

The Bull's Eye

Newsletter for Friends of **profilingsvalues** 

2-2014

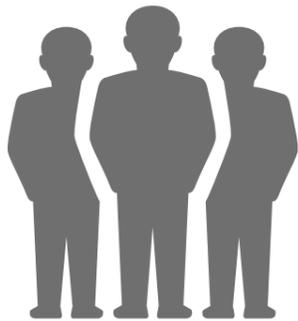
Hit
the
bull's
eye



extrinsic



systemic



intrinsic

profilingsvalues today

The Third Dimension in Consulting

Intrinsic, extrinsic and systemic – these comprise the three value dimensions according to Robert S. Hartman. His work is the foundation for the profilingsvalues and profilingsbrands methods. Both companies now offer individuals and organizations joint consulting in value diagnostics. This holistic approach is built on the discovery that brands, like people, have their own value-based personalities. Thus, unique chances arise to mathematically measure and precisely map the abilities and interests of companies and their employees. The results from the profilingsvalues procedure illustrate the personal value system of people in a short time. The personality traits, inclinations, and interests as well as abilities and current motives are conclusively described.

With the joint use of profilingsvalues and profilingsbrands, companies receive a comprehensive status analysis. Both the skills and motivations of the employees as well as the brand itself are revealed to form the concrete suggestions for development which is introduced in 3D-consulting. This unique coaching is also geared at individual employees as well as the entire team. 3D-consulting develops new groups and emphasizes the added-value of each individual in terms of the interests of the company. Thus, the manager in charge receives the assurance that the company employees are able to optimally contribute their individual strengths. To measure the success, the procedure can be repeated again at any time. In doing so, the development can be monitored step by step.

profilingsvalues partner

Andy Marko



The Managing Director of Sofo Consulting has been a certified partner of profilingsvalues since 2010. Andy Marko comes from the French region of Switzerland and has made a name for himself, particularly with his negotiating talent and by promoting sales techniques.

Multinational concerns rely on the large network that Andy Marko has built up in many languages and countries worldwide. In his work the coaching expert uses profilingsvalues, especially in individual consulting and the analysis and development of successful teams. In doing

so, he brings together different characters and people with widely differing capabilities and tries to develop them as a unit. "People are always impressed about how exact the results are from profilingsvalues. It helps them reach an understanding of themselves and successfully put this into practice," describes Andy Marko about his experiences. The Swiss consultant's clients are also enthusiastic about the comparison of groups depicted in the team reports. "I have already compared sales teams from Europe, the US, and Asia and established a link between the individual performances," says Marko. He also successfully contributes his know-how in the field of value-oriented work as the Vice President International Business of the Robert S. Hartman Institute Europe.

Editorial

Dear Readers,

The first conference of the Robert S. Hartman Institute in Europe is already behind us. It was a very interesting day with lots of new findings and experiences which enriched us all. Two projects were presented during the conference



Dr. Uli Vogel

which will be introduced in this newsletter. One made clear that the topic of values in business continues to gain importance. The added value of ethically based leadership in organizations simply brings advantages. By implementing profilingsvalues in your consulting work, you are betting on the right horse!

Your
Uli Vogel



profilingvalues international

Successful Conference of the Robert S. Hartman Institutes Europe

Nearly 25 experts from the areas of management, Human Resources, business consulting and research participated on May 15th at the first European Congress of the Robert S. Hartman Institute (RSHI) in Munich. Once again the conflicting nature on the topic ethics and values in business was raised during the discussions. "Many companies talk about how important the topic is, "Business Ethics for the Economy." Unfortunately, only a few select companies really implement it," says Dr. Uli Vogel, President of the RSHI Europe. Together with the Vice Presidents Dr. Malcolm North and Dr. Martin Schoiswohl, a research project on this topic was initiated and publically introduced for the first time at the European conference. In addition, Uli Vogel presented a project that with help of profilingbrands will analyze the strength of the European brands.



Research Project Support from the Business Community

"It is proven that each year billions are lost through unethical conduct. And yet, a contemporary, ethical technology could easily reverse this trend," describes Dr. Malcolm North at the starting point of the project. Together with axiologists, Dr. Uli Vogel and Dr. Martin A. Schoiswohl, he heads the comprehensive research project. In cooperation with other large companies which also financially support the project, they carry out ethical analyses and then derive the recommendations from their findings. The work of the three researchers is positioned in companies where common change management programs have failed in the past. They applied it directly to the acting persons. In this way, the project directly creates an added-value for the company and for society as well. "Fulfilled people realize

their unique concept. A company staffed with good, fulfilled people is a morally strong organization. That ensures long-term success," says Dr. Vogel convincingly. Specifically, the researchers scientifically study the value system of individuals and organizations. The tamper-proof Hartman Value Profile is deployed and delivers exact values. Therefore, people's behavior and the output from companies can be objectively examined and valued.

Alongside the extensive starting capital which the three scientists invested, other project partners from the business community are supporting the research. The potential for partners has not been exhausted. Interested businesses can still join in supportively and ultimately create an important added-value for their success.



Innovative Market Research: Europe as a Brand

Europe is a fitting term in many ways. It basically describes the geographical territory of the continent, but it is often applied for cultural or political concerns as well. Precisely in these times of the EU elections, in which many groups of EU skeptics have established themselves throughout Europe, the RSHI Europe has started a project to analyze the brand Europe. It's entitled, "How good is Europe?" What is actually Europe, what connects the people to it and how does the "brand Europe" function?

Opinion leaders throughout Europe will be invited to complete the profilingbrands procedure. Based on the Hartman Value Profile, a three dimensional analysis using this unique method will be started for the brand Europe. The evaluation of the individual reports will be led by Uli Vogel and Martin Schoiswohl upon completion of the inquiry. The results of this comprehensive project will be presented to the public in autumn 2014.

Dates for Certification and Further Training

CERTIFICATION:

- 24./25. June 2014
- 22./23. July 2014
- 16./17. September 2014
- 08./09. October 2014
- 09./10. December 2014

ADVANCED:

- 11. November 2014

EXPERT:

- 12. November 2014

MASTER CLASS:

- 09. July 2014
- 13. November 2014

SALES SEMINARS:

- 26. February 2015
- 15. September 2015

WEBINAR PRACTICE SESSIONS

(at no charge):

- 18. July 2014
- 22. August 2014
- from 14:00 to 15:30 hrs.

4. profilingvalues Congress

- 07. October 2014, Munich

RSHI Conference

- 16. /17. October 2014
- Knoxville, Tennessee, USA

All seminars and licensing can be also completed as individual coaching sessions.

An overview of all dates and webinars can be found at www.profilingvalues.com

Imprint

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