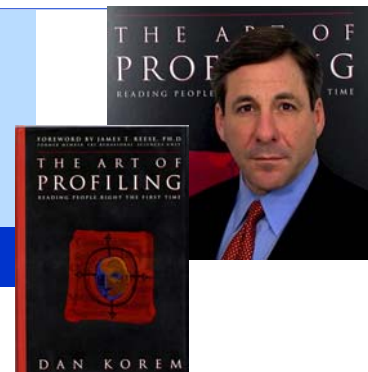


THE ART OF PROFILING

READING PEOPLE RIGHT THE FIRST TIME

HEALTHCARE PROFESSIONALS



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 healthcare professionals—from administrative staff, doctors and nurses, HR, auditors, and security—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 mandatory, include:

- Client care and interaction.
- Hiring Staff.
- Team Management.
- Multi-cultural environments—especially being able to distinguish between cultural and behavioral traits without stereotyping.
- Fact-gathering Interviews (both investigative and non-investigative).
- Thwart Random Actor Terrorism/Violence (i.e. suicide terrorists & random shooters in an organization).

Suicide Terrorists, Random School and Company Shooters/Bombers . . .

Korem & Associates (K&A) was the first to identify the **Random Actor Profile**, the behavioral profile for these individuals (early 1990s) as well as develop a no-nonsense strategy to deter their rage that actually works in both the marketplace and schools. You will learn how to reduce the potential for a catastrophic Random Actor event in your facility and how to diffuse potential hysteria in your organization associated with a Random Actor terrorist event.

Interactive Keypad Format for Instant Feed-Back & Results

The *Art of Profiling* workshop utilizes over **\$30,000** of interactive keypad technology. Throughout this fascinating workshop, your profiling skills will be tested as you view video clips of real people in real situations. As you learn the **Korem Profiling System**, you will be asked to profile each person you see by entering your responses on an interactive touch-key pad. The system immediately tracks your 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!** (Retaining and/or increasing profiling proficiency is dependent upon participants applying their profiling skills.)

Provided by the World's Leader

Korem & Associates (K&A) is the world's leader when it comes to training professionals on-the-spot profiling. In addition to having trained thousands of corporate professionals from hundreds of major organizations in North America and Europe, the K&A faculty has made a unique contribution to school safety. Dan Korem, the author of ***Suburban Gangs—The Affluent Rebels***, predicted the random bombing/shooting school trend in the early 1990s. K&A actually started training law enforcement three years before the first random school shooting in 1997. During the last four years, K&A 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.

Concepts You Will Use Immediately

Training formats are typically Two to Three-day formats. The curriculum is designed so that anyone can learn the **Korem Profiling System**, from senior staff to the new team member. Additionally, training can be customized to meet your unique needs—even providing unique footage of real people in real situations to use as classroom profiling examples. Follow-up testing can also be provided at regular intervals for certification. Below is a typical two-day format.

Day-One

What You Will Learn:

- **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
- How to profile the Random Actor, who commits random acts of terrorism, shootings, etc. and guide them out of harm's way using simple, non-threatening team management interventions. Invaluable for investigations.
- Guidelines for systematic profiling accuracy that extend beyond intuition and reading "body language".

Day-Two

What You Will Learn:

- How to profile people from different cultures—***even if you can't speak the language.***
- How to profile people ***before*** you meet them.
- How to profile people who have been coached to project an image or have put on a "game face."
- How to ask behavioral questions to identify a person's profile when interacting with someone.
- How to detect lying.

Who Should Attend

- Medical personnel & Administrators
- Audit, Security, HR, & Corporate Managers

Workshop Includes

- Seminar Materials
- Hard bound copy of ***The Art of Profiling—Reading People Right the First Time***

Train-the Trainer Available

- Your staff can be trained to deliver training.
- Interactive technology allows the K&A staff to monitor the effectiveness of every workshop.

Website

- For additional information on Korem & Associates: www.koremassociates.com

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