



OpSec Newsletter

NEW TO SPG: Hostile Environment Lead Operator (HELO) Programme

Article: Securing Our Saviours – Aid Workers In High-Risk Environments

Aid workers play a crucial role in providing relief to those affected by disasters, conflicts, and other humanitarian crises. These brave individuals often put their lives on the line to help others, working in dangerous and unpredictable environments.

Article: Achieving Election Success By Hacking Your Serotonin

With at least 60 elections across the globe in 2024, including the Russian Presidential Election, US Presidential Election, EU Elections and UK General Election, what are the techniques that political parties are likely to use to persuade you, the voter, to back them?

COMING SOON: Fully Online, Non-Verbal Communication for the Security Environment (NVC-SE) Course



Special Projects Group



Approved Centre



Welcome to Our Latest Quarterly SPG OpSec Newsletter

Welcome to the SPG Quarter 1, 2024 OpSec Newsletter. Going forwards, we will be releasing four Newsletters a year to ensure we provide you with plenty of content and news.

It has been a great time for Special Projects Group, we have redesigned the look and feel of the company website, as well as introducing the new range of courses, including the HELO Programme, HERT, N-VSAT, LEADER, ASP, and CDS Packages.

Please look through the newsletter, and if you feel that you have a related article, news story, promotion or event that you wish us to advertise, please contact us at the following email: enquiries@SpecialProjectsGroup.org and we will have a member of the SPG Team contact you to discuss your enquiry.

Thank you



Special Projects Group Ltd.

www.SpecialProjectsGroup.org

Newsletter Contents

1. ARTICLE: Securing Our Saviours: The Critical Need for Training Among Aid Workers **Page 2**
2. SPG Presenting at The Security Event **Page 5**
3. The SPG Hostile Environment Lead Operator (HELO) Programme **Page 6**
4. ARTICLE: Achieving Election Success By Hacking Your Serotonin **Page 8**
5. COMING SOON: Fully Online, Non-Verbal Communication for the Security Environment (NVC-SE) Course **Page 13**
6. Contact Us Information **Page 14**



Special Projects Group



Approved Centre





Securing Our Saviours: The Critical Need for Training Among Aid Workers

Aid workers play a crucial role in providing relief to those affected by disasters, conflicts, and other humanitarian crises. These brave individuals often put their lives on the line to help others, working in dangerous and unpredictable environments.

In the noble pursuit of aiding those in dire need around the globe, humanitarian aid workers often find themselves navigating through the tumultuous landscapes of active threat environments. The unfortunate reality is that, despite their altruistic intentions, these individuals are increasingly becoming targets of violence and hostility. This alarming trend accentuates the necessity for comprehensive security training that encompasses Threat Assessment, Anti-Kidnapping, and Lone Worker Awareness.

Recent statistics underscore the urgency of this situation. According to the Aid Worker Security Report 2022 published by Humanitarian Outcomes, there were 484 major attacks against aid workers in the previous year, a significant increase from the past decade. This disturbing rise in violence not only jeopardises the safety of these individuals but also hampers the delivery of essential services to those most in need.

Special Projects Group recognises the paramount importance of equipping aid workers with the knowledge and skills they need to safeguard themselves in these volatile environments. It is the duty of care for organisations dispatching their personnel into such scenarios to ensure that their staff are adequately prepared for the challenges they may face. This isn't just about mitigating risks; it's about affirming our collective responsibility towards those who dedicate their lives to serving humanity.

Our Conflict Zone Threat Assessments for NGOs programme is meticulously designed to identify and analyse the array of threats that workers might encounter in hostile territories. Knowledge is the first line of defence, and understanding the landscape is vital in pre-empting potential dangers.



Special Projects Group



Approved Centre



With the reality that many aid missions involve working in isolation, our Lone Worker Security Awareness Training Course is crucial. It focuses on the unique vulnerabilities faced by individuals operating alone and provides strategies for maintaining safety while isolated from immediate support.

Furthermore, our Anti-Kidnap & Hostage-Taking Awareness Course offers invaluable insights into preventing and responding to abduction scenarios. The course content, available online and accredited, enables workers to adopt proactive measures in avoiding captures and, crucially, surviving such ordeals should they occur.

It is an undeniable truth that the world can be a perilous place for those striving to make it better. Nevertheless, through informed and thorough preparation, we can ensure that the courage of aid workers is supplemented with the competence to protect themselves against threats.

Special Projects Group is committed to this cause, offering training programs that don't just meet the standards required for working in high-risk areas but exceed them.

By prioritising the security training of aid personnel, organisations express their unwavering support for the invaluable work these individuals perform.

It's time for corporations, NGOs, and other entities to recognise their role in this critical dialogue and action towards enhancing the safety and efficacy of humanitarian missions worldwide. Together, we can safeguard those who serve, ensuring that their missions of mercy are not hindered by the shadow of violence.

An Article By: Gary Simpson | Special Projects Group



Special Projects Group



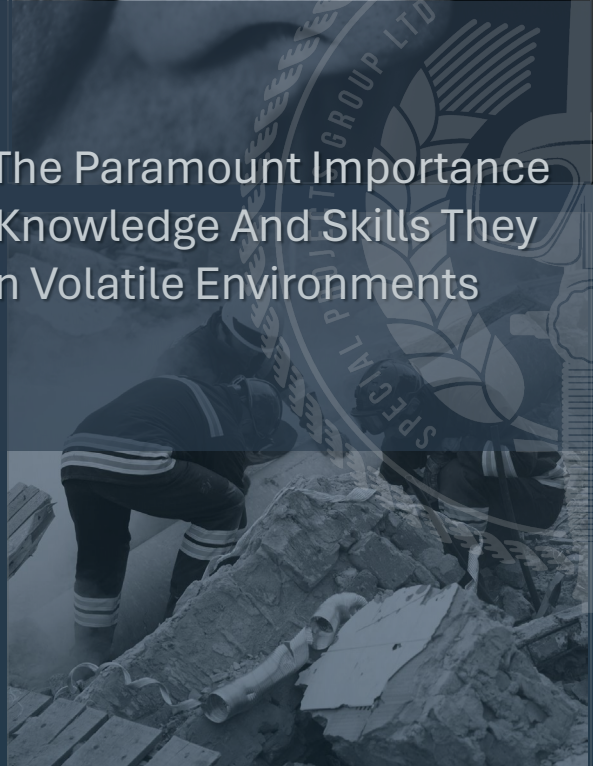
Approved Centre



IPSA



ARMED FORCES COVENANT



Special Projects Group Recognises The Paramount Importance Of Equipping Aid Workers With The Knowledge And Skills They Need To Safeguard Themselves In Volatile Environments



SPG Presenting At The Security Event

Designed by the industry for the industry, The Security Event returns to the Birmingham NEC, reuniting manufacturers, distributors, installers, integrators, consultants and end users.

The exhibition will showcase the world's leading security brands, offering you the best opportunity to source the latest products, technologies and solutions, whilst networking and meeting face-to-face with key experts from across the industry.

SPG will be giving two presentations on the last day of the event. The subjects covered will be *Mastering Non-Verbal Communication: Enhancing Situational Awareness in Security Professionals* (14:30 to 15:00 at the Professional Security Officer Conference) and *Navigating Risk: Using Non-Verbal Communication to Counter Threats in Urban Environments* (15:30 to 16:00 at the Security Leaders' Summit).

Meet Us At The Event

Why not arrange a chat with Steve and Gaz from SPG who will be more than happy to have a coffee (or a beer) with you. Please email us at the following address: enquiries@SpecialProjectsGroup.org with the Subject of **SE Meeting Request** and we will arrange a mutually-convenient time.

We look forward to seeing you there.

THE SECURITY EVENT

30 APRIL – 2 MAY 2024
NEC BIRMINGHAM UK

THE UK'S AWARD WINNING NO.1
COMMERCIAL, ENTERPRISE AND
DOMESTIC SECURITY EVENT

WWW.THESECURITYEVENT.CO.UK #TSE2024



THE SECURITY EVENT



Special Projects Group



Approved Centre



The SPG Hostile Environment Lead Operator (HELO) Programme

About the Hostile Environment Lead Operator (HELO) Programme

HELO stands for the Hostile Environment Lead Operator, and this is a bespoke training programme designed by SPG to enable and enhance the overall effectiveness, operational capabilities and readiness of Military, Law Enforcement and Private Security Sector personnel.

The Aim of HELO

The aim of HELO is to provide the individual operator within a team key skill sets that have until now, been overlooked as fundamental necessities. By raising the operational readiness and capability of your personnel, we mitigate risks associated with high-threat operations and ultimately increase their operational performance and chances of success.

How We Provide HELO

HELO consists of six key skill subject areas designed to be provided as (a) classroom-based training, (b) online training, or (c) blended training packages. These subject areas are as follows:

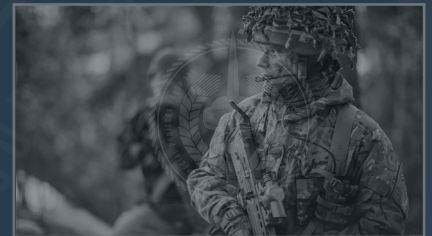
- Non-Verbal Surveillance & Analysis Training (N-VSAT) Package
- Hostile Environment Readiness Training (HERT) Package
- Hostile Environment Close Protection Operators (HECPO) Package
- Leadership Training (LEADER) Package
- Combat Defence System (CDS) Package
- Advanced Search Procedures (ASP) Package

SPG can design and provide a bespoke package around these to adapt to any new, or existing training programme.

View the HELO Training Packages

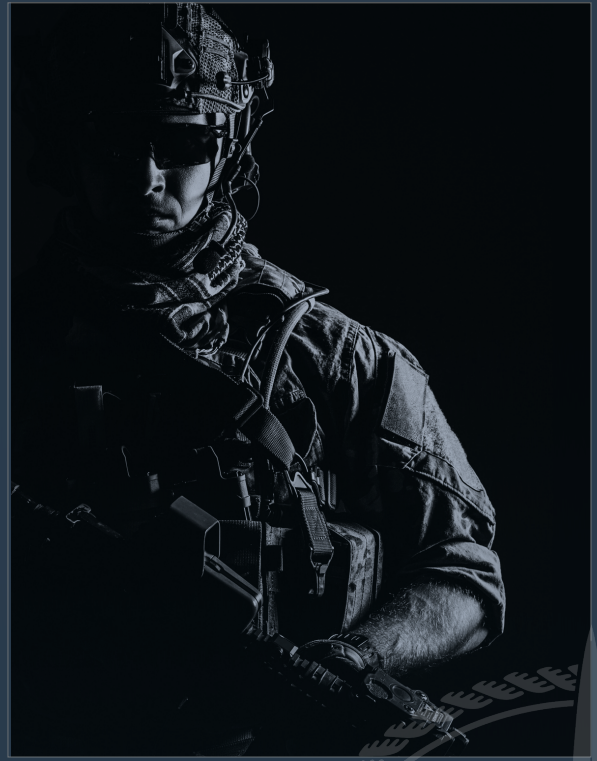
The Training Packages can be viewed on the SPG website, and you can navigate to each of the relevant areas where you'll be able to access the individual courses within those Training Packages.

Alternatively, you can either use the 'Make an Enquiry' button in the banner at the top of the website page or email us at: enquiries@SpecialProjectsGroup.org to make an enquiry. A member of our team will contact you to discuss your specific needs.

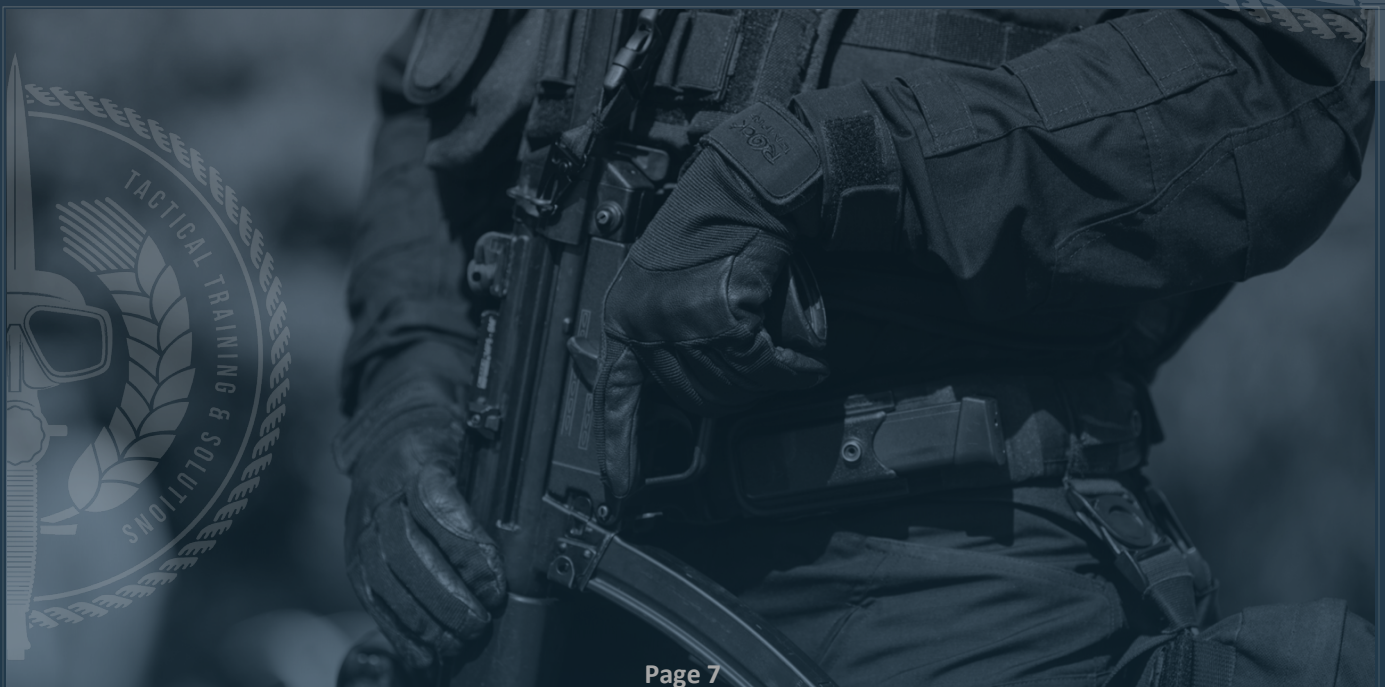


Special Projects Group





Special Projects Group Hostile Environment Lead Operator (HELO) Programme Brings Together Several Bespoke, Unique Training Packages To Equip Military, Law Enforcement & Security Specialists With Modern, Effective Skill Sets



Achieving Election Success By Hacking Your Serotonin

With at least 60 elections across the globe in 2024, including the Russian Presidential Election, US Presidential Election, EU Elections and UK General Election, what techniques are the political parties likely to use to persuade you, the voter, to back them?

How can we be sure that what we are seeing is right especially when our politics seems to be one of soundbites over substance? Are we being misled or worse still, hacked?

If we start to look at the science behind messaging there is no better start than a fascinating paper, written in 2014 by Victor Danciu at the Bucharest University of Economic Studies.

It is called, 'Manipulative marketing: persuasion and manipulation of the consumer through advertising.' What has this got to do with serotonin or election campaigns I hear you ask?

Most of us can think of an advert on the television that we like, it makes us smile, its visuals or sound is pleasing, it instantly reminds us of the product being advertised. It is that behavioural response that is triggered by the release of chemicals in the brain, with **serotonin** being one of them alongside **dopamine, oxytocin and endorphins**.

These are the "feel good quartet" of compounds responsible for our happiness. Political campaigns, like any marketing activities are designed to stimulate these compounds.

Serotonin is released when you feel significant or important. Dopamine motivates us to take action toward goals, desires, and needs, and gives a surge of reinforcing pleasure when achieving them.

Oxytocin creates intimacy, trust, and builds healthy relationships and endorphins are released but the body when stimulated in the right way such as laughing, and they help to alleviate anxiety and depression.



Special Projects Group



In his paper, Victor Danciu talks of non-manipulative advertising and manipulative advertising. He says, “non-manipulative persuasion through advertising consists in simply presenting the product or service, in the best possible light. This type of advertising is truthful, that is the facts presented are real, the information is giving in a clear, logical manner, in order to convince by informing.” Just think, how many political campaigns have you seen that would fit into this bracket?

He describes manipulative advertising as, “deceitful advertising which uses facts, but deceptive facts. It uses confusing, misleading, or blatantly untrue statements when promoting a product.” Remember the product in an election is a perception, a belief, a political party, or an individual. In politics, every public comment by every politician is designed to send a message, it is marketing and advertising, you must decide if it is manipulative or non-manipulative?

Manipulative advertising uses facts, arguments in a way designed to influence consumers emotions in a misleading and deceptive manner. Photographs are photoshopped to make the subject look more appealing, the chosen words are designed to stimulate an emotional response, the right music is added to enhance that emotion and humour is used in some adverts to make people laugh. All of these are stimulating the “feel good quartet” and when that happens it is natural to think positively about what is being offered.

In a similar way emotions can be stimulated when negative arguments are pushed out like cuts in police numbers, austerity, hospital waiting times, crime, pollution, minority rights and more. The key here is not that these are being highlighted, but how they are highlighted.

A full tool set of linguistic, visual, auditory techniques are used to influence the thinking of the person receiving the messages. These are not always obvious, Danciu says, “the most important and effective linguistic manipulation is that of subliminal advertising which aims at the subliminal seduction of the customer.”

TRUE OR FALSE

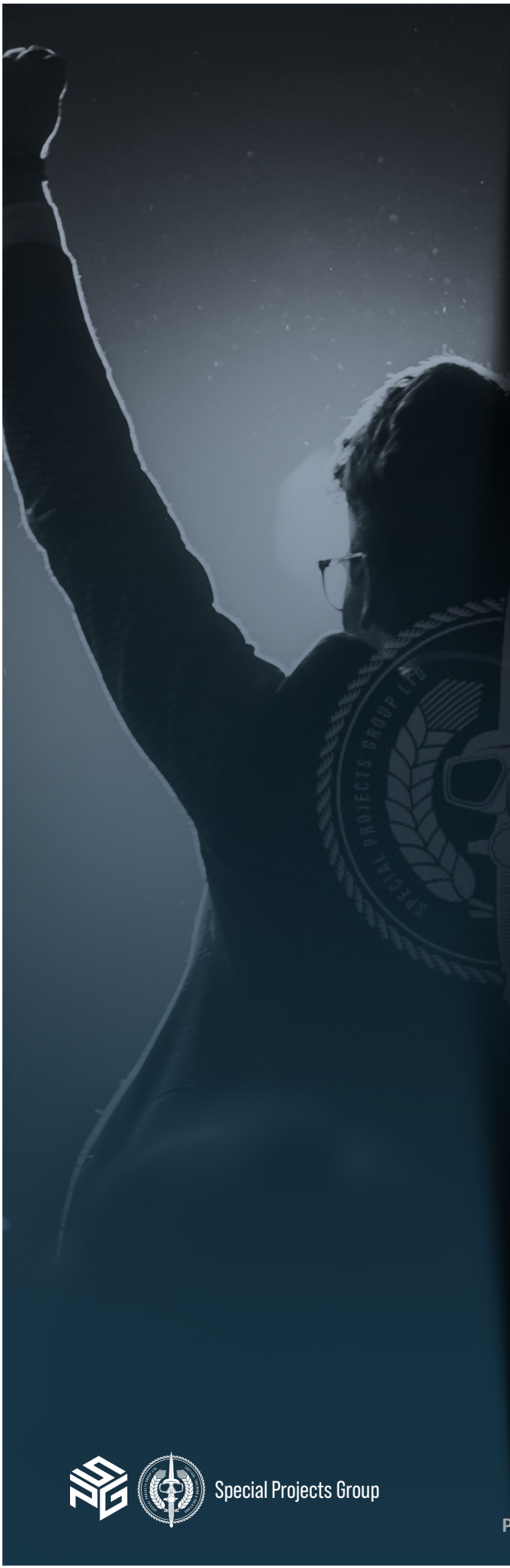


Special Projects Group



Approved Centre





Dr Michael Kosinski who gained his PhD from Cambridge University, specialised in Big Data. He has shown that analysing a big data profile on individuals can give insights as to how people think, what they like, what they don't like and even potentially how they probably vote. This technique is called psychodemographic profiling and he explains how this can be used to develop targeted marketing or messaging, designed to drive a behavioural response in an individual.

Now, combine Danciu's research with Artificial Intelligence or AI, to ensure the messaging is delivered in the way you want it with the messages you want to hear using language that has had an impact on you before and that is what Dr Kosinski describes.

It is no accident that health professionals or recent hospital patients will see more political messaging about the state of the health service or new investment coming. It is no accident that police officers and people in high crime areas will see more political messaging about police cuts, or reinvestment to recruit more police.

In the United States, in the run up to the 2020 presidential election, the Los Angeles Times reported that the Trump campaign was building "a digital operation unrivalled by Democrats in its use of data-mining techniques and algorithms." The Spectator magazine when talking of a UK General Election, "the most pivotal campaigning will take place, increasingly online. Digital campaigning has risen in importance with each election."

"Personal data is now as important a commodity as oil," Dean Armstrong a leading KC told The Telegraph newspaper, but the question is who has access to that personal data, and could it be misused? Michael Kosinski found in his research, that a basic profile just based on social media likes can predict your behaviours.

An advanced profile, based on what websites you visit, what news you read, your job, your politics, your purchases, and more, would mean such a company knows you better than you know yourself.



Combine that with the data of your friends and families and an extremely comprehensive understanding of what makes you and your loved ones 'tick,' can be known. This type of profiling has already been abused as the 2018 Cambridge Analytica scandal highlighted.

With the right data, people can be targeted at an individual level in a way they know it will have the biggest psychological effect, utilising the "feel good quartet" again. Most people will say "I haven't been influenced by anything; I know my own mind."

I just go back to Danciu comment, "the most important and effective linguistic manipulation is that of subliminal advertising which aims at the subliminal seduction of the customer."

The potential for undue influence is summed up by a caveat the UK's secret intelligence agency, MI6, put on many of their human intelligence reports, referred to as CX reports. The caveat says, "this individual may be trying to influence as much as inform."

Influence operations are centuries old, what makes them personal is the ability for computers to develop such detailed profiles and thereby predict behavioural reactions to certain stimuli. Be mindful for your serotonin is being hacked!

An Article By: Philip Ingram MBE

Philip Ingram is a journalist specialising in the security and intelligence arenas who has built on a long and senior military career as an intelligence and security officer and strategic planner; he maintains a close interest in global events.

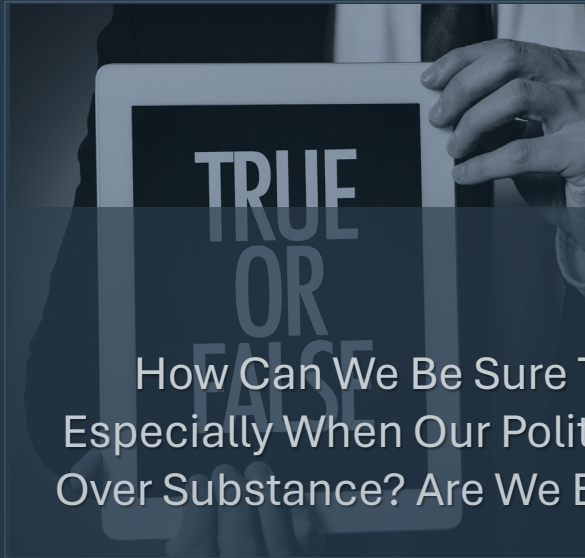


Vote

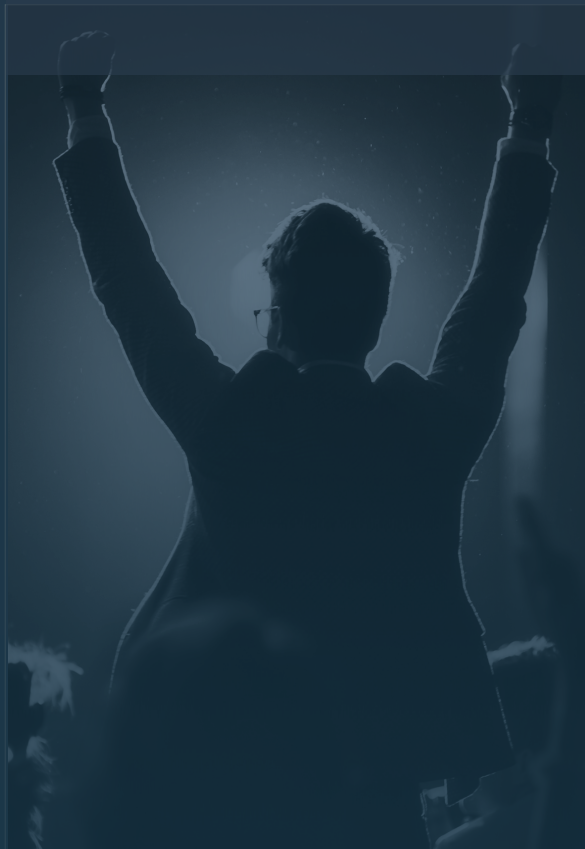
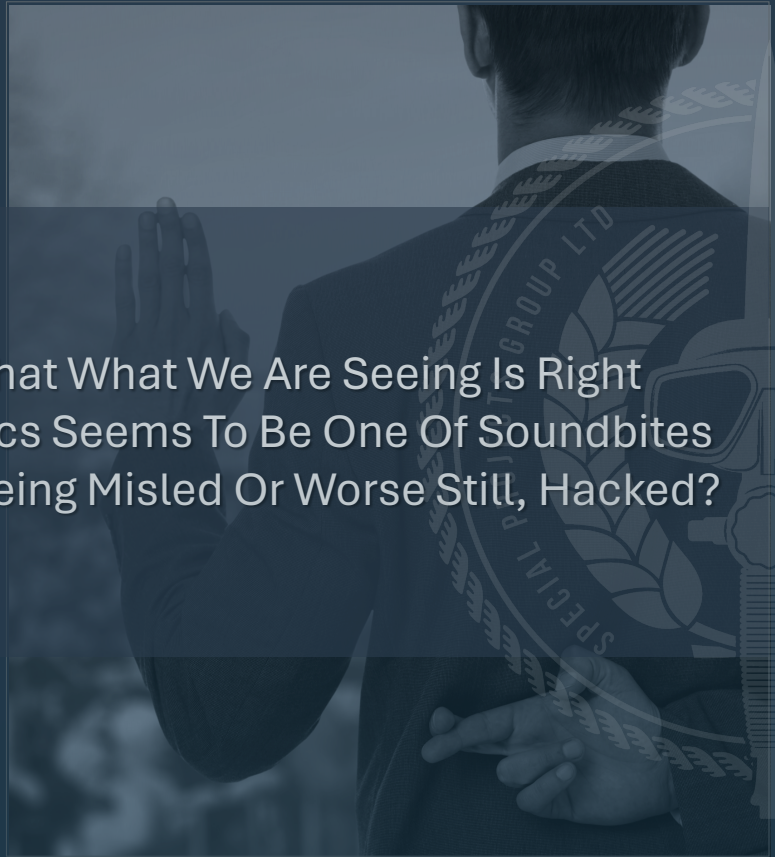


Special Projects Group





How Can We Be Sure That What We Are Seeing Is Right Especially When Our Politics Seems To Be One Of Soundbites Over Substance? Are We Being Mised Or Worse Still, Hacked?



Coming Soon to SPG

Fully Online, Non-Verbal Communication for the Security Environment (NVC-SE) Course

The baseline course for the Non-Verbal Surveillance & Analysis Training (N-VSAT) Programme. Non-Verbal Communication (NVC) serves as an invaluable tool for security specialists, allowing them to establish rapport, project authority, and navigate complex scenarios with heightened situational awareness. Whether it's 'reading the room' during crowd control or assessing the demeanour of an individual during a security screening, proficiency in non-verbal communication is a force multiplier, enabling security professionals to enhance safety measures and respond effectively to constantly evolving, dynamic, and challenging situations.

Tailored for the Security Environment

Undertake a transformative journey that will enhance your instinctive skills in reading non-verbal cues, honed and tested on the battlefields of Afghanistan. The NVC for the Security Environment (NVC-SE) Course has a specific focus on non-verbal cues – the silent language of threat detection.

Contact us to discuss this exciting and fully-informative online course.

Non-Verbal Communication for the Security Environment
Online Security Course

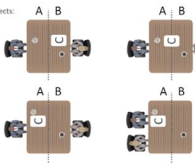
Learning Objective 7: Part D

Practical Applications Around NVC

Adornment – Territory, Influencing Territory Using Objects

The following scenario is an example of influencing territory using objects:

- Person (B) wants to influence person (A) during a proposal (C)
- Person (B) places (C) in the middle of the table. This is a subtle intrusion into (A)'s territory.
- If this is accepted, (A) will then bring (C) into their territory.
- Once accepted, (A) signals to (B) non-verbally that they are open to a more direct intervention by (B) and is in a more open state of mind to any influence.
- This signal is then locked in by (B) when they move directly into their territory.



Copyright VIRSEC* All Rights Reserved | Security Skills | 1 of 76

Non-Verbal Communication for the Security Environment
Online Security Course

Learning Objective 8

Proxemics

Interpersonal Space

Humans have a psychological connection to the space around us. In particular, the space between us and other people. This space can be categorized into 4 different "zones" which we call:

- Intimate Space: 0 – 46 cm
- Personal Space: 46 – 122 cm
- Social Space: 122 – 370 cm
- Public / Stranger Space: 370 – 760 cm +

We assign an emotional connection to these "spaces" and essentially claim them as our own. Other people entering and leaving these spaces have a direct impact on our emotions. If people frequently enter and leave without permission then it can lead to anxiety, anger and discomfort.

Task: Click on each of the information icons to view the related information.



Copyright VIRSEC* All Rights Reserved | Security Skills | 1 of 119

Non-Verbal Communication for the Security Environment
Online Security Course

Learning Objective 8

Proxemics


Applications for the Security Environment: Interviews & Meetings

Co-operation

When 2 people are looking to work together on a task this is deemed the most successful position.

- Allows lots of eye contact.
- Allows full visuals of mirroring.
- Non confrontational
- Equal

Can be adapted to introduce new people to the group in a professional context, without the risk of introducing competitive element.

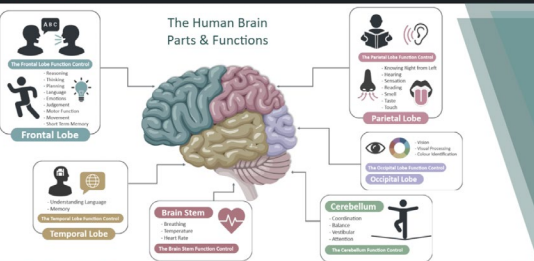


Copyright VIRSEC* All Rights Reserved | Security Skills | 1 of 119

Non-Verbal Communication for the Security Environment
Online Security Course

Learning Objective 1

The Human Brain Parts & Functions



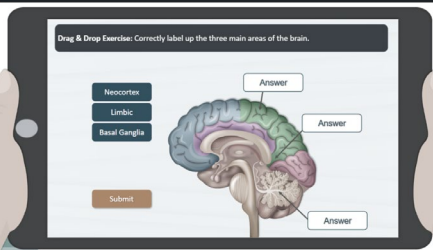
- Frontal Lobe:** Reasoning, Strategy, Planning, Judgment, Motivation, Movement, Social Skills, Memory
- Temporal Lobe:** Understanding Language, Memory
- Brain Stem:** Breathing, Heartbeat, Blood Flow Control
- Parietal Lobe:** Receiving Sight from Left Hemisphere, Receiving Sight from Right Hemisphere, Reading, Spatial Skills, Touch
- Occipital Lobe:** Vision, Colour Processing, Visual Information
- Cerebellum:** Coordination, Motor Control, Verbal, Attention, The Subliminal Pattern Control

Copyright VIRSEC* All Rights Reserved | Security Skills | 1 of 65

Non-Verbal Communication for the Security Environment
Online Security Course

Learning Objective 1

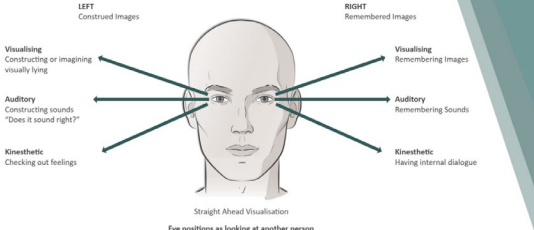
Drag & Drop Exercises: Correctly label up the three main areas of the brain.



Copyright VIRSEC* All Rights Reserved | Security Skills | 1 of 65

Non-Verbal Communication for the Security Environment
Online Security Course

Learning Objective 5: Part D



Straight Ahead Visualisation
Eye positions as looking at another person

Copyright VIRSEC* All Rights Reserved | Security Skills | 1 of 66



Contact Us Information

Email: enquiries@SpecialProjectsGroup.org

Web: www.SpecialProjectsGroup.org



Special Projects Group



Approved Centre

