

Begin Your Black Belt Journey

Warrior
Academy 

The Warrior Academy

At the Warrior Academy we have a unique approach to education, where we believe that Character Development is the most important, yet often missing part of a young person's development.

"A Child's character is their confidence, their ability to rise to challenges, leave their comfort zone and set their own goals, it's their concentration and ability to focus, it's their conduct, integrity and moral compass. Ultimately a child's character will influence every single decision in their lives from the friends they make, relationships they build and work they seek." – Sebastian Bates



Global Organisation

We've worked with over 25,000 families around the world, this has given us incredible insights into the most effective methods in developing a child's character.



Small and Personal

We keep our classes small with a cap of just 19 students and often have 2 instructors in each class. This means that the ratio of 9:1 (student to instructor) is quite common. We believe excellent mentoring from world-class tutors, in small, personal groups is the most powerful way to develop a child's character.



Voted Top 5 in the UK

Our Programme is voted Top 5 in the UK for activities for children. Our team of instructors are World, European and British champions. Our work around the world has had us featured in national press in 4 countries.



Pioneering Practices

Far from just martial arts, we are world renowned for pioneering character development with young people. Our Team include specialists in mindful parenting, cyber safety, character development and martial arts and we are constantly innovating.



Unique Methodology

By implementing our 4 Step Warrior Method, Community, Inspire, Challenge, Lead and using martial arts as a vehicle for self-development, we aim to make radical changes to each student's Confidence, Conduct and Concentration.



Our Character Development Centre



Our Vision

Our vision is to inspire a generation that they can and should impact the world for good. Our legacy will not just be what happens in the dojo but what our students do when they leave.

We are proud to say that our Character Development Centre in Salisbury is the only specialist Character Development Centre in the UK. Our purpose built facility is designed to hold classes and embodies our community values. We also have clubs in Corsham, Bath, Rode, Freshford, Shaftesbury, and Motcombe.

Our Founder, Sebastian Bates



As a child, the mentoring, community and values martial arts provided Sebastian, helped him through huge transitions as a young person including changing schools, adolescence and bullying.

Sebastian Founded The Warrior Academy in 2011 in the South West of England. Starting from humble beginnings in a small village school in rural Somerset with the dream of making a global impact, The Warrior Academy rapidly gained traction. Within 8 years, The Warrior Academy was a global organization with clubs in Europe and the Middle East responsible for training 10,000 students.



Sebastian is a multiple British Champion and international professional fighter.



25 Years of experience in 6 styles of martial arts including 2 years training and competing in Asia.



Personal Trainer and Character Development mentor to high profile clients including the Royal Family of UAE and Jordan.



Best Selling author to two books on Character Development and Anti Bullying.



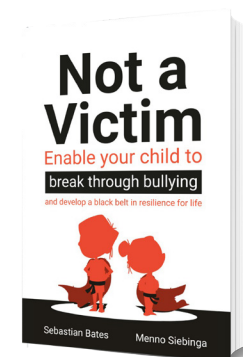
Worked closely with some of the worlds leading behavioural psychologists including Dr Demartini to develop the Warrior Method.

"There is incredible power at the intersection of traditional value developed through martial arts and the implementation of modern teaching methods through pioneering behavioral psychology" - Sebastian Bates

Best Selling Book!



An in-depth guide into the 4 Step Warrior Method system we use at The Warrior Academy, Community, Inspire, Challenge, Lead. Designed to help parents develop a Black Belt Character in their children. Discover your child's 'breakthrough area', develop a daily habit routine and harness the power of the 3 C's on a journey to set your child up for a happy and successful life as an adult.



Our children are more likely to be bullied than not. Not a Victim is the ultimate emergency survival guide for parents to mentor their children through one of the most challenging transitions of their young lives, bullying. Gain valuable insights into why bullying occurs, Rapidly mentor your child through bullying and transform your child's character, giving them a Black Belt in resilience following a clear 6 Step process.

Your Child's Instructors



What makes a Warrior Academy Instructor?

Our British team come from a varied background and we typically like to select Instructors who have experience in multiple styles to help evolve our syllabus, this includes Taekwondo, Karate, Kickboxing, Muay Thai, Krav Maga and Jiu Jitsu. As we are growing at a fast rate, we are always looking for new instructors to join our team around the world. This global presence means our network of Instructors in the UK provide introductions to exceptional talent, typically within the GB team or from a strong competition background.

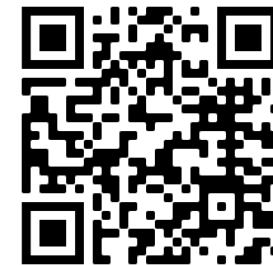
Having an exceptional track record in martial arts both through high level belt rankings and a strong competition background, however, is not enough to make the cut as a Warrior Academy Instructor. Above all, the ability to connect and engage with both children and parents while embodying the Warrior Academy values is absolutely vital.

World Class Training

We also pride ourselves on the ongoing development package we provide for our instructors, which is considered world-class in our industry and something that certainly separates us from other organisations. Alongside the industry standards for child protection training, first aid training and thorough background checks, the in-depth and ongoing training we provide our instructors covers:

- Warrior Academy advanced Black Belt Syllabus
- Character Development and our 4 Step Methodology.
- Cyber Safety and our Digital Black Belt Syllabus.
- Anti-Bullying and our 6 Step Not A Victim System.
- Mindful Parenting Training.

Our Instructors are also encouraged to publish their work and part of our progression requires our Instructors to write a thesis within the context of martial arts and character development, to bring their unique experience and expertise forward to evolve our programme.



Scan to learn more about
your child's instructors

The 3 C's

As parents we want our children to succeed in life, for them to be happy, and live a life abundant in opportunities. From interviewing thousands of parents we've discovered that the biggest challenges parents face at home with their children are:

- Spending enough quality time as a family.
- Reducing the stress of managing a busy family.
- Improving their child's behaviour/confidence and concentration.
- Supporting them through difficult transitions (changing school/

"Growing up, my parents were fantastic, but I've always had support from additional mentors, like my martial arts Instructor who was a vital part of my development, helping me through difficult transitions like changing schools or overcoming bullying."

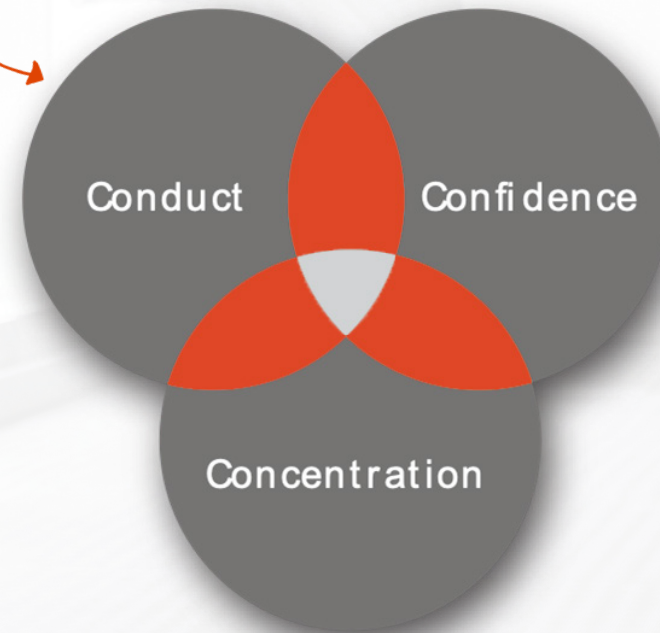
- **Sebastian Bates, Founder**

We've discovered that by working on the 3 C's we see rapid development in our young students. The starting point for all of our students is discovering their breakthrough areas. This is done in the first assessment.

Each area has a crossover with another area, they all benefit each other and this is why understanding and developing all three has such a powerful effect.

- Good behaviour
- Excellent sportsmanship
- Respectful and courteous - Empathetic

- Enjoys new challenges
- Highly positive character - Seeks adventure
- Natural leader



- Attention to Detail
- Self Control
- Goal Orientated
- Highly driven

A Black Belt Character

Conduct:

A fantastic way to reduce stress levels at home and improve quality family time is to develop the behaviour or conduct of your child. We achieve this quickly by having:

- Highly disciplined classes.
- A Black Belt Community with a moral code.
- A focus on respect and courtesy.
- Inspirational, strong role models.
- A structured programme to reward behaviour.
- Our powerful character development programme. (online and offline!)
- Rewarding behaviour in a) Class b) School c) at Home, our programme develops each child's moral compass, ensuring they make good decisions and build up a strong resistance to peer pressure.

90%

“90% of parents said that their stress levels at home have been drastically reduced due to their child's noticeable improvement in behaviour” - 2017 survey to over 1000 Warrior Academy Parents

Concentration:

Parents often struggle to improve their child's concentration at home, this can affect school, grades and have a knock on effect to their confidence and even behaviour. We've seen huge improvements in students by:

- Utilising meditation and mindfulness in every class.
- Using sequencing in our exercises to improve engagement.
- Developing attention to detail.
- Rewarding concentration in class.
- Working directly with each child's school teacher using our character development programme.

Improving concentration can be a powerful development. Students are more calm, less stressed, more focused and perform better at tasks at home and in school. If we get better results in our 'school work' we enjoy it more and our confidence grows.

100%

“100% of parents saw an improvement in their child's focus resulting in an average improvement in their grades of 23.3%” - 2017 survey to over 1000 Warrior Academy Parents.

Confidence:

We believe our perceived self worth and level of confidence directly influences our opportunities, success and happiness in life.

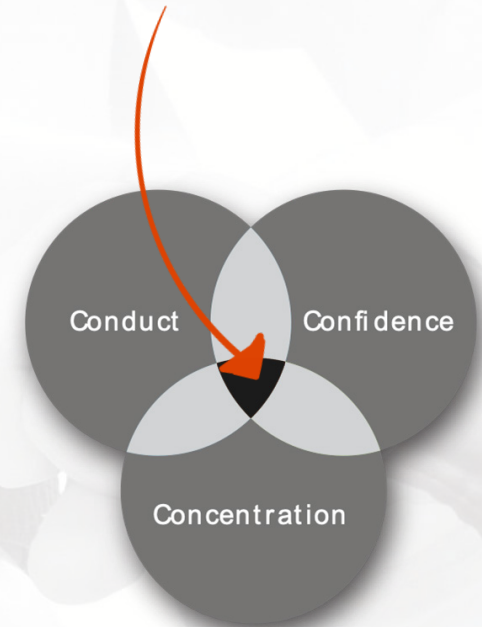
For most parents, building their child's confidence is a difficult challenge. Yet, this is one of the things that parents desire the most. That's why we help them to develop their confidence at the Warrior Academy by:

- Taking the time to set personal goals.
- Mentoring children through appropriate challenges.
- Re-training their inner voice and improving 'self talk'.
- Teaching students to lead from an early age.
- Regularly presenting rewards such as stripes, belts, stars and patches.
- Surrounding students in a supportive, black belt community.
- Parents quickly see the confidence in their children accelerate in the first month. It's something we have become very well known for achieving.

100%

“100% of parents saw an increase in confidence in their child, on average up by 26%” - 2017 survey to over 1000 Warrior Academy Parents.

When all 3 C's are brought to a high level, we develop a Black Belt Character.



The Warrior Method

Our 4 Step Warrior Method is engrained into everything we do, from how we plan our classes, to how we enrol new members, to the long term development of our students on their Black Belt Journey and our instructors in their development.



Community:

We place a huge emphasis on community within our organisation. A strong Community is the foundation for your child's development. It's vital they feel happy, comfortable, respected and supported so that we can encourage them to grow. When you join the Warrior Academy you become a part of the Warrior Family and will be invited to events, seminars, workshops and social gatherings to help bring our community closer together.



Challenge:

Once our children are part of a strong community that inspires them, it's time for them to learn to leave their comfort zone in order to grow. We have a system of daily habits and goal setting that helps students to develop a deep understanding of why it's important to seek challenge and adventure. Our programme is built in a way that provides students with a series of small wins early on to build confidence, with goals gradually becoming longer term as our students evolve.



Inspire:

Once our children are part of a strong community that supports them, it's important they feel inspired. This stage is all about transition from extrinsic motivation to intrinsic, to helping our students develop strong motivation and inner drive to help them push themselves when no one is around to help them. Inspiration is achieved in a multitude of ways, through strong Black Belt role models, to public recognition for achievements to the language used when we speak to our students. We truly believe that every conversation with a parent or a child is an opportunity to inspire. We literally paint a picture of what our children will become from the words and language we use around them.



Lead:

The final step of the Warrior Method is to Lead. Developing leadership skills improves emotional intelligence, inter personal social skills and empathy. This aspect of our method teaches children about public speaking, articulating instructions clearly, developing patience and learning to inspire others. The ultimate goal of The Black Belt Journey is to prepare a child for adult life over an 8 year path to master their own mind and body and to go on to become a leader in their communities.



The Breakthrough Area Assessment

Your First Step

The breakthrough Area Assessment is the first step of our programme. It was designed by Sebastian Bates with influences from some of the worlds leading behavioural psychologists including Dr Demartini. The data from the assessment guides our team of instructors on the best possible way to mentor your child.

Every 2-3 Months

Every 2-3 months we ask every parent to complete a breakthrough area assessment (www.breakthrougharea.com). This gives you an in-depth personalized report on your child's 3 C's.

Typically a child will have one or two of the three C's. They may have high levels of conduct and concentration, but lack in confidence, in this situation they are less likely to leave their comfort zone to try new things. On the flip side, a child may have high levels of confidence but low concentration or conduct, so their behaviour in class may be impacted and they may struggle to focus which impacts their school grades.

Giving You Clarity and Goals

The breakthrough area takes the big 'grey area' of character development and makes it a measurable system. With this tool we are able to provide a score (%) for each of the 3 C's and then work with parents to raise the score systematically with a well planned programme.

This assessment is for parents to do privately and not shared with the students, however in a typical example a child may score 25% in Confidence, 50% in Concentration and 75% in Conduct. Confidence would be the 'breakthrough area' and our team would set a 3 month goal to increase this by 10-20% from 25% to 35-45%. In doing so parents are able to track the development of their child's character, making our programme incredible unique.



Does your child often blame others for their own mistakes or bad actions?

Yes No

Does your child frequently appear stressed or unwell?

Yes No

Do you feel you spend enough time with your child?

No we don't
 Yes we do

Congratulations, you've now completed the Breakthrough Area Assessment

Your full report has been emailed to holly@tten.co.uk.

OVERALL SCORE: 42%

COMMUNITY	CONCENTRATION	CONFIDENCE	CONDUCT
Your Score 67%	Your Score 25%	Your Score 40%	Your Score 42%



Scan to complete the Breakthrough Area Assessment

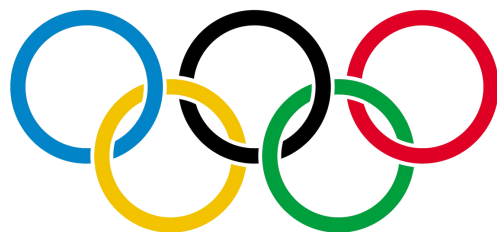
Elite Performance

While our programme is designed to nurture development at grassroots level, helping all children of all abilities, we also have a whole division dedicated towards Elite Performance.

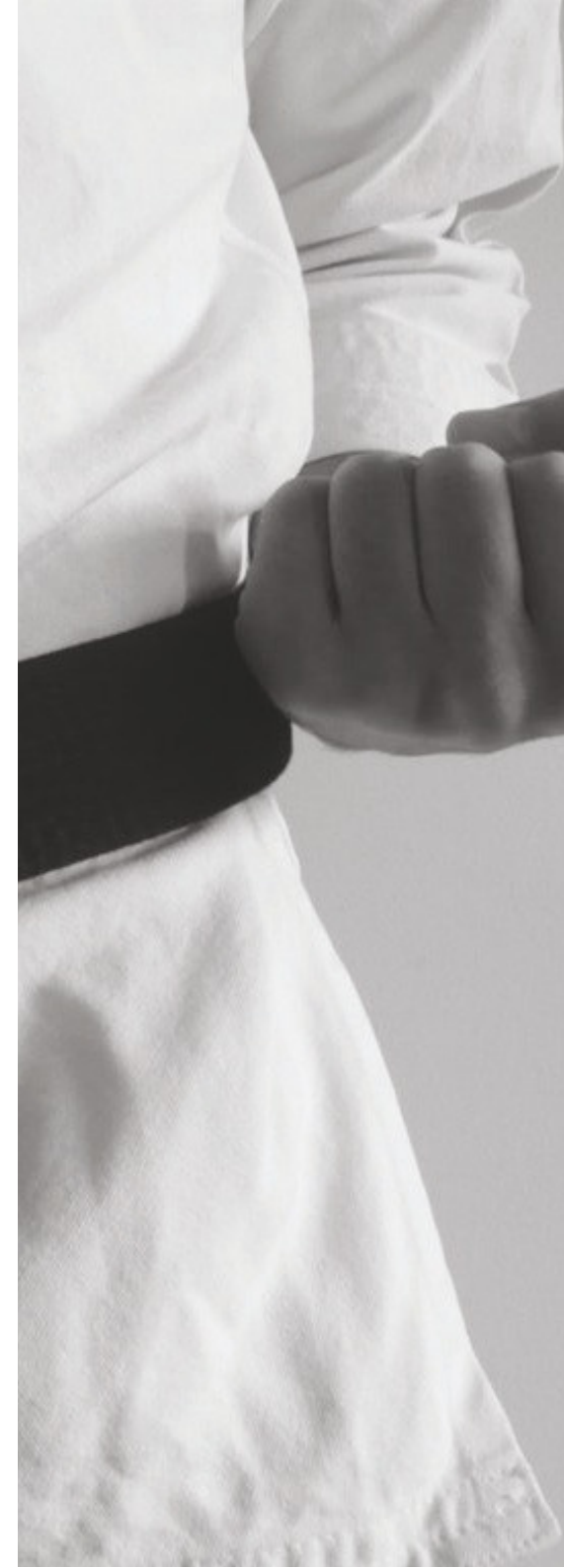
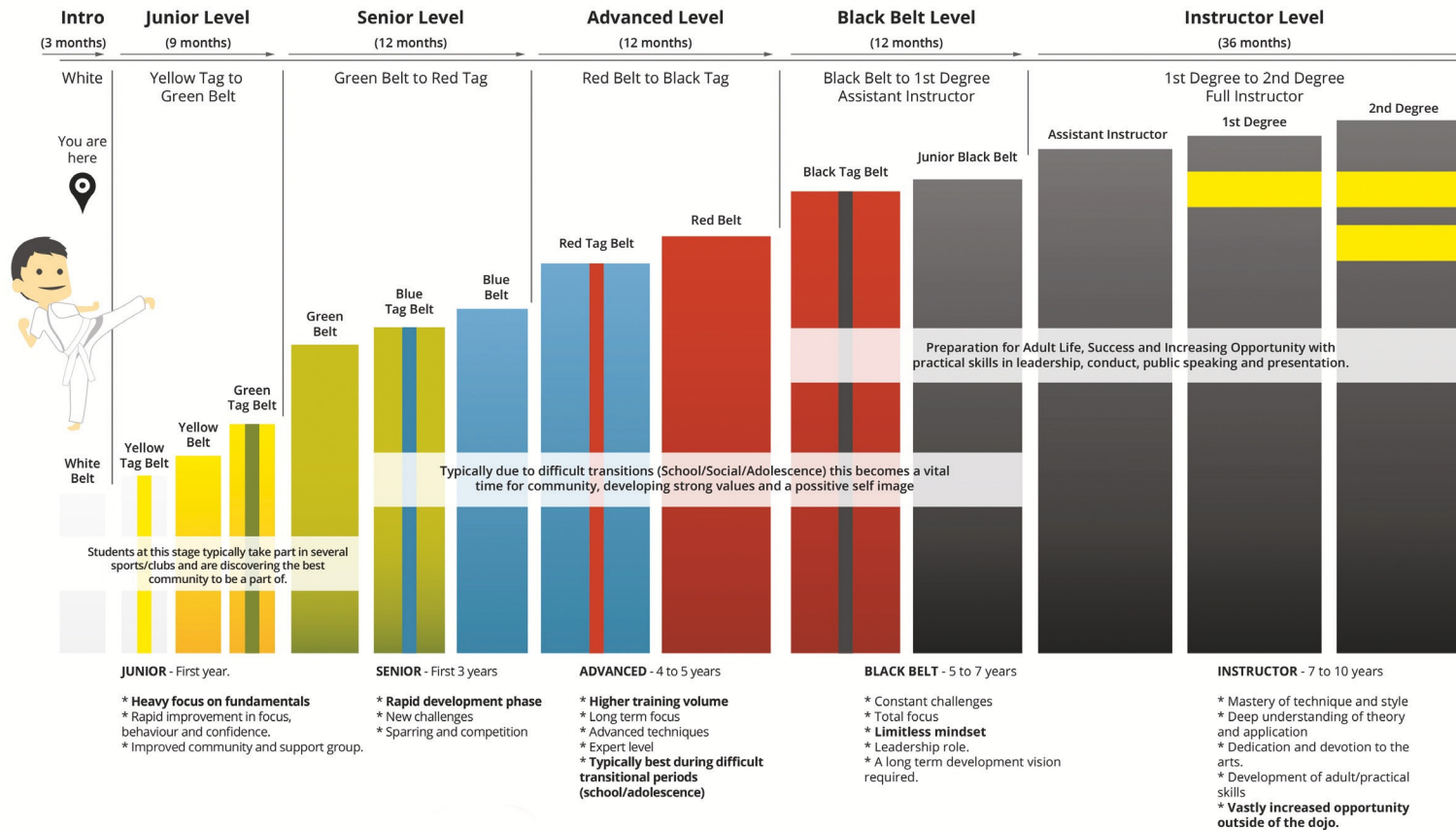
We are one of the only organisations to partner with the GB Olympic team. We provide employment to Olympic athletes after their professional competitive career. This means that our students are taught by some of the most sought after, prestigious martial artists with an outstanding competitive record.

In our dedicated Elite Performance studio we regularly host national and olympic teams from around the world who come to centre for preparation before World/European championships.

We also look for particularly talented martial artists in our 3 competitions that run in the UK each year, where we aim to select students to nurture their development through international competitions as part of our specialist sparring club and eventually the Warrior Academy Elite Squad run by former National Team Coaches in the Middle East..



The Black Belt Journey

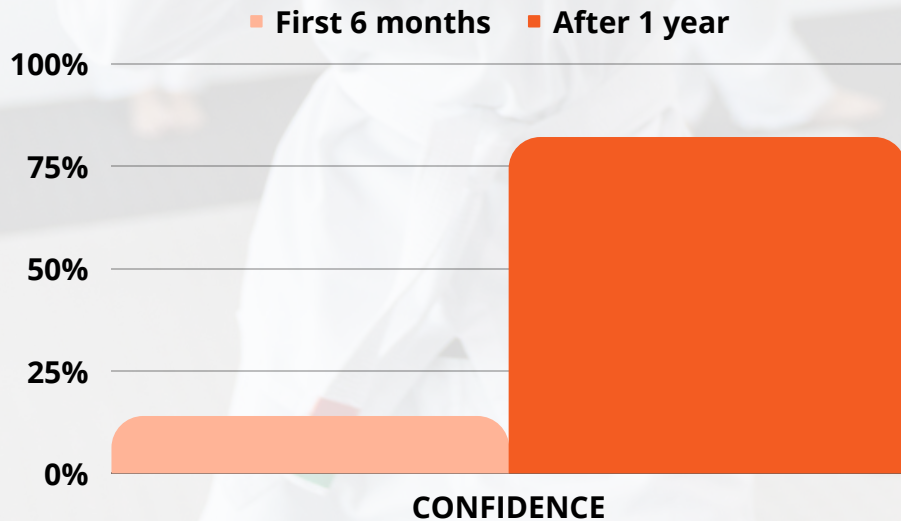
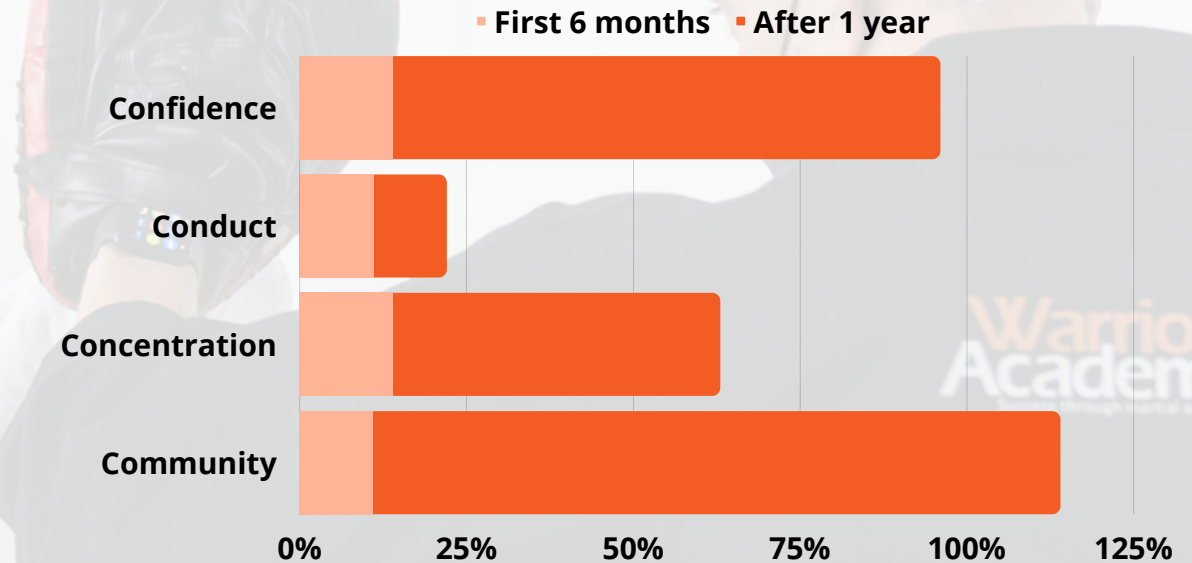


Our Impact

We have collected over 65,000 Data Points working with over 1,600 parents using our Breakthrough Area Assessment.

This is a self-assessment from parents on their child's progress with 40 yes/no questions.

The findings prove the impact of our mentoring.

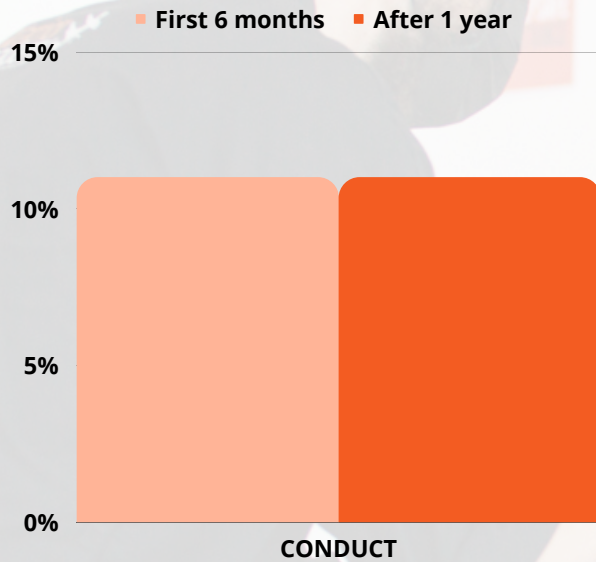


On average our students grew in **CONFIDENCE** by:

14% in the first 6 months.

82% after 1 year.

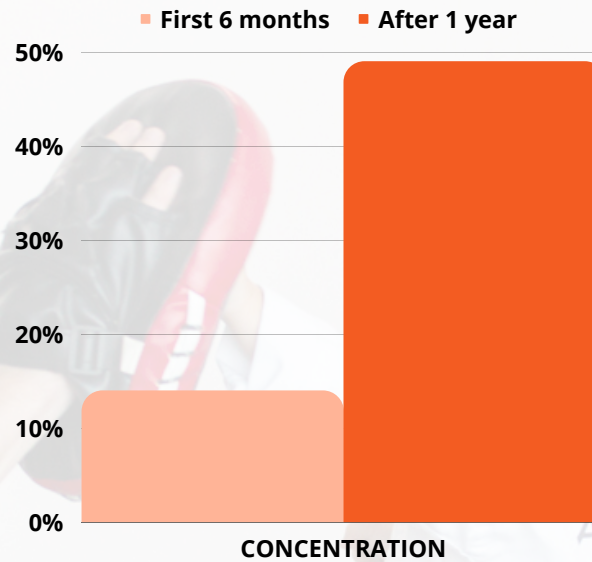
Our Impact



On average our students grew in **CONDUCT** by:

11% in the first 6 months.

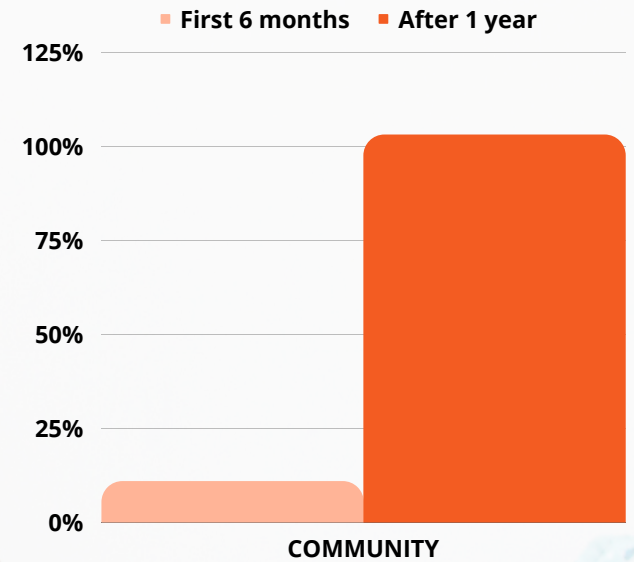
11% after 1 year.



On average our students grew in **CONCENTRATION** by:

14% in the first 6 months.

49% after 1 year.




On average our students grew in **COMMUNITY** by:

11% in the first 6 months.

103% after 1 year.

Customer Experience

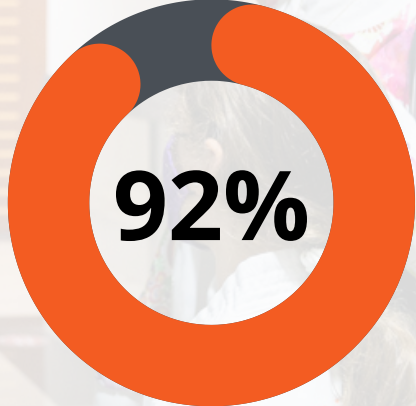
Gaining feedback from our members is a vital part of our culture here at The Warrior Academy. We are all about building black belt communities around the world, so it's vital we get to know our parents and members and build our programme around their unique goals and needs.



96%

“How would you rate your child's experience with us over the last few months leading up to their grading?”


- After asking 2,000 parents, the average over the last 3 years has been: 96%



92%

“How did you find the Introduction Experience?”

- After asking 1,000 parents, the average over the last 3 years has been: 92%



92%

“How would you rate our customer service here?”

- After asking 1,000 parents, the average over the last 3 years has been: 92%

Featured In



Panorama

Khaleej Times Gulf Today



Voted TOP 5 in the UK



Testimonials - Confidence

“Noah is able to self-regulate, which he couldn't do before, their patient, and they are a lot more respectful and they feel accepted. They are able to be themselves, articulate their feelings, and communicate better.

Environments that they've demonstrated with the skills that they're learning at the Warrior Academy would be in Noah's case, school, where he was selectively mute and unable to participate in anything and now he has the confidence that he can put his hand up in class and ask questions.

He can express more when he's worried or he has any concerns and he's resilient. So when there are children that are not so nice to him, he is able to be calm and walks away.

- Sarah Ormsby



Scan to watch testimonial video

“The biggest changes I've seen in Alfie are definitely his self-esteem and confidence. And it's the one session that he goes to with no problems. It's always been a nice, regular routine. He loves going and that's something we've struggled with school and getting him through to school, don't have that problem with Warrior Academy.

Warrior Academy is different from other clubs because I think it has a holistic approach. They don't just see the child, they see the child, the family, the school, and their approach towards supporting Alfie to reach his goals is not just in the class, in the session, it's all the time. I think I've seen him grow in strength at school because of the impact of these sessions with him. It's like a long life learning education for him.”

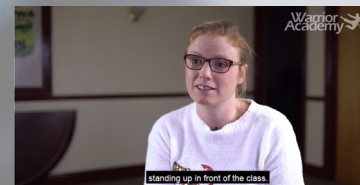
- Mel Haliday



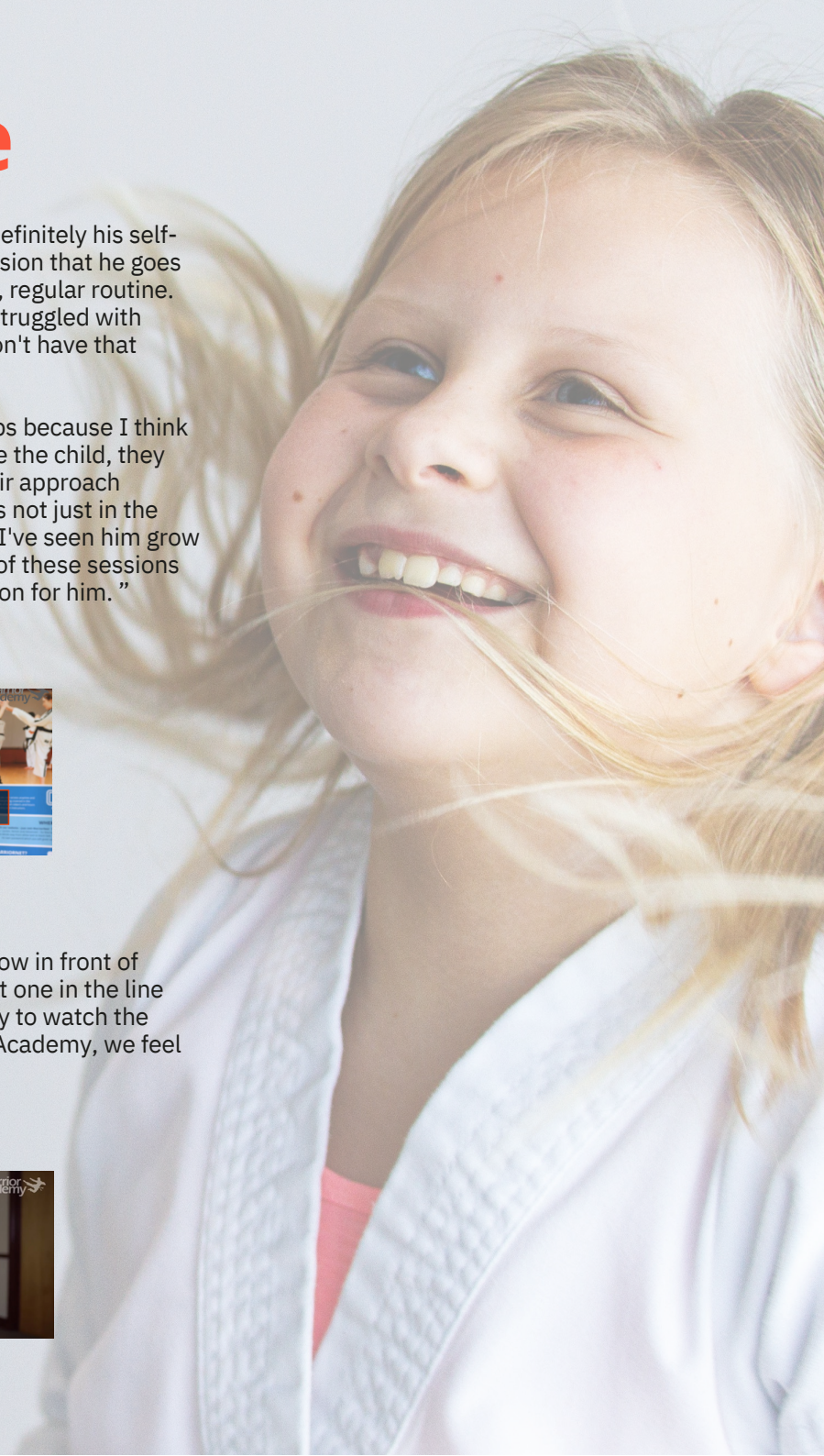
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“He will stand up in an assembly in school now in front of 100 people, 2 years ago he would be the last one in the line to stand up in front of everyone. It's so lovely to watch the Confidence he has gained from the Warrior Academy, we feel blessed.”

- Holly Van Lochem



Scan to watch testimonial video



Testimonials - Concentration

“So Noah, at the time, was looking to do martial arts. He had been watching things like Power Rangers on TV, Lego Ninjago, and all that kind of stuff. We were looking, and we found something on the internet, and we thought, well, let's give it a try. And he went for a taster session. And instructor Matt was brilliant. The next week he went along, and he knew his name, got him involved straight away, and he was doing stuff. To see Noah's face every week excited to go the next week, we knew then it was probably something he was going to do a little bit longer. We saw a change in Noah after the first week in terms of he was keen to go the next week. He was excited. Where we started to see a real difference was, after a few months, his concentration, his ability to sit down or just focus on what he's doing and not be looking around the room and just be able to sit still for a bit when they do the concentration tests that they do at home. It was incredible. It was almost a whole 180 in his concentration. It was amazing.”

- Seb Van Lochem



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“The concentration, focus and attention to detail have all improved. She concentrated longer on tasks I give her, she thinks about it first. I gave her the booklet that was required and the teacher gave really positive feedback on my daughters concentration improvements in the class too.”

- Delia Watts



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Testimonials - Conduct

“I think it's an investment. You always look at things in terms of what you will get out of something for your child. In some cases, it might be a small thing that you do as one-off. But if you're looking for something long-term that's going to help that child to move forward, I definitely recommend the Warrior Academy.

I think Lois has been given a good understanding of, I mean, there's the right and wrong of being in a club environment, teaching a child that they need to behave in a certain way and they need to follow certain rules. There's a safety aspect of being in a sports environment or a martial arts environment in this case. So when she goes to any club now, she knows how to conduct herself. And I think that will feed in to school and feed in to the workplace eventually that she'll just know how to behave.”

- Richard Dicks



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“What he's learned is staying calm in a crisis. He's learned not to overreact, as I say, that's against staying calm, but more confidence in the fact that he knows how to deal with himself or to deal with others if there's a problem.

How would I recommend Warrior Academy to other parents? My recommendation would be, yes, you go for it because it's not just a club, it's a family we've been there nine years. And throughout all of that time, not felt neglected.”

- Clive Moore



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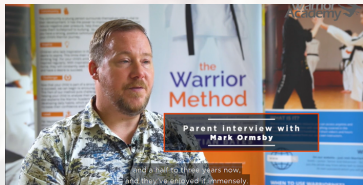


Testimonials - Community

"We just found that the Warrior Academy was more like a family and they accepted Noah in how he was. They didn't mind that you wouldn't join him for a bit and then joined in, and we just felt that it was the right place for Noah and you treated him as a part of the family rather than just the student

The Warrior Academy compared to other clubs is absolutely amazing because trying to get a child with autism into the club they say, "Sorry, we can't manage that or sorry we can't accommodate Noah. He would be disruptive to the other students." With the Warrior Academy, there was, "Come on in, we'll give him time." And it's just been absolutely fantastic for them.."

- Mark Ormsby



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"What I love about Lois' coming to the Warrior Academy, everyone is really professional, and I feel confident in safe hands, and I can just drop it at the door, and I know she'll have a great session and, you know, everything was safeguarding through to the confidence and just your passion about the kids. And I think you could see that. It's an authentic organization, and she loves being part of it. And thank you for your support."

- Louise Dicks



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Warrior Academy
#WarriorAcademy

Included In Your Membership

At the Warrior Academy we don't charge termly like many other clubs, nor do we just offer classes. We have a monthly membership which continues throughout the year and includes classes, workbooks, online training, Digital Black Belt training, ongoing Breakthrough Area Assessments and in depth feedback calls. It's this combination that truly sets our membership apart from anything else out there.

Community is a huge part of what The Warrior Academy is about. As a member of our Warrior Family you will be invited to community events, from fun days to pizza and movie nights, advanced seminars and our famous Warrior Competitions. We like to work with parents who like to lean in to our community and help us create a fun and friendly environment for our children to grow together.

So what's included in your membership?

Classes

Our classes are kept small and personal, we cap them at just 19 students and on average each class is 14 in size. We also often have more than one instructor in class meaning the average ratio of student to instructor is 9:1. This ensures plenty of one on one time with UK's most sought after instructors.

Our classes are 55 minutes in length with a 5 minute break afterwards to ensure there is time to give brief feedback to each parent on how the class went.

There are 5 main areas in our martial arts syllabus that our students focus on: Technique, Leadership, Fitness, Self Defence, Sparring and Clinching. This ensures they evolve into well rounded and versatile martial artists.



Character Development Workbooks

Our Character Development workbooks are designed to bring the lessons from the dojo to the home and school life. Every 3 months your child will be provided with a new brochure, included in your membership. This brochure helps them develop a daily habit routine, plan and set goals for home and school life for the term ahead. This is such an important part of our character development programme and so it's vital parents help their children maximize these workbooks at home.



Included In Your Membership



WarriorNet

WarriorNet is one of the world's most extensive online training programmes for martial artists with over 700 training sessions recorded. WarriorNet is our virtual learning environment. We have members all around the world using WarriorNet, this is included in your membership without an additional cost.

Each member will receive a login where they will be guided through every single technique (broken down by Sebastian our Founder). Alongside the technique breakdowns your child also has access to every pre-recorded class from white belt to black belt, this means that if they miss a session they can copy along at home in their own time and not miss out. As we do not provide catch-up classes (as our classes are capped and remain small) this is a huge benefit to the programme.

As gradings approach when deciding which children ready for their gradings, we do an audit on each child's WarriorNet to see if they have been logging their progress and studying at home. Those who use WarriorNet accelerate far quicker through our syllabus.

Digital Black Belt

We believe that our responsibility as a martial arts organization (outside of character development), is to teach our children to defend themselves physically. In today's world however, we are less likely to be attacked physically and far more likely to be attached online.

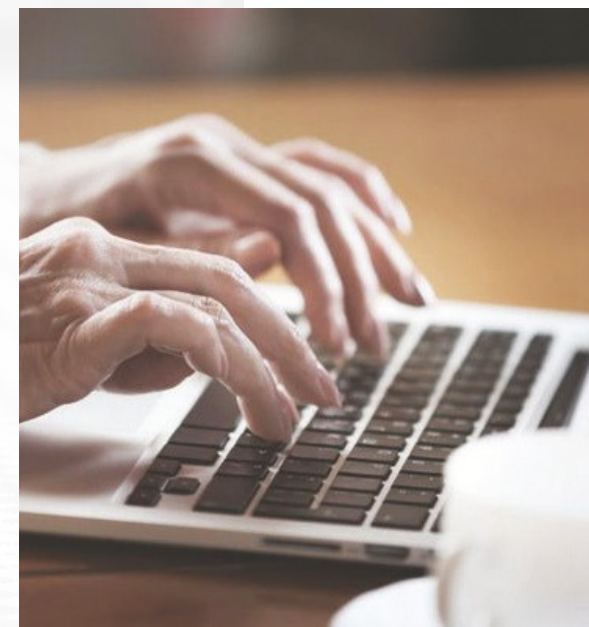
The Digital Black Belt, completely unique to the Warrior Academy is a progressive programme of online self defence, teaching our children how to spot and avoid danger online and how to protect themselves and others in the cyber world. It's a compulsory part of our programme. The programme was built on a collaboration between The Warrior Academy and Barry Lee Cummings, one of the worlds leading cyber safety experts for children.



Breakthrough Area Assessments and Catch Up Calls

Feedback is vital and it's so important each parent gets personal feedback from their child's instructor on how they are progressing. Every 2-3 months we ask every parent to complete a breakthrough area assessment (www.breakthrougharea.com). This gives you an in-depth personalised report on your child's 3 C's.

Our team work very closely together and our Chief Happiness Officer is always available for a 20-30 minute catch up call to discuss your child's progress. Our CHO will have a meeting with your child's instructor prior to your call to help discover any improvement areas and relay feedback.



Becoming a Full Member

When joining the Warrior Academy there are 3 Steps we ask every single parent to complete. In doing so you will have a thorough understanding of The Warrior Academy programme and the Black Belt Journey your child has begun.

✓ **Step 1: Book an Introduction Call**

In your introduction call you will meet our Chief Happiness Officer! They will guide you through our whole programme and get to know you so that we can offer the best possible class for you. It's best to book as soon as possible to secure your spot, with just 19 students in each class spaces go quickly and we are often fully booked with waiting lists weeks in advance.

To book your call you can visit www.warriortrial.com or scan this QR code.



✓ **Step 2: Complete the Official Breakthrough Area Assessment**

The breakthrough assessment is 45 questions (Yes/No answers) and will provide you with a detailed report on your child's Confidence, Conduct and Concentration. This assessment will give you a score for each C. It's something we utilize as instructors to guide our work and something parents can use to make a quantifiable difference to their child's character. We ask parents to complete this every 3 months for every child www.breakthrougharea.com.

✓ **Step 3: Experience your first class**

It's time to experience your first ever Warrior Academy class! Your child will be welcome by their Instructor and you will have a chance to have a chat with our Chief Happiness Officer who will guide you through our programme.



Your First Month!

Once you are a member, there are a few things we ask you to complete to ensure you maximise your child's development with us. These 5 Steps will have a long lasting impact and dictate the rate at which your child accelerates in our programme.



Step 1: Complete Uniform Test!

Having worked with over 25,000 students, welcoming them into the world of martial arts, we know how important those first few steps are. Attached to this work book you will find a Uniform Test. This is a little assessment to ensure we put martial arts in the right context for your child. It's not just about "kicking and punching" it's about having the discipline and respect of a Black Belt.



Step 2: Book a Call with our Chief Happiness Officer

It's important to book a call with our Chief Happiness Officer when you first start your classes with us. In your first 'catch-up call', our CHO will have a good look through your Breakthrough Area Assessment in a 20-30min non-rushed call. You will get to know each other a little better and really get to the bottom of how we can help you and your child. You will set some realistic goals together aiming to radically improve your child's 3 C's.



Step 3: Login to your WarriorNet Account

As a full member you will get full access to WarriorNet, our exclusive virtual training platform. Ensure you log in and have a good look around, this will become a vital resource for your child as they go through the programme.



Step 4: Read the Warrior Method

Grab a copy of the Best-Selling book The Warrior Method by Sebastian Bates and get a deep insight into our 4 Step Methodology, where the Warrior Academy came from and gain a deeper understanding of our values and philosophy here.



Step 5: Implement The Workbook

Once you become a member you will be provided with a character development workbook. It's important you fill this in with your child and they bring it to every class.



Warrior Academy



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Success through martial arts