



WILLIAM@APRILLRISKCONSULTING.COM • 504.919.7961 • APRILLRISKCONSULTING.COM

UNTHINKABLE

Concepts and Techniques for the Gravest Extreme

Summary:

Unthinkable is, in brief, a tour of the dark side of criminal violence. In one very full day, attendees will undertake a fast-paced and interactive overview of how dangerous aggressors think as they decide whom to victimize, and we'll review target demeanor and behavior for cues that we appear easily victimized. Hands-on training will introduce robust, effective techniques for disarming an assailant armed with a pistol and the day will finish with an in-depth survey of the best processes and methods to establish a powerful and adaptive defensive mindset.

Attendee Feedback

"I wish everyone important to me would take this class." "Unthinkable" attendee, 2015

*William Aprill is one of the most important thinkers in the defensive shooting world today. His insight into what makes criminal attackers "tick", as well as his understanding of the psychological aspects of training and response, are valuable to everyone who has a firearm for personal defense. - **Grant Cunningham***

"If I could go back in time I would trade every moment I've ever spent in a carbine course to listen to William Aprill's lectures in the Unthinkable class because THAT in-formation was the kind of stuff I needed. - "Unthinkable" Attendee, 2015

*The gun is certainly a wonderful and very powerful tool, but it's not wise to pin your survival strategies entirely upon the possession of that tool. "Unthinkable" arms you with information. Critical crucial knowledge that may not be needed every day, but if the "Unthinkable" actually happens to you it gives you enough exposure to know there is almost always something you can do to improve your situation. The exposure opens your mind... - **GunNuts.net***

Full Course Description:

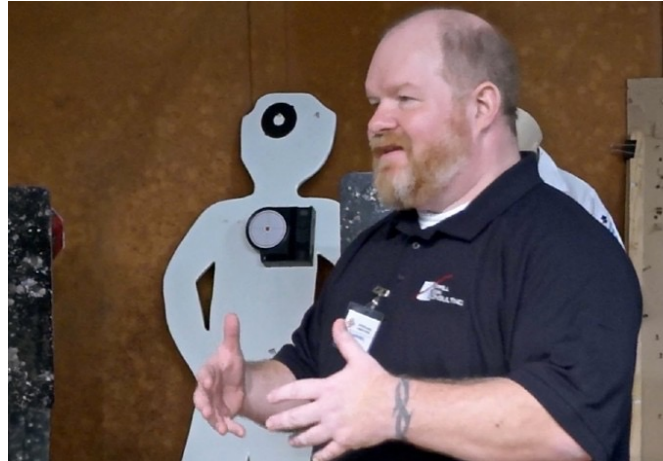
- **How do violent criminals think of us, and how do they target us?**
- **How are human monsters made, and born?**
- **What do we do when faced with drawn gun?**

All these questions recall threats that any reasonable person would avoid at any cost. So why would anyone pay to spend a day immersed in exploration of those threats and more? Simply put, there is no way to develop an effective and adaptive defensive mindset without spending time in some fairly dark places.

This course will explore the above domains and skill sets, guiding students to the next step in developing their ability to protect themselves and those they love.

For participants in this course, a systematic approach to enhancing personal safety will be undertaken in an engaging and fast-paced format over a very full day of training.

Since defensive awareness is rooted in realization of risk, and since defensive preparation adds the commitment to mitigation of threats, unifying those elements in defensive decision-making will be the emphasis of this course.



It is the goal of the instructor to drag awareness of risk from the back of the mind to its very forefront, ensuring that an actual life-threatening scenario will not be the first time participants have honestly faced what will be necessary.

Participants in this course will be presented with some challenging truths about the world as it is and asked to make serious, personal changes in how they pre-prepare for that world.

Classroom components will include intensive, interactive lecture including:

Fatal Choices: Understanding VCAs and How They Identify Victims

In this fast-moving and interactive lecture participants will be led through con-temporary theories and current, curated data on the process by which violent criminal actors select their targets for violent aggression. Particular attention will be paid to the internal mechanisms in play within the criminal psychology, the universe of signifiers around "good guy" behavior, demeanor, and attributes which may actually make selection for attack more likely, as well as considerations for responsible armed citizens to mitigate this risk. Previous iterations of this material have been presented to LE agencies and private citizen groups across the US as well as international LE educational events.

The 5 W's of Risk: Constructing an Effective Pre-Need Defense Paradigm

Many instructors present material on surviving physical attack and some others address the aftermath of that defensive violence. However the preparation for being attacked, what Craig Douglas of ShivWorks has referred to as the pre-kinetic phase, is given limited, if any, attention by the vast majority of trainers and even fewer students. This presentation will review common mental and philosophical errors made by practitioners as they plan for what they hope will never happen: a determined attack by a violent criminal intent on killing you and those you love. Attendees will be exposed to a practical method for undertaking the pre-need decision-making necessary to a sound self-defense and survival mindset, providing increased awareness and a clear path to maximize their capacity for self-protection.

Practical instruction will include:

Open-Source Retention/Disarming

A hands-on block of instruction in the art and science of maintaining positive control of your own defensive handgun and of taking one away from an assailant when necessary.

No prior experience or training in defensive tactics is required, no special physical gifts are necessary and the material is presented in a from-the-ground-up approach to allow conceptual understanding and physical grasp of an intuitive, robust skill-set in a relatively short time. Please bring an inert training version of your carry pistol, if possible (red gun, blue gun, SIRT, etc.) so that carry gear may be used if applicable.

INSTRUCTOR BIO

William Aprill is a licensed mental health professional with over 19 years' experience across the continuum of clinical care. He presently maintains a private practice and consultancy specializing in post-traumatic interventions and other disciplines.

William is a former deputy sheriff (Orleans Parish, LA, Criminal Sheriff's Office) and Special Deputy US Marshal (Eastern District of Louisiana). He is a decorated competitive shooter and has taught civilian, law enforcement, and military personnel in various fighting skills since 1990. He maintains an active schedule both as student and teacher, having been instructor-rated by several top-tier trainers and studying under many of the most influential members of the combative arts community.

Through his company Aprill Risk Consulting, William has presented his material on violent criminals and their decision-making, defensive incident aftermath, mindset development and defensive preparedness nationally, including at the Illinois Homicide Investigators Association, the Annual Conference of the International Association of Law Enforcement Firearms Instructors (IALEFI), the Annual Conference of the Georgia Association of Law Enforcement Firearms Instructors (GALEFI), Rangemaster Tactical Conference, Tactical Response Alumni Weekend, and the Louisiana Homicide Investigators Association. He is a co-founder and the Training Director of Paul-E-Palooza, the memorial conference and fundraiser for the family of the late Paul Gomez.

Collaborative presentations have been conducted across the country with Craig Doug-las/Shivworks, Modern Defensive Training Systems, Immediate Action Combatives, Point-Driven Training, Sharp Defense, Lethal Force Institute, Rangemaster, Active Response Training, Tactical Response, Safety Solutions Academy, Defense Training International, Armed Dynamics, and others.

William was one of two expert contributors included in the highly-acclaimed Best Defense: Mass Casualty Event broadcast on Outdoor Network, is a contributing author to the forthcoming text by Massad Ayoob, and is the subject of two Personal Defense Network DVDs of his original training material on defensive decision-making and mindset development.

In the News & Appearances

Willaim Aprill has been referenced in publications including RECOIL magazine, The Tactical Wire and The Journal of the Armed Citizen's Legal Defense Network, and has been a regular guest in firearms/training industry media, including popular appearances on:

- Ballistic Radio
- Practically Tactical
- Downrange Radio, with Michael Bane,
- American Warrior, with Michael Seeklander
- The Safety Solutions Academy Podcast
- Armed Dynamics podcast
- Armed Squirrels Project
- GunBlogVarietyCast
- "DrZ" YouTube channel, with Dr. Dave Zehrung
- "Crash & Burn", with Allstar Tactical
- ReWild Yourself podcast
- Personal Defense Talk