**FOR IMMEDIATE RELEASE:**

**The Ferriter Group Brings Hands-On Inspired Leadership to The Citadel**

*Steilacoom, Washington - 04 September 2016* - The Ferriter Group will bring its Hands-On Inspired Leadership to the Citadel in Charleston, SC in a series of events on campus from 16-18 September.

The Ferriter Group will engage the entire entering Freshman class (800) at the Citadel on 16-18 September, underlining the ways this cohort demonstrates respect, character and courage as newest members of The Military College of South Carolina.

Using the gentle art of Jiu-Jitsu, cadets will "close the distance" on bullying, violence, and sexual  harassment and assault by demonstrating RESPECT for themselves and each other. They will "establish a dominant position" in word and deed with their CHARACTER. And they will "finish the fight" with the COURAGE to act and do the right thing every day. The Ferriter Group will bring together talented and experienced leaders from across the America and deliver a clear message and dynamic energy throughout these sessions.

Following the 2016 Summer Challenge Week training and completion of the HOIL seminar, 800 Citadel Cadets will pledge to create and sustain a positive leadership environment. As senior leadership stated, this pledge is a decision to do more, pushing beyond “walking by or accepting bad practices or examples just because it's always been done that way."

The Ferriter Group’s unique approach to Hands-On Inspired Leadership will empower the future leaders of The Citadel in its newest Freshman class. Furthermore, the active sessions will create an understanding that adversity comes to everyone, and there are skills and techniques to help us even when individuals feel helpless and there seems to be no way out. On the mats the Cadets will experience and then remember: "I've been here before, and I know I can get out of this situation!"

The Ferriter Group improves organizations, leaders, and teams through customized approaches. Boasting proven experience in developing leadership, teamwork, customer service, and transformation, the Ferriter Group can make the difference in refining the effectiveness of your organization.

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