SHIELD IQ

Officer Wellness & Performance

An Info Guide for Department Leaders

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Built by a cop, for cops.

What Shield IQ is, what your officers get, what your department sees — and what it will never see. Ten minutes, start to finish.

Why I built this

My name is Brandon Rubino. I'm a cop — eight years on the job, patrol first, now the traffic unit. I'm a state-certified crash reconstructionist, and I teach use of force, Taser, radar, and firearms. Before the badge I was a state champion wrestler, and I wrestled at the University of Nebraska. At home I'm a husband and a father of four.

Not long ago I was carrying about $100,000 in consumer debt — credit cards, car loans, student loans, the normal stack sitting in lockers all over any station house in America. There was no catastrophe and no villain. Just a slow slide, one payment at a time, until the payments owned the paycheck. I was tired all the time — the kind of tired sleep doesn't fix. I wasn't training. My family was getting what was left of me after the job and the overtime took theirs, and what was left wasn't much. I was sick and tired of being sick and tired.

The moment it hit us was when we were sitting there wondering where all the money was going. We were working so many hours and getting absolutely nowhere.

So we fixed it. My wife and I got on a budget — both of us, all the way in — and threw every overtime dollar at the debt instead of letting it disappear into the month. I started training again. I started sleeping like it mattered. Slow is fine; slow still gets there. Today we are consumer debt free. Our savings is full, we're in the pay-off-the-house phase, and my wife is living her dream as a stay-at-home mom. I don't have to work overtime all the time anymore.

I built Shield IQ because I wasn't special. I looked around my own department and saw the same slide everywhere: good officers — the ones you'd pick to stand next to you on a bad call — running on no sleep, carrying the same debt stack, working every overtime shift they could grab to feed it, and calling it normal. You can't order an officer out of that. You can't lecture him out of it in an annual training block. What you can do is put a real plan in his pocket, built for the shift he actually works, that he doesn't have to ask anybody's permission to use. That's this program, and this guide is how it works.

The problem in your department

Ask a room of chiefs what is wearing their people down and you will not hear about one thing. You will hear about four, and they are connected.

Sleep. Rotating shifts, midnights, court after a night tour, overtime stacked on the short side of the rotation — police sleep is broken by the design of the schedule, not by weakness of the officer. Tired officers make slower decisions, drive worse, train less, and recover from everything more slowly.

Body. The job is physical in bursts and sedentary in stretches: hours in a car, then thirty seconds that matter. Fitness fades gradually — a year of missed workouts at a time — and it fades fastest exactly when the schedule is worst. Programs built for a 9-to-5 life fail officers quietly, and officers stop opening them.

Money. Overtime is the raise that costs an officer his life an hour at a time. Officers carry debt, juggle details and court pay, and make pension decisions with decade-long consequences — usually without a plan, and usually advised by whoever is standing at the next locker. Financial stress is not separate from wellness; it sits in the same head, on the same shift, as everything else.

Mind. Cumulative exposure to the worst days of other people's lives, on top of ordinary life stress, on top of doing it all under scrutiny. The support structures exist — peer teams, EAP, chaplains, crisis lines — but they live in binders and business cards, and they are hardest to reach at the exact moment they are needed.

Departments have not been idle. The record of effort is long: the wellness poster in the hallway, the annual resilience block, the EAP number nobody can produce at 3 a.m., the gym stipend that goes to the officers who were already training. Each fails in the same place — not in intention, but in distance and rhythm. A poster is not there at 3 a.m. An annual lecture does not survive contact with a rotation. What officers have never been offered is the thing every other serious profession takes for granted: a standing program with a coach and a weekly rhythm — present daily, private by rule, and built for the schedule they actually work. That is the gap Shield IQ was built to close.

What Shield IQ is

Shield IQ is a structured wellness program for law enforcement — not another app to download and forget. Officers are coached daily across four pillars, around the shift they actually work, and one coach ties the pillars together: **Stone**.

Train. A library of more than 5,250 workouts and plans — strength, conditioning, mobility, and recovery — plus structured running plans for every level, assembled into a week that fits the officer's shifts, equipment, and time. The wearables officers already own feed it directly — the lineup is below. Every run is mapped — distance, pace, route, and heart rate — measured-track tested at −1.4% / +0.6% of true distance.

The watch your officers already wear

Shield IQ connects to the devices officers already train with — **COROS, Apple Health, Health Connect, Strava, Oura, and Polar** — and reads what the officer's device already measured; a linked wearable's record is the record. WHOOP, Garmin, Suunto, and Withings are in integration now — each opens only when its data is proven flowing end to end.

Fuel. Stone works from the food the officer actually logs — nothing else. The figures come from the app's food data; a meal logged from a photo or described in a sentence goes in labeled as an estimate, never dressed up as a fact. Eating is coached against the officer's real training week and real life, not a generic diet sheet.

Recover. Sleep and recovery, read nightly from the officer's own wearable — duration, consistency, resting heart rate — rolling into one readiness picture built from the officer's own baseline. Stone says plainly what the day supports: train hard, go easy, or take the day. This pillar also holds the daily check-in and the help door: the crisis lines — 988, Safe Call Now, COPLINE — one tap away, at any hour.

Money. One plan for an officer's money, built around shift pay and overtime. It has a name — the Climb — and it is the next page.

Across all four, the department's role is fixed: the department sponsors the program and sees its results. It does not coach its officers through it, and it does not monitor them with it. That division is not a limitation of the product. It is the reason officers will trust it — and trust, in this line of work, is the whole ballgame.

The Climb — the money program

One plan for an officer's money, built around shift pay and overtime. The stage is computed from the officer's real numbers — never self-declared — and the first three stages run in strict order.

- **Stage 1 — Basecamp.** A $2,000 starter reserve — flat, the same for every officer. Minimums run on every debt; the Four Walls — food, utilities, shelter, transport — stay protected.
- **Stage 2 — The Roll.** Every non-mortgage debt paid smallest balance first — each freed payment rolls into the next, so the attack grows as it goes.
- **Stage 3 — The Reserve.** The full emergency fund: months of the household's actual essential spending — deeper for a one-income household or an officer whose pay leans on overtime.
- **Stage 4 — The Build.** Retirement saving at the program standard: the pension contribution plus extra investing — a 457, a Roth — counted together, lands at 15–17% of gross pay. Fifteen is the floor; seventeen is the mark.
- **Stage 5 — The Launch.** College and the kids' launch goals, funded as planned arcs with dates and numbers attached — never ahead of the Build.
- **Stage 6 — Clear Title.** The mortgage paid down on a schedule the officer can watch, until the house is owned in full.
- **Stage 7 — Legacy.** Wealth and giving run as planned budget lines, tracked like everything else — built to outlast the career.

The Push — overtime, details, and side income drive the first three stages harder. The intensity has a computed end, and extra hours are priced against the officer's sleep before more are added.

Private by design — the Climb is the officer's own program. Money data never enters department reporting — not in a pilot, not in a paid program, not in any form.

Privacy, in plain terms

This is the page everything else stands on. These rules are architecture, not settings: the department-facing side of Shield IQ is built to produce group results under them, and individual-level reporting is not a switch that can be flipped for a price.

- **Aggregate only.** The department receives group totals and group trends. It never receives a person's data — no names attached to entries, no individual records, no lists of who did what. Command sees the program. It does not see a person.
- **The 11-officer floor.** A figure is reported only when at least 11 verified officers contribute to it. Below that floor, the figure is not reported at all — not rounded, not estimated, not footnoted.
- **Readiness as a band.** During a pilot, the group's readiness is shown as a band, not a point figure — an honest picture of a small group's range.
- **No enrollment counts in pilot reports.** Pilot reports carry participation in bands. A visible count in a small pilot group is a roster by another name, so there isn't one.
- **No small-group breakdowns.** Figures are not cut by shift, unit, or assignment where a small cut could identify anyone.
- **Money and family are out entirely.** Nothing from the money pillar, and no family-member account, ever appears in department reporting — in any form.
- **The bar.** Nothing Shield IQ produces may be used for discipline, fitness-for-duty, evaluation, or promotion — and Shield IQ will not provide data for those purposes.
- **No data sales, ever.** Officer information is never sold and never used for advertising. A tap on a crisis line is not logged at all — there is nothing to report, because there is nothing recorded.

The word is **confidential**, and this page is its exact definition. An officer can open, inside his own app, the very view his department receives — the same screen, the same bands, the same wording — with his name and his data nowhere on it.

How Stone behaves

Stone is the coach built into the app. Every officer works with Stone directly, in private, inside his own account. The department does not operate Stone, does not see its conversations, and does not direct what it says.

- **Only the officer's own data.** Stone works from the training, activity, sleep, recovery, and schedule information in the officer's account, plus the money-planning information the officer chooses to enter.
- **Every figure is computed.** Stone's numbers are worked out by the app from that data — sleep, training load, payoff dates. Where the data is thin or old, Stone says so instead of filling the gap. A figure that can't be produced from the officer's data doesn't appear.
- **The week is built, not suggested.** Training placed on the days it can actually happen, sleep guidance matched to the rotation, the money plan worked in the Climb's order — and rebuilt when the week blows up, as weeks do. A missed session is information, not a failure.
- **Straight talk.** Stone is not a cheerleader. It will tell an officer not to train when his recovery says so, push back on a plan his sleep cannot support, and say plainly when a purchase does not fit the budget he built.
- **Never:** no diagnosis, no treatment, no comment on medical conditions or medications. No investment picks and no tax advice. No reporting on an individual to the department, in any form.
- **Distress.** If a conversation suggests an officer may be in distress, coaching pauses. Stone offers help resources to the officer directly — peer support, the EAP, 988, Safe Call Now, COPLINE — and never alerts the department about an individual.
- **Message discipline.** At most two messages a day, each a real coaching point drawn from the officer's own numbers — never marketing. Nothing at all during the officer's sleep window. The officer can lower the limit or turn messages off entirely.
- **His memory is his.** What Stone remembers about an officer is the officer's to read, correct, and delete.

How the pilot runs

Everything in this guide can be read and argued with. The pilot exists so a department doesn't have to take any of it on faith.

- **Kickoff.** One short call with command — dates set, contacts named, questions answered.
- **Roll call.** Officers hear it in a few minutes. Joining is voluntary; enrollment is a single code officers can scan, and the first week is built the same day.
- **30 days.** Up to 25 officers, coached daily. No live dashboard for command to watch and no new workload for supervisors; one aggregate read at day 14 keeps the department oriented.
- **Day-30 report.** One written report for command — participation in bands and group trends, produced under the privacy rules in this guide. Print-ready, and written to be handed across a table without a vendor in the room.
- **The end.** The pilot simply ends. **No automatic conversion**, no renewal, no obligation to buy anything. A paid program takes a separate signed agreement.
- **Cost. $0.** No fees, no deposits, no purchase obligations — for the department or for the officers.

The pilot is judged on participation, stated in advance: did officers take the program up, and did they stay with it once the novelty wore off? That is what thirty days can truthfully measure — and it is the evidence a chief's decision deserves: his own officers, his own department, his own report.

The ask

Start with a 15-minute call.

Fifteen minutes. Your questions, no pitch deck. If the program fits your department, we set pilot dates. If it doesn't, you keep this guide — and the privacy page is yours to hold us to either way.

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Shield IQ coaches your officers. Your department sees the results.