



ATHLETES IN MOTION

VOICE 804-372-3331

7 REASONS WHY YOUR CHILD SHOULD TAKE AIM USATM SELF-DEFENSE



AIM USA Self-Defense/Safety Awareness training can be a catalyst to promote self-confidence, assertiveness, goal orientation, calmness and concentration. According to former Program Director and former NFL player, Mr. Jim Johnson; “Every child deserves a well-rounded education, including the knowledge to protect themselves.”

Contrary to what some parents believe, **AIM USA** Self-Defense training does not prepare children for a showdown with a bully. Instead it short-circuits the bully-baiting signals by building self-confidence and self-esteem, through the supervised practice & learning of Self-Defense techniques, by certified black belts specially trained by **AIM USA**.

1. DEFUSING BULLIES

A bully usually has low self-esteem, and the need to feel powerful causes them to seek out others weaker than themselves. A bully senses weaknesses such as an unwillingness to look him/her in the eye, hunched posture, rapid breathing when confronted, and uncertainty in replies.

2. GRACE UNDER PRESSURE

AIM USA Self-defense/Safety Awareness is a practical course in assertiveness training. Some psychiatrists have even recommended it as training for patients who lack assertiveness. The format is simple: apply a small amount of pressure, teach the student to handle it, then graduate slowly until the student is comfortable.

3. GOAL ORIENTATION

AIM USA offers clear bench marks of progress that are absent in many modern-day activities. The **AIM USA** Self-Defense belt ranking system bestows a different color belt for each level. This provides a constant sense of achievement. New belt rankings attained by passing advancements offered at periodic intervals. A derivative of these advancements is learning poise in front of the instructor and an audience.

4. SELF DEFENSE, CONCENTRATION AND SCHOOLWORK

Concentration is an attribute of Self-Defense training. Students will make up their own Kata. (a set of prescribed movements against an imaginary opponent) This is a lesson in self-control. Maintaining a low stance, remembering each intricate move and delivering with power requires effort. Children mastering concentration and self-control usually do better in school.

5. ROLE MODELS

Parents will find that **AIM USA** promotes achievement orientation. By emulating the instructor the kids have a strong, positive role model and learn the appropriate use of their new skills.

6. PHYSICAL BENEFITS

Mr. Johnson recalls a number of professional athletic teams including The Denver Broncos using Martial Arts training to improve performance. Children lacking coordination may find **AIM USA** Self-Defense to be one of the best activities to develop balance and fluid movement. Flexibility is a standard part of our training, making a young athlete less prone to injury thus more flexible in later life.

7. FULFILLING THE NEED TO BELONG

A distinct advantage of **AIM USA** Self-Defense over team sports is that every child can participate. Unlike team sports, where a youngster may not make the cut or ends up on the bench, **AIM USA** Self-Defense lets everyone perform at his or her highest level. Children in Self-Defense are often leaders in their peer group. They have an investment in their value system, and things like alcohol, cigarettes and drugs are a risk to that investment.

