

# The Bull's Eye

Newsletter for Friends of profilingsvalues 

3-2013

Hit  
the  
bull's  
eye



Attendees at the World Congress exchanged valuable experiences and took away interesting information.

## 3<sup>rd</sup> World Congress for Value Diagnostics

# Successful “Winners with Values” at the World Congress in Munich

On October 11, 2013 numerous international executives, academicians, and consultants met at Holiday Inn Munich City Center. Dr. Uli Vogel was pleased about the many satisfied attendees: “The World Congress for Value Diagnostics has become a fixed date in the appointment books of many managers and consultants. The concentration of experts engaged in the topics of values and business increases from year to year.” Seven speakers reported about their experiences and on the scientific relevance.

The participants were able to choose which workshops and presentations they wanted to attend. The World Congress was opened by Uli Vogel. He then examined Robert S. Hartman’s value formula and its implementation in companies. The charitable highlight was the presentation of a check to the non-profit organization, OrphanAid Africa. Following the official program, a lengthy Come Together was hosted. On page 2 of “The Bull’s Eye”, the speakers and the core content of the talks and workshops are described in detail.

## profilingsvalues international

# Profilingsvalues says, “¡Viva España!”

Last August profilingsvalues SL was incorporated in Santa Cruz de Tenerife. Since October, the office on the Canarian Islands has been responsible for customer service of non-German speaking partners of profilingsvalues. In Arico, a small community in the southeast of Tenerife, the first employees have begun work. The aim of profilingsvalues SL is to build up a multilingual advisory center which combines the advantages of a telesales team with a consultant team in the interest of profilingsvalues’ partners. Uli Vogel will head up profilingsvalues SL personally. At the same time, he will remain Managing Director of profilingsvalues in Germany and will advise customers several times each month as well as continue to conduct the certification classes.

No changes are planned for the competent team in Munich in conjunction with the startup in Spain. The new authorized officer in Munich will be Michaela Wagner, who will also be proxy for Uli Vogel.



The profilingsvalues team is looking forward to the Christmas holidays and is excited about the new sister company on the Canary Islands.

## Editorial

The most successful World Congress yet in the history of profilingsvalues is already behind us. It pleases me that we were able to greet so many guests again this year. That is a great affirmation for us and reveals the meaning of values in business.



In the past few years, a lively network has been formed which is successful together. Success will also come to the new company, profilingsvalues SL, out of Tenerife, which will be in charge of our non-German speaking customers in the future. The proven team in Munich will naturally remain! With this in mind I look forward to valuable partnerships and wish you a successful end of the year.

  
Yours truly  
Uli Vogel



## 3<sup>rd</sup> World Congress for Value Diagnostics

**Friedhelm Raskop**

### Winners with Values – profilingvalues Forsters Cultural Change for a New Understanding of Management

The graduate psychologist, excelled sales expert, and leader of the SIGMA Group selectively addressed the potential of profilingvalues in his presentation. Beginning with attitudes, positions, and behavior, he analyzed the valuation of people. He pointed out sources for mistakes and transferred the process to the situation at medium-sized companies. At the end, he focused on potential development. Along with the contents, the performance of the speech was a real highlight of the World Congress. Friedhelm Raskop captured the level of interest in his interactive workshop by means of “wily acoustic measurements” which truly inspired his audience.



Friedhelm Raskop

**Thomas Wehrs**

### Profilingvalues in Organizational Development Values and Ethics Create Economic Sustainability

Thomas Wehrs already laid the foundation for his work as coach and consultant for organizational development during his studies with a concentration in business ethics. He described creating a mission statement on the basis of ethical values. In this way, he illustrated how to incorporate the personal values in the philosophy of a company and sound it out perfectly using profilingvalues. In the following discussion the interplay of values and ethics was handled more in-depth. The aim was to permanently embed these topics in interaction with a successful organizational development.



Thomas Wehrs

**Dr. Martin A. Schoiswohl**

### Values and Their Role in Branding

The Austrian communications expert, management consultant, and director of profilingbrands gave short theoretical insight into branding during his World Café. He explained why Robert S. Hartman’s axiological knowledge plays an important role and how profilingbrands puts this information to good use. Thus, it became clear that branding is a significant part of reputation capital for organizations. That is why there are incredible opportunities when brands are positioned correctly.



Martin A. Schoiswohl

**Dr. Malcolm North**

### Value Science and Ethics in Management

With his presentation, Malcolm North got to the heart of the matter in his year’s World Congress. He outlined the problems of mankind; their ethical development cannot hold up to technological advances. The result being that those responsible only react on appearances. Thus, Hartman’s derived theorem becomes reversed:  $S > E > I$  which is how society functions today according to Malcolm North. With his humor and winning style, he explained that the great philosophers and intellectual pioneers of humanity have named the utilization of values in ethics as a key element of the future.



Dr. Malcolm North

**Heike Räuber-Schaber & Stephan Rauch**

### Globalization and Sustainable Growth at Hauff-Technik



Heike Räuber-Schaber



Stephan Rauch

Along with their team, Heike Räuber-Schaber and Stephan Rauch are in charge of personnel development at Hauff-Technik. In their workshops, they stress how important it is to employ people in organizations according to their strengths. Using their own company as an example, they showed what chances small and medium-sized companies have in the globalized world today. In doing so, fundamental restructuring of the company is needed to adapt such medium-sized structures to the new circumstances. These processes at Hauff-Technik are initiated and accompanied by profilingvalues.

#### Imprint

profilingvalues GmbH  
Dr. Ulrich Vogel  
Steinerstrasse 15, Building A, 1<sup>st</sup> Fl.  
81369 Munich, Germany

Idea, conception and artwork:  
Kommunikationshaus Bad Aussee  
www.kommhaus.com  
Photos: profilingvalues, Referents,  
Sabine Reidinger, 2013 Shutterstock Inc.

Subject to changes, errors and misprints

Winner with values –  
why ethically led companies  
are so successful.

