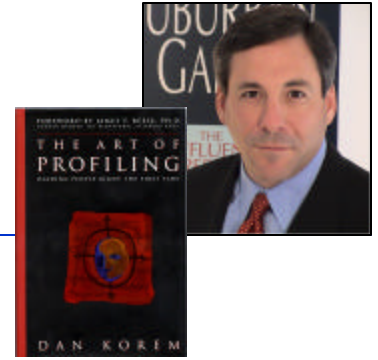


THE ART OF PROFILING

READING PEOPLE RIGHT THE FIRST TIME

1 or 2 Day Seminar
June 17 & 18, 2002
Richardson, TX

WHO SHOULD ATTEND
AUDIT — SECURITY — HR



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*, will teach you how to profile almost anyone—even people from other cultures—within just a few minutes of interaction and without stereotyping.

When auditors, senior security staff, and corporate managers 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:

- 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 Presentations.
- Hiring Staff.
- Thwart Random Actor Terrorism/Violence (like disgruntled random shooters in a company).

[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 organization and how to diffuse potential hysteria in your organization associated with a 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 Amer-

(Continued on page 2 of 3)

ica 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 have 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. (For more on Dan Korem, see: www.koremassociates.com)

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:
 - Strengths & Shortcomings
 - General Tendencies
 - How to sell / present to that person
 - Interaction Suggestions
 - Performance Suggestions
 - How to diffuse a confrontation
- Guidelines for systematic profiling accuracy that extend beyond intuition and reading “body language”.
- 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.

Day-Two

What You Will Learn:

- 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 conducting a hiring interview or conducting an investigation.
- How to profile people **before** you meet them.
- How to detect lying.
- How to profile people from different cultures—**even if you can’t speak the language**.
- How to use the **Korem Profiling System** to more effectively manage and lead teams.

Who Should Attend

- Audit
- Security
- HR professionals & Corporate Managers—Critical for identifying and thwarting Random Actor terrorist events.

Seminar Includes

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

Website

- For additional information on Korem & Associates, see our website at: www.koremassociates.com.

THE ART OF PROFILING – Pricing, Registration, Location (8 or 16 CPE Credits)

<u>DATES</u>	<u>TIME</u>
June 17 & 18, 2002	Breakfast: 8:00 AM–8:30 AM Sessions: 8:30 AM–4:30 PM
<u>LOCATION (contact us for a map)</u>	
Richardson Women’s Club (fabulous venue on a golf course) Richardson, Texas (just off Central Expressway)	
<u>TO REGISTER</u>	
Email: koremassociates@sbcglobal.net	
Phone: 972-234-2924	
Fax: 972-234-2396	
Include: Name, Address, Phone, Title, Company Name, Etc.	

<u>PRICING</u>		
	IIA Members Educators <u>Law Enforcement</u>	All others
Day 1	\$295	\$395
Day 1 & 2	\$590	\$790
Full Payment must be received by June 17, 2002.		
Payment Method: VISA / Mastercard or check payable to Korem & Associates, P.O. Box 1587, Richardson, TX 75083.		
Cancellation: Must be received by June 10 in order to receive full refund.		