



# IMPACT

GLOBAL

## Background

We've combined four decades of expertise from diverse martial artists, FBI and police, research on survivors and perpetrators of violent crimes, neurological research, and effective communication techniques in developing our training system. Our program is designed to provide our students with realistic and useful verbal and physical skills.

## Leadership Team

**Lisa Gaeta**  
Founder

Chief Executive Officer

**Tom Rose**  
President

**Jennifer Bunting**  
VP of Training & Development



## IMPACT Thesis

Expanding the number of IMPACT Global branches, partnerships, and satellites to train and support violence prevention instructors will increase employment, and train more people to protect themselves from violence.

## IMPACT Instructors Teach

- Recognizing the warning signs of violence
- Utilizing verbal techniques to address harassment
- Boundary-setting and communication strategies
- Strategies for de-escalation, and bystander intervention
- Physical fighting techniques
- Emotional care practices for resiliency

## Business Model

IMPACT, established in 1984, is the original and longest running full-force self-defense class in Southern California

- Establish branches, partnerships and satellites supported by centralized infrastructure to produce rapid scaling
- Leadership has global instructor training and business development experience
- Partnership with ESD Global generates training revenues and develops ESD Level 1 graduates to staff branches and satellites
- ESD Level 1 Graduates teach classes to attain hours for certification increasing IMPACT Global instructor capacity