

TWO-DAY  
WORKSHOP

# THE ART OF PROFILING

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# DAN KOREM

Foremost Authority on Rapid-fire Profiling



If you could profile  
*anyone*...what would *you*  
do with that insight?

AUGUST 16-17 | DALLAS, TEXAS

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**DAN KOREM**, a critically acclaimed investigative journalist and author, developed the landmark *Korem Profiling System* to rapid-fire profile people on the spot after just a few

minutes of interaction—and in many cases, without asking any questions. In fact, you can profile people whom you have never met—even if you can't speak their language.

## Rapid-Fire Profiling

### How it Works:

You answer four simple and direct questions in your mind about someone which allows you to access a 3-page profile that includes:

- Strengths & Shortcomings
- How to Sell/Present
- How to Confront/Disagree
- How to Lead/Motivate
- Interaction Suggestions

“The Korem Profiling System will separate you from the masses when it comes to reading people right the first time.

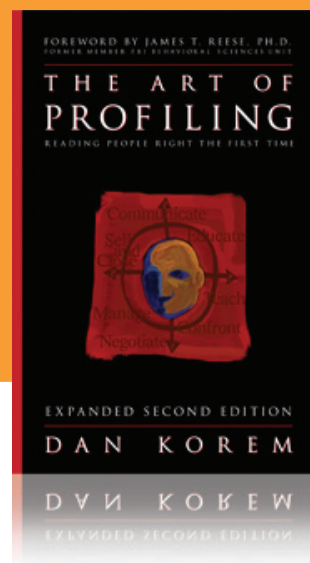
James T. Reese, PH.D.,  
Former Member FBI Behavioral Sciences Unit



## The Korem Profiling System Delivers Results

People around the world from all walks of life have used the *Korem Profiling System* in their professional and personal lives to:

- Recruit and hire
- Lead teams
- Negotiate, sell, and present
- Recruit and coach athletes
- Teach and educate
- Consult with clients
- Reduce conflict
- Detect deception
- Nurture and discipline children
- Enhance relationships



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When people are tested, the average profiling accuracy is only 25-35%. But in one day of training your profiling accuracy will **increase to 75-90%**.

## Extraordinary Results Produced by professionals using the Korem Profiling System

**Sales**—Rookie agent for major insurance company becomes #2 first-year out-of-college producer.

**Negotiator**—Contract negotiations stall. Negotiator sends VP e-mail based upon his profile and deal closes the next day.

**Team Leader**—Olympic gold medalist can't connect with coach's instruction. Coach changes instruction based upon athlete's profile, learning curve is dramatically shortened, and victory captured at World Championships.

**Business Professional**—Audit director profiles resistant state board members and convinces them to take action for first time in two years, saving the state substantial funds.

**Investigators**—Case #1: Security director for national lending firm prevents mass work place shooting by defusing disgruntled employee based upon his profile. Case #2: A detective quickly obtains confession from suspect and secures cache of bombs, preventing high school massacre.

**Military Personnel**—In Iraq, US officer and his cadre arrest 50+ insurgents over four months without firing a single shot—receives Bronze Star with Valor.

**Student**—Graduate law student uses system to get more job offers and higher salary offers than anyone in his class by profiling potential employers before interviews.



## Test Your Skills

### Interactive Keypad Format Validates Your Accuracy

Your profiling skills will be tested as you view video clips of real people in real situations. Using the **Korem Profiling System**, you'll have 10 seconds to profile the person in the clip and enter your response on an interactive key pad.

Our system tracks your accuracy, and collective class responses are displayed so you can track your progress in comparison to your colleagues.

Classes are divided into competing teams, and as one participant noted: "The interactive keypads were great as there was no shame in an incorrect choice."

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## What you will learn:

### DAY ONE

- How to use the *Korem Profiling System*.
- Guidelines for systematic profiling accuracy that extend beyond intuition and reading "body language."
- How to profile people who put on a "game face"—and before you meet them.
- How to profile people from different cultures—even if you can't speak their language.

### DAY TWO

- How to use the *Korem Profiling System* for your specific needs.
- How to sell / present target-specific.
- Behavioral questions used to identify a person's profile for hiring interviews and investigations.
- How to use the *Korem Profiling System* to lead teams.
- How to use the *Korem Profiling System* to detect lying.

### WHAT IS PROVIDED

- Continental breakfast and lunch.
- Seminar materials.
- Hardbound copy of *The Art of Profiling*, 2nd ed.

## USED BY PROFESSIONALS AROUND THE GLOBE

American Airlines  
BBC  
British Airways  
Cedar-Sinai Medical  
Ernst and Young  
Exxon  
FBI  
Farmers Insurance  
IBM  
Lockheed Martin  
Marriot  
McDonalds  
Mercedes Benz  
NASA Space Center  
University of Chicago  
US Air Force  
United Space Alliance  
Wells Fargo  
World Bank

## *Korem Profiling System* Reduces Stereotyping.

"The *Korem Profiling System* is based upon reading actions, and never race or ethnicity. In fact, if you can't rapid-fire profile, you'll racially or ethnically stereotype out of ignorance."

From Dan Korem's new book:  
*Did You See It? Lightning Reads and  
Extraordinary Results*

RELEASE DATE: FALL 2012

"The *Korem Profiling System* doesn't just help your game, it *is* the game!"

—Shawn Humphries, *Golf Magazine*, Top-100 golf instructor

"The best interview training our department has ever received."

—S.G., Director of Internal Audit, Continental Airlines

"The training was an excellent educational experience, with *actual*, practical applications."

—P.D., Director of Security, NASA Space Center

"Very valuable training. The best I have attended."

—L.R. Human Resource Manager, College of William and Mary

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# 35,000 TRAINED.

More professionals trained to use the  
**KOREM PROFILING SYSTEM**  
than any other rapid-fire system in the world.

## BE NEXT. REGISTER TODAY. RAPID-FIRE PROFILING WORKSHOP INFORMATION

- DATES:** August 16 & 17, 2012  
**TIMES:** Registration & Breakfast: 8:00 A.M.  
Sessions: 8:30 A.M. to 4:30 P.M.  
**LOCATION:** Dallas, Texas  
Precise locale to be determined

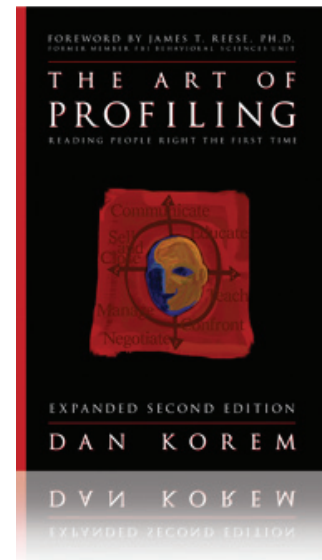
### TO REGISTER OR FOR ADDITIONAL INFORMATION:

- E-mail:** Main@KoremAssociates.com  
**Phone:** 972.234.2924  
**Online:** KoremAssociates.com  
**Include:** Name, address, phone, e-mail address, business title, company name,  
and preferred method of contact

**REGISTRATION FEE:** \$1,500 [ **Company Group Rate:** Four for the price of three—**Save \$1,500** ]

**REGISTRATION DEADLINE:** AUGUST 10, 2012

**KoremAssociates.com**



**PAYMENT METHOD:** VISA/Mastercard or check payable to:  
Korem & Associates ► P.O. Box 831587 ► Richardson, Texas 75083-1587



**Cancellation and substitution policy:** Full refund for cancellations before July 21, 2012. No refunds after that date. An individual registration may be substituted for another person, but this must be done in writing and verified when checking in for the workshop.