optional, recognising that students on the course may well come from 'front line' organisations where these skills are fundamental to daily operations. Some optional sections also reflect that candidates may hold.

Some of the above courses, on their own, run into hundreds of pounds and if I cost the Units on an individual basis it would tens of thousands of Dollars worth of material.

I want to give you qualifications you can be proud of, at a cost that is affordable, in relation to other less comprehensive options.

[Costings;](#)

[Self Defence Award](#)

| | |
|--------------------------------------|------------------------|
| U.K. Cost including personal tuition | £1,250 |
| Monthly, over 3 months | £500 |
| Overseas excluding personal tuition | £1,000 |

[Instructor's Certificate in Self Defence \(Includes Award programme\)](#)

| | |
|-------------------------------------|------------------------|
| U.K cost including personal tuition | £2,250 |
| Monthly, over 3 Months | £875 |
| Overseas excluding personal tuition | £1,860 |
| Monthly over 3 months | £725 |

[Combat Coach Diploma \(Includes both Award and Instructor levels\)](#)

| | |
|--------------------------------------|------------------------|
| U.K. cost including personal tuition | £4,385 |
| Monthly over 6 months | £850 |
| Overseas, excluding personal tuition | £3,990 |
| Monthly over 6 months | £750 |

PETER CONSTERDINE - Course Director

An 8th Dan in Karate and former Gt. Britain & England Karate International, Peter was one of few international Karate fighters who made a successful transition to the Full Contact arena. He has made the subject of personal combat a lifetime study.

Peter's books - **The Modern Bodyguard**, **Streetwise**, **Fit To Fight** and **Travelsafe**, have become seminal works on the subjects of personal security, self defence, fitness training for combat and travel security.



Peter has worked in over 25 countries providing Executive Protection to the owners and senior executives of some of the World's most prominent Corporations and organizations.

He is the author of the **Modern Bodyguard**, a book which became the seminal work on the subject of Close Protection



International travel has entered a new paradigm, especially in respect of travel security issues. Peter has lectured business travellers and ex-patriates on the subject of personal security whilst abroad. The courses have been delivered both in the U.K. and overseas.

Peter's book **Travelsafe** is a permanent item in the luggage of many an international traveler.



International Close protection demands an ability to work with and manage security operatives of diverse cultures. The photograph to the left shows Japanese bodyguards waiting for their English celebrity couple to emerge from a photographic studio in Tokyo. Cultural diversity is a feature of this course. The Coach programme will touch on some of these elements.



High-level personal fitness has been a feature of Peter's martial arts career, with a reputation for developing intensive drills, designed specifically for sporting or operational roles.

Peter's **Fit To Fight** book and videos are read and watched the world over by committed CQC adherents.



Peter's belief has always been that Personal Security is the cornerstone of a complete self defence package. Awareness and evaluation of threats are fundamental to avoiding danger.

Streetwise, is the book Peter has said he always wanted to find when he started out in martial arts, but unable to do so he wrote it himself.

How To Enroll

Step One

First of all you have to decide where you are with regard to your acquired experience, skills to date and future aspirations.

For someone with a brief exposure to martial arts or someone with no martial arts experience, but who wants to know how to stay safe from violence, the choice is an easy one and it will be the Award qualification.

If you are a martial arts instructor who has come up through the traditional route and who feels that more specific self defence training is required, then the Instructors Certificate will be the route. Equally, you may already be teaching some self defence, but want to formalize your training with a qualification and acquire more knowledge and skills then, again, the Certificate is for you.

The Combat Coach Diploma further extends the skills and knowledge sufficient to allow a graduate of the course to move into commercial teaching opportunities.

Step Two

At the end of this brochure is a Course Application form, which you can complete on line, or download and post.

Step Three

When we receive the completed form, the Course Director, Peter Consterdine will make contact to discuss your aims and ensure that you have a complete understanding of the course you wish to enroll on and that it is right for you.

Step Four

When eventually enrolled, you will receive in the post your Course Manual and all course administration documentation. From this point onwards course Units will be emailed, videos and ebooks downloaded, and course projects submitted and reviewed. Dates for personal training will be made available and there will be enough flexibility in these dates so as to ensure no personal training time is lost.

Peter Consterdine
Course Director

Copyright 2009

The Contents of this brochure are copyrighted

World Combat Association

Peter Consterdine 2009

World Combat Association & British Combat Association

Unit 12B,

Wellgate Centre, Ossett, Wakefield, WF5 8NS,U.K.

Tel; 44 (0)1924 266016

Email; info@peterconsterdine.com