

The Bull's Eye

Newsletter for Friends of **profilngvalues** 

3-2014

Hit
the
bull's
eye



profilngvalues today

Sales Report & Co

For the first time since the introduction of profilngvalues, special reports are now being developed to complement the well-proven individual reports and meet various needs. The "Sales Report" is a product of the successful profilngvalues sales audit and will enhance the portfolio of our profilngvalues partners in sales coaching. It's basis is the standardized online procedure. The major difference to the individual report lies in the weighting of the traits in the evaluation. With a focus on the skills required for promoting sales, this new instrument can be implemented in a targeted way. It is predestined for use in recruiting sales staff and also for coaching. The Sales Report is, however, only one step towards the diversification of profilngvalues. Another new variation is the Balance Report. It focuses on the meaning and motivation of the respondent and places these traits in the center of the assessment the procedure. The aim

of the Balance Report is to provide an early detection of potential health risks from stress. At the same time, it measures the stress resilience in detail which can be very important in special areas of recruiting, i.e. in healthcare professions. Experience in implementing the Balance Report can be already found in the healthcare industry. Another new feature is the Team Overview which is a specialization of the well-known group report. The Team Overview extends its "feelers" more deeply into important team factors. The constellation of new teams and the analysis of established groups now have a useful supplement. Every new report offers our profilngvalues partners excellent opportunities. For a sustainable consulting service, the reports can be deployed for various purposes and actions initiated. The Team Overview is now available to our profilngvalues partners. The Sales Report and the Balance Report will be released in 2015.

profilngvalues partner

Karlheinz Illner



"I always ask my students if they would rather work in a corporation or medium-sized family business. Nine out of ten answer corporation. Only when I give examples and describe the advantages of medium-sized companies, do the students become

curious. And that is my mission: to make family-owned enterprises more attractive," explains Karlheinz Illner. He is the founder of FamilyBrands and a lecturer in the Master's program at Fresenius University of Applied Science in Cologne and Berlin. "How can we become more attractive? One way is to position the brand, but only when the brand and the company values are practiced, can it be consistent. This is just like a hotel. It can shine on the outside, but when the hotel guests

notice that something is wrong, the brand plummets and is no longer considered trustworthy. Unfortunately, this occurs far too frequently." Karlheinz Illner has been a partner of profilngvalues since 2012 and also a certified user of profilngbrands since 2013. "With profilngbrands we have the opportunity to discover the discrepancies and to identify the potential", explains Karlheinz Illner. In many cases he has described this "critical external view" as being very beneficial for the company and the family. His long experience as a brand manager at British-American Tobacco has been valuable. "Business owners, management, and the employees need to have a clear understanding of the values and their attitudes. Only then can a profile exist internally and externally. This profile must have rough edges, then the results are very simple: a highly motivated employees and a greater attractiveness of the company for applicants and potential customers."

Editorial

Profilngvalues is a family and growing again. The success of the individual reports and many other special reports has prompted us to raise our standards. You will find out more about the Sales Report and the Balance Report in this issue of the Bull's Eye. Our



Dr. Uli Vogel

congress in Munich was also a great success this year. It is always a pleasure to meet with so many friends and encounter so much expertise. Exchanging experiences of our users has become an essential part of profilngvalues' success. In this sense, I thank you for your active participation and wish you pleasure in reading this issue of the Bull's Eye!

Your Uli Vogel

profilingvalues Congress

Business Ethics as a Productivity Lever

“Personal development is not a luxury. Rather, it is a necessity in order to live according to your true self,” said Robert S. Hartman. Under this motto the annual congress for profilingvalues and profilingbrands took place on October 7th in Munich. This year’s topic of focus was “Business Ethics as a New Productivity Lever.” Wolfgang Weiß, Head of HR Development at MAN Bus

& Truck Deutschland GmbH, revealed his thoughts on value oriented corporate management. Karlheinz Illner presented his experiences with profilingvalues and profilingbrands. The diversified one day congress was rounded off with profilingvalues graduate workshops. In addition, Nicklas Kinder introduced the new Team Overview on the occasion of the congress.

Dates for Certification and Further Training:

CERTIFICATION:
 09./10. December 2014
 21./21. January 2015
 25./26. February 2015
 14./15. April 2015
 23./24. June 2015
 16./17. September 2015
 17./18. November 2015

ADVANCED:
 19. May 2015
 6. October 2015

EXPERT:
 20. May 2015
 07. October 2015

MASTER CLASS:
 15. July 2015
 19. November 2015

SALES SEMINAR:
 27. February 2015
 15. September 2015

WEB-BASED PRACTICE (free of charge):
 19. December 2014
 From 2:00 pm - 3:30 pm

All seminars and certification courses can be completed in the form of individual coaching sessions.

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

4. profilingvalues JAHRESKONGRESS



Urs Fässler, Maria Toberl and Maggy Basauri thoroughly enjoyed the congress.



Tanja Lemann



Karlheinz Illner



Martin Sattlberger



Martin Schoiswohl, Wolfgang Weiß and Uli Vogel



The coffee breaks were used for networking.



The congress was once again well attended.

The atmosphere at this year’s congress was tremendous. Despite the challenging topics and valuable rounds of discussion, there was still plenty of time for one-on-one discussions, networking, and of course, lots of fun.



Wolfgang Weiß



Uli Vogel speaking with his guests.

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