

**A Proven Process. Reliable Insights.  
50 Years of I-O Psychology Expertise.**

# The PROFILOR® | 360

## The World's Most Trusted Feedback Insights

### Research-Based

The PROFILOR®: A trusted name backed by over 50 years of expertise in Industrial-Organizational Psychology research and an enduring partnership with the University of Minnesota's Department of Organizational Leadership, Policy, and Development. Built on a legacy of innovation and insight, The PROFILOR® continues to deliver proven solutions for driving organizational growth and leadership development.

### Highly Customizable

The PROFILOR® 360, feedback reports, and group dashboards are all easily tailored to your organization's frameworks. Nine standard 360 models account for both level and functional differences.

### Strategic Impact

We provide full-circle 360 solutions that will help you ensure you have strategic impact and ROI from your efforts. This includes: 360s customized to your frameworks, Time 2 assessments to sustain accountability and change, interactive dashboards to allow for organizational analysis and change, and many other capabilities. 360s should not be one-and-done events.

### Simplified Automations & Integrations

Seamless integrations and workflow automations streamline administration, all while ensuring adherence to global compliance and security standards for a worry-free experience.

### OUR REACH

- 700K+ participants
- 7M+ raters
- 12 languages supported in our most used standard models
- 75 countries across APAC, Australia, Europe, Latin America, MEA, and North America
- Global norms for peer comparison

### AUTOMATED WORKFLOWS

- Registration
- Group / class setup
- SSO and employee database integration
- Email invites /notifications
- HRIS / LMS integration
- Reports

### CLIENT FEEDBACK

- Easy administration
- Valid and understandable insights
- Reporting and assessing progress facilitate change
- Reports and process drive substantive action planning and real growth
- Accessible tech support



**Ready to start?** Call us at **952-512-2300** or visit **[www.assessmentsinternationalinc.com](http://www.assessmentsinternationalinc.com)**.



The PROFILOR® represents Assessment International's most world-renowned and trusted feedback instruments.

# The PROFILOR® Features

## Competency Framework

### Four Factors of Leadership

The PROFILOR® Leadership Framework outlines four competency areas or factors that define successful leadership.

- **Thought** How are leaders bringing ideas to the table?
- **People** How are leaders developing and connecting with others?
- **Results** How are leaders executing?
- **Personal** How are leaders taking care of themselves and ensuring growth and development?

Senior Executive  
Business Unit Leader  
Mid-Level Leader  
First-Level Leader  
Individual Contributor  
Internal Consultant  
IT Manager  
Key Account Manager  
Sales Manager

### Competencies

Each of the factors in the framework include the knowledge, skills, abilities, and other characteristics that are the proof points of a successful leader. The PROFILOR® segments these competencies into nine models to allow for expectation and behavioral variances within different levels and functions.

### Feedback Reporting

#### Beyond Strengths & Weaknesses

The PROFILOR® feedback reports offer a clear understanding of what great leadership looks like, highlighting comparisons to peers, uncovering hidden strengths and blind spots, and providing targeted development suggestions. Reporting is available as a PDF or our new interactive ADVISOR+ format with built-in AI technology that recognizes themes for growth and provides real-time coaching advice.

## Progress Check & Momentum365

### Engagement, Accountability & Tracking

Progress Check & Momentum365 ensure leaders stay accountable since taking the assessment 6-months to 1-year prior. These follow up assessments offer valuable insights into their ongoing development and progress. During this process, the same raters provide feedback on behaviors, helping leaders and organizations track growth and refine development strategies.

## Interactive Group Dashboards

### The PROFILOR® & Progress Check

Interactive group dashboards for both The PROFILOR® and Progress Check provide enhanced organizational insights, enabling real-time analysis and decision making. Dashboards are easily segmented to compare data across business units, functions, geographic regions, organizational levels, and more.



## The PROFILOR® | 360

**“The PROFILOR® team’s commitment to understanding our specific requirements and their flexibility in adapting their tools to fit our current internal infrastructure is impressive. We highly recommend them!”**

- Sam Rosa  
*L&D Program Manager, Calix*

**“Casella’s BOD was thrilled with the results of the action planning that came from the program and it has been very rewarding for our HR department to assist in providing it!”**

- Abbey Thomas  
*Talent Development Manager, Casella Engagement & Learning Center*

**“I have used The PROFILOR® for 25+ years in leadership initiatives... Organizational leader feedback highlights an appreciation for The PROFILOR® report’s comprehensive, measurable, and actionable data.”**

- Joseph Ognibene  
*President, Chesapeake Leadership Consulting*



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