



SPARTAN

— FIREARMS TRAINING GROUP —



TIP OF THE WEEK

THE DANGER OF NORMALCY BIAS

Normalcy bias is the dangerous belief that “nothing bad will happen here” simply because it hasn’t happened before. It causes people to ignore warning signs, delay action, and freeze during rapidly developing emergencies.




1 DANGER OFTEN LOOKS ORDINARY AT FIRST.
Criminal assaults frequently begin with subtle cues that people dismiss as “probably nothing.”



2 COMPLACENCY CREATES VULNERABILITY.
The more comfortable and routine your environment feels, the less alert you tend to become.



3 DELAY COSTS TIME.
Hesitation during a deadly-force encounter can reduce your ability to move, escape, or respond effectively.



4 YOUR BRAIN SEEKS NORMAL EXPLANATIONS.
People naturally rationalize suspicious behavior instead of recognizing potential danger.



5 PREPAREDNESS REQUIRES AWARENESS.
Situational awareness means paying attention without becoming paranoid.



6 TRAINING HELPS OVERCOME DENIAL.
Repetition and realistic practice condition you to recognize threats sooner and make better decisions under stress.



7 DISTANCE AND MOVEMENT MATTER.
If something feels wrong, create space, move to a position of advantage, and prepare to act.



8 TRUST INFORMED INTUITION.
Your subconscious often notices danger cues before your conscious mind fully processes them.



ACTION STEP

This week, practice observing your surroundings everywhere you go. Identify exits, barriers, unusual behavior, and anything that disrupts the normal flow of the environment.

AWARENESS BUYS TIME—AND TIME BUYS OPTIONS.

 **PREPARE.**

 **TRAIN.**

 **DEFEND.**