ART OF PROFILING FAQ

Dan Korem

WHAT IS RAPID-FIRE PROFILING?

SHORT ANSWER: The ability to read people within a few minutes of interaction or before you meet them and identify their behavioral profile.

WHAT DOES THE *KOREM PROFILING SYSTEM* (*KPS*) IDENTIFY?

It tells you how a person prefers to: • **Communicate**   • **Perform Tasks**   • **Make Decisions**

HOW DETAILED IS THE PROFILE?

It's 2 1/2 pages of information that identifies a person's profile *and* provides interaction suggestions that includes:
- **Strengths & Shortcomings**
- **General Tendencies**
- **How a Person Prefers to Communicate**
- **How a Person Makes Decisions**
- **How to Sell / Present / Confront / Interact / Lead**

DO I ASK A SERIES OF QUESTIONS OR READ BODY LANGUAGE?

No. You make very specific observations using the *KPS*. You might ask questions or read non-verbals, but often it isn't necessary. In fact, you can profile someone before you ever meet them using the *KPS*.

IS IT HARD TO LEARN?

The average person can learn in a day or two of training can attain 75% or higher accuracy. You answer four direct questions in your mind about a person. Example: Does Joe control or express his emotions when he talks to me? (An example of someone who controls her emotions is Queen Elizabeth II, while Jim Carrey prefers to show and express his emotions.) Once answered, you get the 2 1/2 page profile.

HOW DO YOU MEASURE MY ACCURACY?

We show you video clips of real people in real situations. You have 10 seconds to profile the person in the clip and enter your response on an interactive keypad. Our computer tracks your accuracy. Most people start at 25–35% accuracy and finish at 75–90% accuracy. We can also test you periodically to certify your accuracy.

HOW CAN ON-THE-SPOT PROFILING HELP ME?

SHORT ANSWER: For life, work, or play . . . any time you interact with people.

CAN YOU GIVE ME SOME SPECIFIC EXAMPLES?

- **Insurance agent reduces cancellations 13% in just three weeks**—Agent found a profile pattern of who is most likely to cancel an appointment, so he changed how appointments were set using the *KPS*.
- **Contract closes after profile specific email sent to VP**—When negotiations stalled with a major company, he identified the VP's profile. He then sent a suggestion for closure by email based upon profile and the deal closed the next day.
- **State audit director gets board to take actions, saves state significant funds**—For two years a state board didn't act upon his findings. He profiled the board members and found a profile disconnect. So he changed his approach using the *KPS* and his recommendations were adopted.
- **Olympic athlete shortens learning curve, wins at World Championships**—For months coach thought athlete was resisting instruction. Another coach who used the *KPS* saw athlete wasn't being coached based upon profile and was confused by cultural customs. He stepped in and applied *KPS* and four months later, success.
- **Graduating law student gets more interviews than any other graduate**—He profiled the firms and partners where he wanted interviews and wrote profile-specific letters to the partners profile using the *KPS*.
- **High school student helps a struggling calculus teacher**—The first 6 weeks she did great, and her class excelled. Then she changed her style of instruction and class performance deteriorated. One student profiled her, politely suggested a different approach, and her classroom performance got back on track.

ADDITIONAL QUESTIONS

IS THERE A PATTERN OF WHO LEARNS THE QUICKEST?

Yes. And we know where to find those staff in an orgainzation who will achieve 90% accuracy in just 2 days.

HOW LONG DOES IT TAKE TO LEARN HOW TO PROFILE?

It takes a couple of training to learn the skill. Like any other skill, if you use it, you'll get better. If you don't use the *KPS,* your proficiency will decrease. (Many have self-tutored themselves by reading **The Art of Profiling—Reading People Right the First Time, 2nd ed.**, and it takes 2-3 months to develop mastery, although some improvement is usually immediate.)

HOW MUCH PRACTICE DOES IT TAKE TO IMPROVE?

You don't practice profiling; you use it in real situations. There is no substitute. Identify a specific application where it will help you and do it. Drills can be useful as a refresher, but to improve, use it to produce results.

ISN'T THIS LIKE PUTTING PEOPLE IN A BOX?

The reality is that we all read people subconsciously, but we put them in the **wrong** box. Using the *KPS* your are reading traits which show you general tendencies. But, there are infinite possibilities **how** someone will use his or her trait.

IS ON-THE-SPOT PROFILING TIME CONSUMING?

No. We all read people when we first meet them, the problem is that we don't do it accurately. This requires additional time to repair and recover when we sense we are not connecting or directing a person appropriately. It's more efficient to read someone right the first time.

WHY DO I NEED THE *KOREM PROFILING SYSTEM*. I'M ALREADY PRETTY GOOD AT READING PEOPLE?

We hear this regularly. But when tested, the average professional has 25–35% accuracy. Only 5–10% of the population can profile people accurately—with 75% accuracy. You may be in the 5–10% group that has an intuitive gift, but can you show others how to do it? The *KPS* allows you to transfer your skill to others. It enables you to quickly explain to others who don't have your intuitive ability *what* you are seeing and *why* they should take a certain course of action. Finally, do you know how to take your intuitive skill to the next level? The *KPS* will show you precisely how your intuition works and what to work on to improve your accuracy.

IS THE KOREM PROFILING SYSTEM LIKE CRIMINAL PROFILING WE SEE ON TV?

The *KPS* identifies a person's behavioral profile, which identifies core behavioral traits **separate** from whether crimes are committed. Criminal profiling is a subset specialty that focuses specficially on how a criminal is likely to commit a crime, his motivations, and so on. Thousands of law enforcement have been trained to use the *KPS* in conjuction with criminal profiling. As for TV, what is protrayed related to criminal profiling may be entertaining, but it's not the real stuff.

HOW IS THE *KOREM PROFILING SYSTEM* DIFFERENT FROM RACIAL AND ETHNIC STEREOTYPING?

The *KPS* is the opposite of stereotyping and racial profiling. The *KPS* engine focuses on observing behaviors and *not* on a person's culture, ethnicity or race. In fact, people who can't rapid-fire profile usually stereotype of of ignorance. (In application over 35,000 professionals over a period of almost twenty years have interacted with a large mass of people without a lawsuit or letter of complaint filed.

IS TRAIN-THE-TRAINER AVAILABLE FOR MY ORGANIZATION?

Korem & Associates has a unique train-the-trainer program. All trainers must move each class to at least 75% accuracy or lose accreditation. We monitor effectiveness because of our unqiue interactive keypad instruction. Every response by every workshop participant is captured. Our staff reviews these results within 48 hours of the completion of each class to ensure quality delivery and results.