



**THE LION**  
**A C A D E M Y**  

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Empowering People

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# NEW ZEALAND PROGRAMS

[www.thelionacademy.co.nz](http://www.thelionacademy.co.nz)



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# THE LION

## ACADEMY

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Empowering People

### NEW ZEALAND INITIATIVES

**PROVEN GLOBALLY | AVAILABLE LOCALLY\***

**MENTAL HEALTH** - Maori, Pacific and European Wellbeing

**MENTAL RESILIENCE** - Thriving Under Pressure, Stress and Conflict

**CRISIS LEADERSHIP** - Corporate and Government

**PERSONAL DEVELOPMENT** - Managers and Support Staff

**EMPOWERING YOUTH** - Education, Employment and Income

**REDUCING REOFFENDING** - Adults and Youth

**PROTECTING WOMEN** - Personal Protection and Trauma Support

**TRAUMA-TRANSITION-EVOLUTION** - Military, Police, Emergency Services

*\*All services are 'Lockdown Proof' fully supported by an online academy with full monitoring and support accessible via mobile phone and laptop*

Prepared by Dion Jensen  
Global Influencer  
Founder of The Lion Academy  
[www.thelionacademy.co.nz](http://www.thelionacademy.co.nz)

# About The Lion Academy

The Lion Academy is the world's first empowerment academy delivered ***The Pacific Way***. What is The Pacific Way? It is zero hype and focused on effective enjoyable outcomes. Whether training individuals or organizations, if the learning journey is both effective and enjoyable, then we amplify cognitive lessons with positive emotions.

The Lion Academy is the culmination of successful books, speeches, workshops and programs, written, designed and delivered by the founder Dion Jensen, who has proven the effectiveness of the content on the world stage and has now returned to New Zealand.

The Lion Academy members are from every demographic imaginable. Multiple countries and cultures, religions, and languages with varying needs, wants and don't wants, from crisis through to empowerment. It is diversity and inclusivity in action.

**To that end, it has been identified that the psychosocial issues that New Zealand is currently struggling with can be addressed by The Lion Academy content, which has been tailored to suit the New Zealand environment, with successful engagements already providing a positive impact in New Zealand organizations.**

## Our Philosophy

Empowerment comes by putting people first and processes second.

It is 'Who' not 'What' that creates lasting change. It is a solution focused approach where the person struggling is empowered internally, at their core. They must however, be supported by ***people*** they trust, before they will commit to any ***process***.

For the greatest impact, there must be CONNECTION, CLARITY and CONFIDENCE in ***both*** the people and the process. The Lion Academy has the right people, most of which have come through the very issues that the people we help are currently struggling with and our processes have been proven from the frontline all the way up and through the operational levels, through the strategic levels and onto the world stage.



# The Founder Dion Jensen

GLOBAL INFLUENCER  
INTERNATIONAL SPEAKER AND TRAINER

Former New Zealand Soldier  
Former New Zealand Police Officer  
Former New Zealand Probation Officer





# QUALIFICATIONS AND EXPERIENCE

Registered Member of The Global Trainers Federation

Certified Cultural Transformation Consultant

Certified Directive Communication Psychology Consultant

Clinically Endorsed Author of the worlds first good news book about PTSD  
(Post Traumatic Stress Disorder)

Organizational Psychologist Recommended Author of The VIP of Mental Health

Author of #Crisisleadership, the eBook series that trended at Number 1. on LinkedIn

Featured on Singapore National Radio on Leadership, Bullying and Strategic Thinking

Known in the marketplace as 'The Confidence Coach' for individuals, teams and organizations.

## Dion's Live Operational Experience:

Corporate Culture and Psychosocial Consultant - Global

Regional Operations Manager - Asia Pacific (APAC)

Learning and Development Manager - Papua New Guinea (PNG)

Intelligence Manager - Australia

Regional Operations Manager - Australia

Security Operations Manager - Australia

Diplomatic Protection - Middle East

Probation Officer - New Zealand Department of Corrections

Police Officer - New Zealand Police Force

Professional Soldier - New Zealand Army

## Dion's Global Initiatives:

[www.thelionacademy.co.nz](http://www.thelionacademy.co.nz)

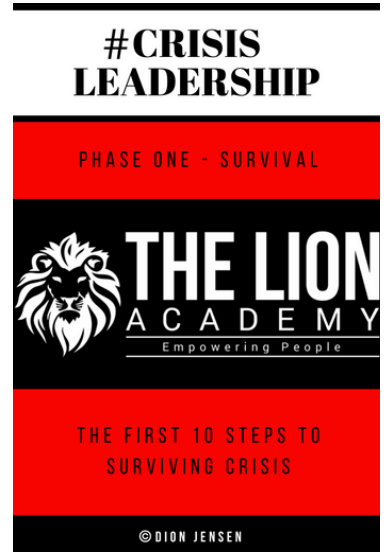
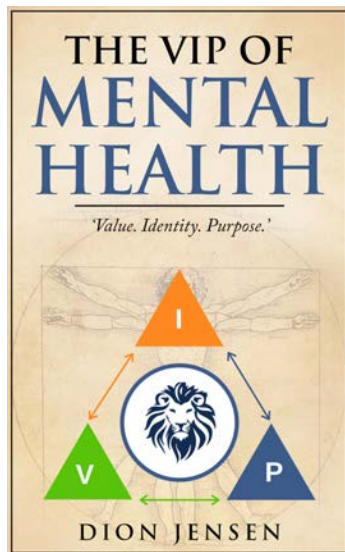
[www.successforsoldiers.com](http://www.successforsoldiers.com)

[www.thegoodnewsaboutptsd.com](http://www.thegoodnewsaboutptsd.com)

[www.theptsdsolutionscommunity.com](http://www.theptsdsolutionscommunity.com)

[www.protectingwomen.global](http://www.protectingwomen.global)

# CLINICALLY ENDORSED AUTHOR



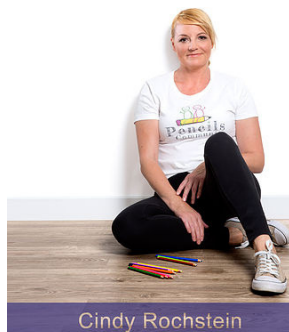
## TESTIMONIAL

*Dion emphasizes that our Values, Identity and Purpose, or VIP, permeates the way we present ourselves in all aspects of our lives (and he does so in non-clinical and un-complex ways as he did in his first book, The Good News About PTSD.)*

Jordan Braye | Organisational Psychologist

## FEATURED AUTHOR

### HUMANITARIAN ROCKSTARS



## BOOK EXCERPT - HUMANITARIAN ROCKSTARS

*"Tihei Mauri Ora!" suddenly ripples through the audience. And I look around. Standing there is Dion Jensen, all 6'4" of him, his suit-clad body molded by years of military and police service. He is an impressive figure. It's as if a king of the past strides onto the stage."*

Cindy Rochstein - 5 X Published Author

“

THE GREATEST POWER WE POSSESS  
IS HOW WE MAKE ANOTHER HUMAN BEING  
**FEEL**

- Dion Jensen



# MENTAL HEALTH

*Maori, Pacific and European Wellbeing*



## PROGRAM OVERVIEW

New Zealanders are some of the most spiritually and emotionally powerful people on the planet!

Our combination of Maori, Pacific and European cultures gives us an advantage in Mental Health when we access that power, however it must be in our own language. That's why we have Maori and Pacific versions of our VIP of Mental Health programs: **#Innermana** and **#Innermalosi**.

Unfortunately, the public narrative through both social and mainstream media, paints us in a weakened, victim mindset, exasperated by our disproportionate suicide rates compared to the rest of the world. This narrative needs to change; so we changed it!

The 3 core Lion Academy Mental Health Components: *Make Peace With The Mirror*, *The VIP of Mental Health* and *Your Subconscious Bodyguards* have been creating a positive impact in the communities where we have delivered them, because we changed the narrative to one of self-EMPOWERMENT!

### OBJECTIVE:

**Increase your Mental Health levels utilizing The VIP of Mental Health model**

### OUTCOMES:

Understand *your* 4 L's of Confidence

Understand *your* VIP of Mental Health

Describe and Introduce *your* Subconscious Bodyguards

*Choose* who you are and who you want to be in the mirror, at home and in the world

*Choose* where you are and where you want to go in the mirror, at home and in the world

Describe and Design your ideal future

# MENTAL RESILIENCE

*Thriving Under Pressure, Stress and Crisis*



## PROGRAM OVERVIEW

Mental Resilience is the ability to manage varying levels of emotion, brought on by situations that contain pressure, stress and/or crisis. Pressure causes stress, stress causes 'cracks' or a large influx of energy can create a crisis. (Such as an emergency or a death.)

For the purpose of this program, the definition of Emotion is *Energy In Motion*. Energy has a source, a reason and a direction. e.g. Conflict is energy directed at you by someone else, and the reasons are normally a clash of values, blame, a sense of injustice, or an expression of pain or loss.

The skills required to thrive in these situations are foundationally dependent on your ability to control and direct energy, without taking it upon yourself. Or in layman's terms, not to take it *personally*. (Or take that energy home to your family.)

### **OBJECTIVE:**

Develop or Improve Your Ability To Be Mentally Resilient In A High Energy Situation

### **OUTCOMES:**

Understand how to recognize and direct emotion (Internally and Externally)

Demonstrate 'The Conversation Card Game'

Demonstrate 'Conflict De-escalation' in a live conversation scenario

Manage your emotions during a 'Conflict Conversation'

Demonstrate a 'Pressure Release' Technique (PRT)

Provide mental health support to a colleague following a 'Conflict Conversation'

# CRISIS LEADERSHIP

*Corporate and Government Organizations*



## PROGRAM OVERVIEW

Leadership carries an enormous weight of responsibility in of itself.

As the leader you are the physical personification of the organizations values and mission. It is through you that the company owners or government minister expects the key outcomes to be achieved. Leadership is not for the faint-hearted.

However, in crisis this responsibility is **magnified** and put on display. There is nowhere to hide as the leader during crisis and your people will look to you to keep them safe and tell them exactly what to do.

Based on the eBook series **#Crisisleadership** that trended at Number 1. on LinkedIn during COVID 19, this program is a must attend program for leaders in the 'new normal' world that we now live in.

### OBJECTIVE:

Adapt your current leadership style to include **#Crisisleadership**.

### OUTCOMES:

Understand The **#Crisisleadership** Ethos

Understand The 3 Energy Sources of Crisis and The 3 Phases of Crisis

Understand the key leadership focus points during each of The 3 Phases of Crisis

Demonstrate **#Crisisleadership** in a classroom scenario (Physical or Virtual)

Demonstrate a 'Pressure Release' technique (PRT)

Provide mental health support to a fellow leader following a crisis



# PERSONAL DEVELOPMENT

*Staff Members, Managers and Support Staff*



## PROGRAM OVERVIEW

Dion Jensen is a Global Influencer, featured alongside names such as Oprah Winfrey, Denzel Washington, Wil Smith, Simon Sinek and Brendon Burchard. His international credibility in personal development is world class!

This Personal Development Program is tailored to suit the individual, in a program utilizing all the content he has available in The Lion Academy. Although all the components of the program are available, without a personally designed program, (which is why it's called *personal* development), people are continually exposed to 'cookie-cutter' training that is ineffective.

This program was designed to develop your staff so they are more effective in their roles, *without* it feeling like tokenism. (John C Maxwell also agrees!) Allow your staff members, managers and support staff to develop themselves, not only so they can serve your organization and it's people, but so they can take something positive home to their families.

### OBJECTIVE:

Grow.

### OUTCOMES:

Look in the mirror and confirm *The 4 L's of Confidence* personally

Look in the *work mirror* and confirm *The 4L's of Confidence* professionally

Complete *The VIP of Mental Health* workshop to identify where you get *your* value from

Demonstrate the ability to identify someone else's *VIP Triangle*

Demonstrate 'The Conversation Card Game' to build rapport

Describe and Design your ideal future



# EMPOWERING YOUTH

*Future-Focused Education, Employment and Income*



## PROGRAM OVERVIEW

Our Rangatahi, our youth, are the future of our country.

However, we have the highest youth suicide rate in the world, and the gangs are recruiting younger and younger, creating a battlefield for the hearts and minds of our children.

The answers to both of these issues are found in the VALUE triangle of *The VIP of Mental Health* in *Credibility Currency, Social Currency and Financial Currency*.

The Lion Academy Youth Empowerment Program prepares a young man or woman to go *boldly* into the future, fully aware of the risks and rewards, with tangible life skills and methods of earning an income through employment or future-ready skills such as online income strategies.

### **OBJECTIVE:**

Honestly prepare a young man or woman to choose their own path in life.

### **OUTCOMES:**

Understand your *4 L's of Confidence*

Understand your *VIP of Mental Health Triangle*

Describe and Introduce *Your Subconscious Bodyguards*

Choose who you are and who you want to be in the mirror, at home and in the world

Have an honest discussion about gangs and how they manipulate and recruit

Demonstrate 3 methods to earn income online

Design a 'Life Map' to work towards a positive future

Demonstrate 'The Conversation Card Game' in order to make new friends

# REDUCING REOFFENDING

*Adults and Youth*



## PROGRAM OVERVIEW

The #Innermana program for youth and adults is currently running in the lower North Island in Palmerston North, The Wairarapa and Wellington region. This program concentrates on rebuilding *mana* or self-esteem and self-governance from the inside out. But in a strategic, holistic manner.

Conversant and compliant with *Te Tiriti o Waitangi* as well as strategic government strategy documents such a *Hokai Rangi*, Dion Jensen as an ex-Community Constable working in The New Zealand Police as well as running a caseload of over 100 offenders as a Probation Officer, designed programs to fill the gaps that he saw in the system before he went overseas. He has now returned with global credibility and clinically endorsed content.

Concentrating on dealing with *Trauma, Value, Identity and Purpose* combined with providing *Globally Recognized Skills* to our people, Dion has worked with Oranga Tamariki in the Care and Protection and Youth Justice departments, as well as their High Complex Needs (HCN) team, The Ministry of Education's Intensive Wrap Around Service (IWS), and The Department of Corrections.

Dion also conducts group programs in youth prisons or residences, as well as adult prisons and has reduced re-offending rates in those on his programs by also working with the families of offenders.

Due to Dion's background and 'street credibility' he is always able to connect and engage with those that society have discarded, and is trusted by offenders and government agencies alike. He is thoroughly conversant with legislation, court orders, bail conditions and youth and district court processes.

The #Innermana program is a 36 week program, split into three 12 week courses. run one course at a time, or a 36 week court ordered or agency requested program, that can be run in-custody, or in the community.

# PROTECTING WOMEN

## *Personal Protection and Trauma Support*



## PROGRAM OVERVIEW

Protecting Women programs have been available in The South Pacific and Asia since 2018 through [www.protectingwomen.global](http://www.protectingwomen.global)

Former New Zealand Prime Minister Helen Clark was introduced to the concept while in Singapore and was gracious enough to pose with one of our T-shirts!

Based on the foundational principle that 'women are smarter' Dion Jensen shares his international bodyguard skills in teaching women how to *outthink* not *outmuscle* an attacker.

Added to this training is Dion's PTSD program *Your Subconscious Bodyguards* to help women through their trauma. He then connects women to female healers in his network to continue their healing journey.

### **OBJECTIVE:**

Empower a woman to protect themselves and their loved ones physically and emotionally

### **OUTCOMES:**

Demonstrate *Situational Awareness*

Conduct a *Threat Assessment* of their daily routine

Defend themselves from a selection of physical attacks

Defend themselves from the two main rape attempt positions

Describe and Introduce *Your Subconscious Bodyguards*

Understand the difference between *Sacred Vs Scared*



# TRAUMA - TRANSITION - EVOLUTION

*Military, Police and Emergency Services*



## PROGRAM OVERVIEW

Trauma, transition and evolution was the path that Dion Jensen took.

The fundamental difference however, is that he mapped the process through and out the other side of each stage, designing programs to *prepare, survive* and *grow* through each step in the journey.

For **trauma**, he is the clinically endorsed author of the worlds first GOOD NEWS book about PTSD, with his *Subconscious Bodyguards* modality also featuring in the worlds first GOOD NEWS Trauma Course housed within The Lion Academy. You can get through and out the other side of PTSD.

For **transition**, he is the clinically endorsed author and creator of *The VIP of Mental Health* modality where most of those who have worn a uniform struggle...leaving the uniform. Dion has transitioned from the army, through the police, into close-protection, into corporate roles to creating and running his own business. Very few people have transitioned as many times successfully as Dion has.

For **evolution**, Dion has totally re-designed himself and evolved into a global influencer, this decades first Goalcast speaker and founder of The Lion Academy, teaching others to do the same.

### OBJECTIVE:

Train those from the uniform world of the military, police and emergency services to prepare for, survive and grow through trauma, transition and evolution

### OUTCOMES:

Describe and Introduce *Your Subconscious Bodyguards*

Understand your *VIP of Mental Health Triangle*

Choose who you are and who you want to be in the mirror, at home and in the world

Design a step by step plan to *evolve* into this person



## Testimonial

Te Aroha Noa



"Our kids really resonated with Dion's Make Peace With The Mirror concept. There was instant connection with how he spoke."

## Testimonial

Tai Wananga Tu Toa



"Dion made an immediate impact with our taiohi, firstly with his tears, then with his words. The kids all connected with him."

## Testimonial

YMCA



"These kids need Dion. He is real and authentic and his VIP of Mental Health concept was easy to understand."

## Testimonial

Landbased Training



"It was the first time that our students who feel they are discarded by society, connected with someone because he CARED about them."

## Testimonial

Watercare Auckland



"It was between Mike King and Dion Jensen to come and speak about Mental Health and we chose Dion. He was the RIGHT CHOICE!"

## Testimonial

Worksafe New Zealand



"Dion's ability to connect with frontline staff is exemplary and the exercises he taught us instantly raised MORALE!"

## Testimonial

Iwi CEO



"Dion's talk on Crisis Leadership was the STANDOUT session of the day. I hadn't previously considered that leadership style."

## Testimonial

Managing Director



"Dion Jensen presented a leadership workshop for our company and brought SENIOR MEMBERS back down to earth!"

## Testimonial

Occupational Psychologist



"Dion Jensen exhibits his mana (his presence, credibility and power) as a man and a speaker. OUTSTANDING!"

**MONEYFM**  
**89.3**  
STAY AHEAD

**Newstalk**  
**ZB**



# Panasonic

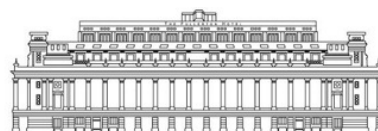
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**PARLIAMENTARY SERVICE**  
Te Ratonga Whare Pāremata



**PRUDENTIAL**



**THE FULLERTON HOTEL**  
SINGAPORE



**For More Information email  
Info@thelionacademy.co.nz**

