



BRUCE JACOBS; President, Behavioral Analysis and Security Consultants, LLC

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<https://www.linkedin.com/in/bruce-j-jacobs/>

ABOUT BRUCE JACOBS

Mr. Bruce Jacobs spent his last nine years of his law enforcement career serving as the *Crime Prevention Sergeant of the Manitowoc City Police Department* before retiring from the *Wisconsin City of Manitowoc Police Department* after thirty years of decorated service; earning the *Officer of the Year Award* multiple times.

Sergeant Jacobs' (ret.) lengthy career included top positions of SRO (School Resource Officer), where he performed thousands of interviews and investigations; twenty-five years as a DARE Officer; nine years serving as a *Board Member of the State of Wisconsin DARE Officers Association*. In addition, Mr. Jacobs served nine years as a *Board Member for the Manitowoc County Crime Stoppers Council*; and served along with several other esteemed community members on the *Board of Healthiest Manitowoc County Substance Abuse Prevention Coalition*.

In addition to his career with the *Manitowoc Police Department*, Bruce is the founder and former owner of the *Advantage Driving School, LLC* (2010 -2019); continues to serve as an adjunct professor for the *Northeast Wisconsin Technical College* and *Lakeshore Technical College*, also in Wisconsin.

Currently, Bruce is founder and *President of the Behavioral Analysis and Security Consultants LLC* and is licensed as a Private Investigator in the State of Wisconsin, which provides crime prevention training to law enforcement officials, corporations, businesses, and schools.

Bruce earned his bachelor's degree in Administration of Justice from *Marian University, Wisconsin*.

Bruce's extensive professional certifications include:

Behavioral Analysis Certifications from *Avinoam Sapir, Laboratory for Scientific investigations Inc (LSI)*; *Dr. Stephen A. Rhodes- interview and Interrogation, Detecting Deception, Emotional Intelligence Academy (EIA Group) Educational Institute; Manchester, England*; Scientific Content Analysis, *Avinoam Sapir Laboratory for Scientific investigations Inc*; Law Enforcement Certification, *State of Wisconsin*; Security Surveys, *American Crime Prevention Institute (ACPI)*; CPTED-Crime Prevention Through Environmental Design, *National Institute of Crime Prevention*;



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Driving Instructor, *State of Wisconsin Department of Transportation*; and Defensive Driving Instructor, *National Safety Council*.

Bruce's experience and credentialing in these highly specialized law enforcement fields led him to continue his professional passion to found and operate his company, *Behavioral Analysis and Security Consultants, LLC*, and designed the law enforcement training platform "Leaking the Truth" (www.LeakingtheTruth.com).

Through **Leaking the Truth**, Bruce provides clients with platforms, in-person training sessions and supporting toolkits that include webinar and presentation modules to train law enforcement agencies, police departments and private sector companies that place risk mitigation efforts as top priorities.

A more extensive view of Bruce's training and speaking engagements can be found within the content sections of www.LeakingtheTruth.com, and include:

- ✦ **State of California:** Crime Prevention Association, Santa Barbara (2019, 2020, 2021); Crime Prevention Association, San Diego;
- ✦ **State of Florida:** Cape Coral Police Department, Florida Crime Prevention Officers Association;
- ✦ **State of Idaho:** Idaho Falls Police Department;
- ✦ **State of Michigan:** Michigan Private Investigators, 2021 Fall Conference
https://mcpihome.com/images/meeting/102821/mcpi_2021_fall_conference_information_brochure.pdf Bruce is also contracted to present at MCPI's upcoming October 2022 conference.
- ✦ **State of New Jersey:** New Jersey Private Investigators Association Board.
<https://www.njlpia.org/cpages/home>
- ✦ **State of Wisconsin:** Wisconsin Dells Police Department, Superior Police Department, Osseo Police Department, Ripon Police Department, and several other notable municipal agencies.



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Private sector corporate training and speaking engagements:

Bruce has been contracted to train top corporate executives and employees of many industries and companies, which include:

INSURANCE, Risk Management, Behavioral Analysis : *The Geico Insurance Company; CVMIC (Cities and Villages Mutual Insurance, (www.CVMIC.com)* Catch Bruce's "Leaking the Truth" sessions at the upcoming CVMIC Wisconsin Statewide Training in May 2022.

BANKING: *Wisconsin Bankers Association (www.wizbank.com)* Catch Bruce's sessions from the Wisconsin Bankers Association's September 2020 Annual Conference.

SHRM/ HUMAN RESOURCES: *Green Bay SHRM; December 2021 conference (past event link: <https://qbshrm.org/event-4062302>)*

ABOUT LEAKING THE TRUTH

www.LeakingtheTruth.com

Truth or Deception: In-depth Behavioral Analysis and Statement Analysis, Conducting Better Criminal Investigations with an Intense Focus on Interrogations to determine inconsistencies during the interview process. Micro expressions, body gestures, voice inflections, verbal cadence changes, the verbiage people choose, along with an individual's baseline behavior can sometimes be cloaked, but with proper training, can be detected.

Imagine being able to know what people are really thinking and feeling, or what their words really mean. Imagine being able to use scientifically proven techniques and clues to get to the truth, in any interaction whether it be in personal or professional life.

Behaviors, body language as well as verbal baseline languages are inherent in the DNA of all humans. The human brain as well as being a part of community cultures at large, prepares us all with a foundational principle that externally presenting (especially to authority figures) with deception, is wrong. Human nature, particularly in tense situations, coupled by fear of consequences, tend to find us in situations when interrogating individuals, lying may become a default response. When law enforcement officers interview individuals, how can we, as investigators, know what is truthful and what is deception? Conflict between cognitive thinking and emotional feelings cause "leakage," or "clues" that will present and highlight attempts to



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deceive. Humans are unable to control most of these reactions. With the right training, investigators will be able to spot the clues of deception or a person who is emoting truth. These are critical skills to recognize what witnesses, suspects, co-workers or even salesmen are really thinking and feeling. These skills are critically important for every law enforcement official and risk management heavy industry executives' toolboxes to ensure crime suspects and deception leaning individuals in any environment face, not escape, prosecution, preventing harm to the public at large, criminal behavior is abated, and mitigates escalation to criminal crisis; including averting potential corporate theft and public acts of terror.

Additional Media links Featuring Bruce Jacobs, Behavioral Analysis and Security Consultants, LLC, and Leaking the Truth:

PI Magazine:

<https://www.stitcher.com/show/pi-magazine-the-podcast/episode/eps-57-statement-analysis-hear-the-lies-86072218>

ADSAI.org:

https://adsai.org/images/meeting/091021/adsai_sept102021_seminar_infosheet.pdf

Dolan Consulting Group: <https://www.dolanconsultinggroup.com/news/webinar/leaking-the-truth-recognizing-deception-through-micro-expressions-body-gestures-and-statement-analysis-04-2020/>

Amazon UK Podcast:

<https://music.amazon.co.uk/podcasts/8b8691a0-7d76-4a72-8c79-ff49c1f992a8/episodes/3a2ee72d-f0c7-4f93-9b4c-39462f70f388/pi-magazine---the-podcast-surveillance-tech-eps-57---statement-analysis---hear-the-lies>

PI's Declassified Podcast:

<https://www.voiceamerica.com/episode/133067/pis-declassified-082621>
<https://podcasts.apple.com/us/podcast/p-i-s-declassified-08-26-21/id421430222?i=1000533226399>

****For more information about scheduling a training seminar with Behavioral Analysis and Security Consultants, LLC and deploying the training platform, Leaking the Truth, for your agency or company, contact Bruce Jacobs using the contact information embedded in this communication****

Thank you for your continued interest and attention!



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