



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 law enforcement professionals—from detectives to juvenile officers senior management—are shown video clips of real people in real situations, they only demonstrate about **25%–35% profiling accuracy**. Even though accurately reading people is a requirement of their responsibilities.

Critical applications, in which on-the-spot profiling skills are mandatory, include:

- Fact-gathering Interviews (both investigative and non-investigative).
- Conducting Investigations.
- Multi-cultural environments—especially being able to distinguish between cultural and behavioral traits without stereotyping.
- Delivering Community/Media Presentations.
- Hiring Staff.
- Team Management.
- Thwart Random Actor Terrorism / Violence (suicide terrorists & random shooters in a school/community/organization).

[Suicide Terrorists, Random School and Company Shooters/Bombers . . .](#)

Korem & Associates (K&A) was the first to identify the **Random Actor Profile**, the consistent behavioral profile for these individuals (early 1990s). In addition, K&A developed a method for identification that avoids stereotyping, and dramatically improves one's ability to identify these individuals, as well as proven strategies to thwart a catastrophic Random Actor incident.

[Interactive Keypad Format for Instant Feed-Back & Results](#)

The *Art of Profiling* workshop utilizes over **\$30,000** of hands-on 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 is the world's leader when it comes to training professionals on-the-spot profiling, including over 4,000 North American and European law enforcement professionals. In addition to having trained thousands of corporate profes-

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sionals 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 that established a trend. 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 or care-giver.

Concepts You Will Use Immediately

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:
 - How to diffuse a confrontation
 - Strengths & Shortcomings
 - General Tendencies
 - Interaction Suggestions
 - Performance Suggestions
 - How to sell / present to that person
- How to profile the Random Actor, who commits random acts of terrorism, shootings, etc., guidelines for investigations, and how to engage 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 (Options):

- 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—can be used for interviews / interrogations, and hiring staff.
- How to write behaviorally specific reports that enables judges and prosecutors to take more effective action.
- How to detect lying.

Who Can Benefit

- Detectives
- Gang Units
- Hostage Negotiators
- Street Officers
- Student Resource Officers / Juvenile Officers
- Probation and Parole Officers
- Judges
- Senior Management

A Word About Behavioral Profiling

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**, which is used in the **Korem Profiling System**. The behavioral profiling strategies used in the **Korem Profiling System** are sound and are regularly used by Fortune 500 companies when hiring personnel and managing teams. In fact, K&A has intervened in high-profile cases in which individuals were **misidentified** because behavioral recognition skills were not employed.

For example, the profile of the Random Actor, identified by the **Korem Profiling System**, is based upon core behavioral traits. In the recent random school shootings and bombings and most suicide terrorist attacks, most of these individuals, possessed the precise profile identified by the **Korem Profiling System** in the early 1990s. 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 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.

The effectiveness of the training and methodology has resulted in the following: 1) Over 25,000 professionals have received training, whose interactions have been with hundreds of thousands of other individuals, without one lawsuit being filed nor letter of complaint. 2) Threatening situations have been thwarted without violation of civil rights.

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[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, and violent confrontation applications. The president of two Dallas-based communication companies and a much sought-after speaker for corporate, education, law enforcement, and university groups in North America and Europe, Mr. Korem's most recent books are *The Art of Profiling—Reading People Right the First Time*, (1997) *Suburban Gangs—The Affluent Rebels* (1995) and *Rage of the Random Actor* (fall 2003). He has been a keynote speaker or distinguished lecturer for the FBI National Academy (Behavioral Sciences Unit); Canadian Chief's of Police; European Network of Women Police; Texas Hostage Negotiators; Zurich, Switzerland Police. Mr. Korem has also provided programming for the Law Enforcement Training Network (LETN), the world's largest provider of satellite training to law enforcement professionals.

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