

Personal Security Trainer Reveals Proprietary TIME Framework That Predicts Attacks

Live Ready founder Sam Rosenberg unveils a four-stage model that maps how attacks are built before they happen.

WEXFORD, PA, UNITED STATES, August 20, 2026 /EINPresswire.com/ -- [Live Ready](#), the personal security firm founded by former U.S. Marine officer and close protection specialist Sam Rosenberg, has revealed the [TIME Framework](#), a four-stage model that maps how violent attacks get built so families and business owners can break the process before anyone throws a punch. Rosenberg, a personal security trainer who has protected Tom Cruise, Warren Buffett and former Israeli Prime Minister Benjamin Netanyahu, detailed the framework during a recent appearance on [The Dad Edge Podcast](#) with host Larry Hagner.



Sam Rosenberg, Founder, Live Ready

“

They're looking for an easy target. They're looking for a target that cannot or will not fight back”

Sam Rosenberg

the drawn weapon. Rosenberg says that is the one point on the timeline where a person has already surrendered every advantage. In close protection work, most attacks land during arrival and departure moments, and those moments are almost always preceded by an approach he calls the interview.

“The fact that you are now in an interview means that

they've already selected you as a target and that interview is the assessment process, the validation process that you are a good target,” Sam Rosenberg said during his appearance on The Dad Edge Podcast. Catching an interview in progress, he tells students, beats any physical technique.

TIME stands for target selection, intelligence, method of attack and escape or exploitation. Rosenberg teaches it as a linear sequence that holds whether the threat is a planned assassination or a street criminal working a parking lot for 20 minutes. The order matters more than the letters, because every stage before the method of attack is a stage where the plan can still be broken.

The middle stage carries the weight. Rosenberg calls it the eye of TIME, the window where an attacker gathers information, probes a target and rehearses the plan, and the only window where an ordinary person can still change the outcome. The TIME Framework trains people to recognize that window and disrupt it instead of gambling on the confrontation that follows.

Rosenberg used a recorded parking lot kidnapping to show the Live Ready model running in real time. One man loitered with an empty shopping cart, wheeled it in front of a woman's vehicle and opened a conversation while a second man slipped into her back seat. Every warning sign was visible, he says, and the point is pattern recognition, not blame.

What stops most people from acting on those signs is not nerve. Rosenberg breaks the problem into three filters: normalcy bias, the brain's hunger for things to be ordinary; social conditioning, which makes decent people afraid of judging a stranger; and reciprocity, the pull to return kindness. The TIME Framework is built to override all three.

The same sequence drives what the personal security trainer calls persuasion predators, the ones who use charm rather than force. "Persuasion predators are masters of disguise and they often use charm and persuasive ability to create opportunities," Rosenberg said. He teaches women to stop asking whether a stranger is charming and start asking why that stranger is working so hard to charm them.

Rosenberg tells Live Ready audiences that roughly 4% of the U.S. population, or one in 25 people, would be clinically diagnosable as sociopathic, and that the surest tell is a run of small lies followed by a pity play once the lies get named. Decent people never want pity, which is exactly why the tactic works on them.

He is blunt about popular safety advice. Hats, sunglasses and a faster walking pace do not make anyone a hard target, because predators read capability the way most people read a bad feeling. Being difficult to attack comes down to willingness and ability, personal security trainer Sam Rosenberg says, and neither one can be faked.

Deterrence works, he argues, because what a predator fears is not arrest but failure, and a target who spots the eye of TIME early makes failure look likely. Sam Rosenberg entered close protection in 1996 after serving as a U.S. Marine Corps officer, protected Terry Bradshaw during the NFL draft in Pittsburgh, and is asked by outlets including Fox News to explain why violence is rarely as random as it looks.

Business owners and protector-minded families can learn more about the TIME Framework and Live Ready personal security training at www.liveready.co.

About Live Ready

Live Ready is a personal security firm founded by Sam Rosenberg that delivers preparedness, protective intelligence and threat recognition training to individuals, families and organizations. Through online programs, in-person seminars and corporate workshops, the personal security trainer and his team teach business owners and protector-minded parents how to tell when they are being targeted and how to break an attack that is still being planned. Live Ready has trained tens of thousands of people and hundreds of organizations, from small businesses to Fortune 100 companies.

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