



1- OR 2-DAY WORKSHOP

THE ART OF PROFILING

READING PEOPLE RIGHT THE FIRST TIME

AUDIT—SECURITY
SENIOR MANAGEMENT—HUMAN RESOURCES

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 . . . Even if you can't speak their language. When corporate professionals from audit to security to senior management are shown video clips of real people in real situations, they only demonstrate **about 25% profiling accuracy** . . . **But with training average accuracy increases to 75**. Critical applications in which on-the-spot profiling skills are essential, include:

- Fact-gathering Interviews (both investigative and non-investigative)
- Recruiting and Hiring Staff
- Client Consultation
- Multi-cultural environments—To distinguish between cultural and behavioral traits without stereotyping
- Leading Teams
- Delivering Presentations
- Detect Lying and Deception
- Thwart Random Actor Terrorism/Violence (like disgruntled random shooters in an organization)

Accurate Reads Drive Productivity

In the late 1980s, the presidents of several major companies challenged Dan Korem, an investigative journalist recognized for his insightful interviewing skills, to develop a system for profiling people without a written test. They needed an on-the-spot profiling system so they could profile anyone, anytime, and anywhere, to improve productivity and solve key problems—from negotiations & sales to hiring staff to investigations. Several years of development resulted in the Korem Profiling System, which has been taught to over 30,000 professionals in North America and Europe—more than any other on-the-spot system in the world; including over 5,000 audit, security and HR professionals.

Sponsored by:
**Dallas Chapter
of the IIA**

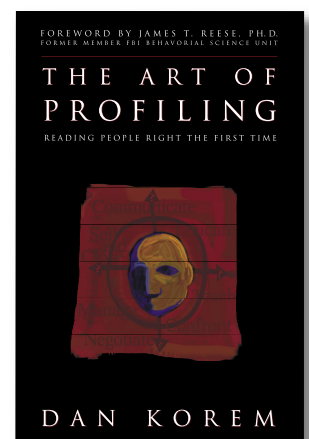
April 21-22, 2005
Dallas, Texas
Frontiers of
Flight Museum
(A Smithsonian Museum)

PROFESSIONALS WHO SHOULD ATTEND

- AUDIT AND SECURITY
- SENIOR MANAGEMENT
- HUMAN RESOURCE SPECIALISTS

WHAT IS PROVIDED

- CONTINENTAL BREAKFAST AND LUNCH
- SEMINAR MATERIALS AND HARD-BOUND COPY OF *"The Art of Profiling—Reading People Right the First Time"*



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

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

Interactive Keypad Format for Instant Feed-Back & Results

Each workshop utilizes over \$30,000 of interactive keypad technology. Your behavioral identification skills are tested as you view video clips of real people in real situations. As you learn the **Korem Profiling System**, you will profile each person you see by entering your responses on an interactive touch-key pad. You will have 10 seconds just like in real interactions. The system immediately tracks your accuracy. Collective class responses are then projected on the screen at the front of the room so that you can track your progress in comparison to your colleagues. This also enables the **Korem & Associate** faculty to immediately spot where you need more clarification. Each class is broken out into teams that compete, driving cooperative learning. As one participant 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!**

Concepts You Will Use Immediately

The workshop is designed so that anyone can learn the Korem Profiling System, from senior staff to the new team member. What You Will Learn:

DAY ONE

- Four key questions that will enable you to quickly profile people from virtually any culture. The 2-page comprehensive profile includes typical:
 - **Strengths & Shortcomings**
 - **Interaction Suggestions**
 - **General Tendencies**
 - **Performance Suggestions**
 - **How to sell / present to that person**
 - **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

- 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.

THE ART OF PROFILING WORKSHOP INFORMATION APRIL 21-22, 2005

16 CPE CREDITS

DATE: April 21-22, 2005

TIMES:

Registration & Breakfast at 8:30 A.M.
Sessions: 8:30 A.M. —4:30 P.M.

LOCATION:

Frontiers of Flight Museum—
A Smithsonian Museum
6911 Lemmon Ave., Dallas, TX 75209
(Next to Love Field Airport)

TO REGISTER:

CONTACT: Korem & Associates

E-MAIL: koremassociates@sbcglobal.net

PHONE: 972.234.2924

INCLUDE YOUR: Name, Address, Phone, E-Mail,
Business Title, Company Name, and Preferred
Method of Contact.

IIA Members, please register with your Chapter.

PRICING:

	Dallas IIA, CFE ISACA Members	Educators Law Enforcement	All Others
DAY ONE:	\$295.00	\$295.00	\$395.00
DAY ONE & TWO:	\$590.00	\$590.00	\$790.00

PAYMENT METHOD: Full Payment must be received before April 14, 2005.
VISA/Mastercard or check payable to:

Korem & Associates • P.O. Box 1587 • Richardson, TX 7508

Cancellation: Must be received in writing by April 11, 2005 in order to receive full refund.

“The best interview training our department has ever received.” —S.G., Director of Internal Audit, Continental Airlines

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 **Korem & Associates** faculty regularly trains 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, he has been a keynote speaker or distinguished lecturer for the Institute of Internal Auditors, FBI National Academy (Behavioral Sciences Unit), and many other national and international organizations. His 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* (early 2005). For additional information please visit **www.KoremAssociates.com**.