

THE ART OF PROFILING

TREATING PEOPLE RIGHT THE FIRST TIME

FOR EDUCATORS — ADMINISTRATORS — COUNSELORS
STUDENT RESOURCE OFFICERS



**Imagine Within Just a Few Minutes of
Interaction Being Able to Predict
How Someone Is Likely to:**

- Communicate
- Perform Tasks
- Make Decisions

Dan Korem, the critically acclaimed author of *The Art of Profiling—Reading People Right the First Time*, and the Korem & Associates faculty can teach you how to profile almost anyone—even people from other cultures—within just a few minutes of interaction *and without stereotyping*. When campus professionals—from educators, administrators, HR, and security staff—are shown video clips of real people in real situations, they only demonstrate about **25% profiling accuracy**. Even though accurately reading people is a requirement of their professions. Critical applications in which on-the-spot profiling skills are essential, include:

- Counseling Students & Parents.
- Classroom Instruction to Increase Comprehension & Retention.
- Hiring Staff.
- Leading Teams & Department Personnel.
- Fact-gathering Interviews (both non-investigative and investigative).
- Multi-cultural Environments—to distinguish between cultural and behavioral traits without stereotyping.
- Enhance School Intervention / Prevention for At-Risk Students.
- Thwart Random Actor Terrorism / Violence (like Columbine Massacre).

Random School & Company Shooter/Bombers, Suicide Terrorists . . .

In the early 1990s, Dan Korem, author of the soon-to-be released book *Rage of the Random Actor*, identified the **Random Actor** behavioral traits for the individuals who randomly kill others. The traits he identified apply to virtually every catastrophic random bombing-shooting in North America and Europe. More importantly, he also developed a no-nonsense strategy that deters their rage that actually works on both campuses and in the work place. K&A research indicates that secondary and higher education incidents will begin to merge—college/university students recruiting secondary students and adult groups recruiting students—and terrorist groups recruiting both types of students. This is sobering considering that the average age of a suicide bomber is 17–24.

Interactive Keypad Format for Instant Feed-Back & Results

Every workshop utilizes over **\$30,000** of interactive keypad technology. Your behavioral identification skills are tested as you view video clips of real people in real situations. As you learn the **Korem Profiling System**, you will profile each person you see by entering your responses on an interactive touch-key pad. The system immediately tracks comprehension of each critical point. Collective class responses are then projected on the screen at the front of the room so that you can see how you are progressing in comparison to your colleagues. This also enables the K&A faculty to determine which concepts need further clarification. Additionally, each class is broken out into teams that compete, driving cooperative learning. As one participant recently noted: **The interactive keypads were great—there was no shame in an incorrect choice**. This powerful interactive dimension is not only fun and keeps everyone involved, but the average participant moves from **25% to 75% accuracy!**

Provided by the World's Leader

Korem & Associates (K&A) is the world's leader when training professionals on-the-spot behavioral recognition skills. In addition to training thousands of corporate professionals from hundreds of major organizations in North America and Europe, the K&A faculty has trained over 20,000 education and law enforcement professionals how to identify and guide out of harm's way the Random Actor "bomber/shooter" in our schools—more than any other organization in the world. Not only has the impulse to commit terrorist events in schools been successfully thwarted, but because of the reliability of the training and application methodology, not even a letter of complaint has been filed by a parent or care-giver. Additionally, K&A has trained thousands of educators how to use behavioral recognition skills to improve classroom performance and help administrators and team leaders effectively conduct behavioral interviews combined with behavioral profiling to increase staff retention and career satisfaction.

Concepts You Will Use Immediately

Training formats are typically One- or Two-day formats. The curriculum is designed so that anyone can learn the **Korem Profiling System**, from senior staff to a new team member. Training can also be customized to meet your unique needs. Here is a typical two-day on-site campus format that meets real-time needs of education-related professionals:

Day-One Content

- **Four key questions** that will enable you to quickly profile people from virtually any culture. The 2-page comprehensive profile includes typical:
 - Strengths & Shortcomings
 - General Tendencies
 - How to sell / present to that person
 - How to diffuse a confrontation
 - Performance Suggestions
 - Interaction Suggestions
- Guidelines for systematic behavioral recognition accuracy that extend beyond intuition and reading "body language."
- How to identify a person with the **Random Actor** behavioral traits, who commits random acts of terrorism, shootings, etc. and guide them out of harm's way using simple, non-threatening team management interventions.

Day-Two Content Options

This day can be taught in a dual-track environment. Example: Some learn how to use their new skill for hiring staff and leading teams; others learn how to use their skill to drive comprehension / retention in the classroom that can be benchmarked; others learn more advanced applications for at-risk students.

Campus Professional Applications

- How to ask behavioral questions to identify a person's behavioral traits when conducting a hiring interview or an investigation (for both productivity and security applications).
- Behavioral recognition skills to effectively lead teams.
- How to identify a person's comprehensive behavioral profile **before** you meet that person.
- Improve fact-gathering Interviews (both investigative and non-investigative) and detect lying.

Enhance Student Interactions

- More effectively counsel students and caregivers.
- Apply behavioral recognition skills to improve Classroom Comprehension & Retention that can be benchmarked.
- Enhance school Intervention / prevention for at-risk students.

\$100 of Workshop Materials Provided to Each Participant

- Seminar Notes and laminated (\$18.00)
- Hard bound copy of *The Art of Profiling—Reading People Right the First Time* (\$23.00)
- 2 hr. 15 min. follow-up DVD to practice one's behavioral recognition skills. You watch 20 different students, try to identify their traits, and each case is debriefed by Dan Korem. (\$59.95)

Who Should Attend

- Educators
- Administrators
- Human Resources
- Audit & Security
- Student Resource Officers
- Law enforcement (Juvenile officers, School Resource Officers, Detectives, Anti-Terrorism & Gang units)
- Private Sector Professionals (when open for registration, registration fee is \$395.00 per day.)

Partnership Suggestions to Maximize Effectiveness and Reduce Costs

- Campuses partner with other campuses.
- Multi-departmental participation.
- Private sector corporate registration (\$395.00 per person per day)
- If Dan Korem is the faculty presenter and schedule permitting,, he can present other presentations, such as keynote addresses to civic leaders. Please inquire if interested.

Train-the-Trainer Available

- Your staff can be trained to deliver training and curriculum customized to meet your unique applications.
- Interactive technology allows the K & A staff to monitor the effectiveness of every workshop

Rates

The following rates are for education related professionals. For private sector participation, rates are \$395.00 per professional per day (usual rate). These extremely low rates represent K&A's commitment to education.

2-Day Workshop (led by Dan Korem) for up to 400 participants

- \$8,000 plus \$20.00 for each participant (minimum of 250 participants)
- Includes: \$100.00 of materials per participant; \$30,000 of interactive keypad technology; travel / lodging.
- Note: If comparable training were provided for 250 for a private company with a similar amount of materials provided, the cost would be over \$80,000.

1-Day Workshop (led by Dan Korem) for up to 400 participants

- \$6000.00 plus \$20.00 for each participant (minimum of 250 participants)
- Includes: \$100.00 of materials per participant; \$30,000 of interactive keypad technology; travel / lodging.

A Word About Behavioral Recognition Skills

With the rise in new forms of crime, law enforcement agencies often attempt to predict who is most likely to commit a crime or who is currently engaged in criminal activity. Efforts to **profile** these individuals has at times been very successful. There have been cases, however, in which people are **solely identified** based upon ethnicity, the car they drive, their license plates, and so on. This is called **stereotyping**, and some of these attempts have resulted in lawsuits. It is important to note that the latter is **not behavioral profiling**. The behavioral recognition strategies used in the **Korem Profiling System** are sound and are regularly used by Fortune 500 companies when hiring personnel and managing teams.

For example, the RANDOM ACTOR behavioral traits identified by the **Korem Profiling System** are based upon **core behavioral traits**. In recent random school shootings and bombings and suicide terrorist attacks, most of these individuals, possessed the RANDOM ACTOR traits identified by the **Korem Profiling System**. Law enforcement, education, and legal professionals believe that this system can be successfully used to identify the RANDOM ACTOR because it is reliable and it avoids the previous pitfalls of other identification attempts, which can lead to the violation of an individual's civil rights.

When a person is identified as a RANDOM ACTOR , what is applied to diffuse his/her desire to commit catastrophic acts of violence are strategies any responsible manager or educator would naturally apply to help someone perform better in the classroom or on the job—without needless stigmatization or removing a youth from his or her school. The effectiveness of the training and methodology has resulted in the following: 1) Over 20,000 professionals have received training, who have interacted with hundreds of thousands of other individuals, without one lawsuit being filed or letter of complaint. 2) Threatening situations have been thwarted without violation of civil rights. 3) Youths, who were **misidentified** by professionals who don't have behavioral recognition skills, received relief. In one national case in which K&A assisted, a youth, who was suspended, was able to return to school and a large lawsuit was averted. In another national case, a youth who had been incarcerated, had been freed and returned to his family. Legal experts warn that without recognition skills, institutions and organizations are actually **more** likely to fall prey to misidentification, stereotyping, and legal action.

Dan Korem & the Korem & Associates Faculty

Dan Korem, is an independent investigative journalist, the author of several books, and a documentary producer whose programs have been seen by over 150 million people worldwide. The K&A faculty regularly trains thousands of professionals worldwide how to use profiling for hiring, team management, sales, cross-cultural interactions, education, investigative, and violent confrontation applications (some of the organizations are noted below). A much sought-after speaker for corporate, education, law enforcement, and university groups in North America and Europe, Mr. Korem has been a keynote speaker and distinguished lecturer for many education organizations, including: Young President's Organization, Society of Human Resource Management, Institute of Internal Auditors, FBI National Academy, the National Association of Secondary School Principals, and over 100 universities in North America and Europe. His most recent books are **The Art of Profiling—Reading People Right the First Time**, (1997) **Suburban Gangs—The Affluent Rebels** (1994), **Rage of the Random Actor** (early-2005), and **Streetwise Parents, Foolproof Kids (2d. ed.)** (mid-2005).

Professionals Trained from Hundreds of Major Organizations and Institutions, Including:

American Airlines	Ernst and Young	Lockheed Martin	NASA Space Center
AON Corp.	Exxon	Marriott	Parker Hannifin
Bank of Scotland	FBI	M. D. Andersen Cancer Center	Sears
BBC	Farmers Insurance	MBNA	Toyota
British Airways	Federal Reserve Bank	Mercedes Benz	Univ. of Chicago
Cedar-Sinai Medical	GAF	McDonalds	US Air Force
Chrysler	IBM	Nations Bank	United Space Alliance

Missing Protector Strategy – A Proven Initiative to Help At-Risk Students

In the mid-1980s, while doing research for his book, *Suburban Gangs—The Affluent Rebels* (1995), Dan Korem uncovered the **Missing Protector Strategy (MPS)**. He first applied it with stunning results in a high-crime, inner-city type of neighborhood in Dallas, Texas (1986–1992). Not one youth joined a gang and not one teenage girl became pregnant. Now, sixteen years later, suburbs to small towns have launched the strategy and found that the **MPS** not only stops most at-risk youth behavior, including:

- Chronic Drug Abuse
- Teen Pregnancy
- Poor Classroom Performance
- Teen Suicide
- Truancy
- Gang Recruitment & Assaults

Virtually every North American school that has used the **MPS** for two or more years has seen the above at-risk behavior come to a halt. **And**, schools have been able to recruit all the volunteers that they need. K&A is receiving regular inquiries about applying the **MPS** in some form for university/college students.

First Major Preliminary Study in Canada (2003)

At the request of the Canadian Chiefs of Police, Dan Korem helped the first Canadian community, Chatham, Ontario, launch the **MPS**. The first major preliminary study commissioned and facilitated by three Canadian child behavioral experts reveals the same successes as other communities. Here are three abstracts from that report:

- “None of the children demonstrated any at-risk behavior while they were with their Protectors.”
- “One interesting finding was the fact that none of the Protectors had to respond to a crisis call from their assigned [at-risk] child. This is especially important as the **MPS** is centered on the premise that Protectors be available in times of crisis.”
- “Protectors saw positive changes in the child’s academics (i.e., improved grades, better attendance), peer relationships (i.e., positive connections with peers), overall behaviour (i.e., happier, better understanding of right from wrong, increased self confidence, a decrease in fighting, better problem solving skills) and their involvement within the community (i.e., structured community activities).”

To find out more, please see www.MissingProtector.com or call our office.

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