

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.

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.

Insights for Individuals & Groups Over Time

Clear, actionable reports highlight key focus areas for behavior change, while Progress Check tracks individual growth over time. Real-time dashboards deliver insights and comparisons tailored to the metrics that matter most to your organization.

OUR REACH

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

AUTOMATED WORKFLOWS

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

CLIENT FEEDBACK

- Easy admistration
- Valid and understandable insights
- Reporting and progress tracking enable change
- Reports drive development planning and foster change
- Accessible tech support

Ready to start? Call us at **952-512-2300** or visit **www.assessmentsinternationalinc.com.**

ASSESSMENTS INTERNATIONAL

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 Reports

Beyond Strengths & Weaknessness

The PROFILOR® 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. Available in both PDF and interactive formats, these reports empower leaders to focus on key growth areas and drive meaningful behavior change.

Progress Check

Engagement, Accountability & Tracking

Progress Check ensures leaders stay accountable with a comprehensive 6-month follow-up, offering valuable insights into their ongoing development and progress. During this process, the same raters evaluate improvement and effort on priority behaviors, helping leaders and organizations track growth and refine development strategies.

Interactive Dashboards

Group & Individual

Interactive group dashboards for both The PROFILOR® and Progress Check provide enhanced organizational insights, enabling real-time analysis and decision-making. Individual interactive reports offer a deep dive into personal results, along with instant, actionable advice and coaching to support continuous leadership development.



The PROFILOR® 360

"The PROFILOR® has been an asset in fostering a culture of continuous feedback and a growth mindset within our enterprise."

—Denver Ritz
Head of Talent Development and Organizational Effectiveness, Hormel Foods

"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

"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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