

We shape the future of leadership together with you

About Profil M





About us:
This is Profil M

01

About us

Our motivation

We help companies to become more successful and more attractive through good and competent leadership. We ensure that our customers develop the leadership strength they require to realize their vision.

We turn potential into strength. Every leader deserves the chance to become the best leader they can be. Leadership quality results from good selection, continuous development, and cultural change.

Everyone has the right to good leadership. In our opinion, courage, humaneness, and sustainability are key elements of a leadership approach that inspires and motivates. We live up to this claim both internally and externally.



**We shape leadership together
with you to secure your
company's future**

About us

This is Profil M

We are one hundred percent devoted to quality, innovation, and humaneness.

We achieve maximum effectiveness for you through our unique interplay of top-quality concepts in terms of content, smart digital tools, and an exceptional team.

- Over 90 consultants ensure flexibility and performance guarantee.
- We draw from the experience of 20,000 enthusiastic participants and 10,000 valid assessments of potential per year.
- We are international: Over 50% of our events include participants from all over the world.
- We offer the best possible service and most efficient processes, with an office staff of 60.



The result:

Satisfied
customers



*Net Promoter Score:
100% of our customers are "likely"
to recommend Profil M, 79% even
"very likely"

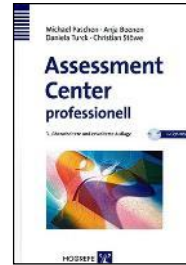


HR service provider
of the year



We look ahead

The history of Profil M



First issue of the established practical guide – "Assessment Center professionell" [Professional Assessment Centers]

Happy 10th anniversary and congratulations on an average of 15% growth per year



We further expand the international and digital business with our cooperation partners and with the Profil M Academy

2001

2003

2006

2011

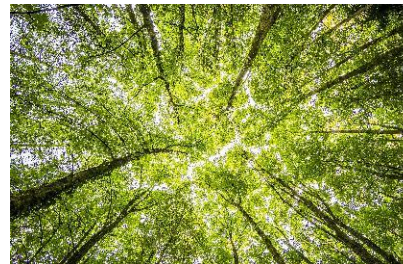
2012

2013

Four friends and consultants found the company. The motto:
"We improve leadership!"



We plant trees and have been working in a CO²-neutral way since 2006



Profil M is a "Great Place to Work" and still holds this top ranking today



We look ahead

The history of Profil M

Profil M launches the Assessment Suite for digital assessment support



In the first year of the pandemic, Profil M organizes more than 400 Remote ACs



In 2024, we were recognized as "Service Provider of the Year" at the HR Excellence Awards



2016

2017

2020

2022

2024

>>>

We create more space for inspiration and even more customer proximity in our new building in Wermelskirchen



Introduction of the Smart Flow Navigator for end-to-end automation of complex assessment processes



Tomorrow:
We look forward to an exciting, sustainable, and successful future



About us

This is Profil M

We have personalities.

Our team not only consists of employees but of competent people who want to improve leadership in companies.

People who have a desire for personal growth and success commit themselves to us. They are ambitious, action-oriented, and motivated to adopt innovative methods together with you. Always personable, engaging, and authentic.



About us

This is Profil M

Ambitious, competent, and personable.

At Profil M, we put into practice what we convey to you and your leaders. We offer an environment that combines individuality, cohesion, and honest cooperation. As a result, we have continuously been awarded top positions as one of Germany's best employers since 2012.

Speaking of Germany: Our team feels at home all over the world and works hand in hand with our partners on site – true to the motto "Think global, act local."



4th place in the Consulting category (51-200 employees) and 5th place in the regional competition "Best Employers in NRW 2024" as one of the best employers in North Rhine-Westphalia.





Our services:
This is what we do

02

We deliver top performance

This is what you can expect



Leadership Assessment

- Individual/Group Assessment
- Management Audit
- Executive Assessment
- Analysis of Potential
- Development/
Reflection Center
- Online Assessment: LeadIM



Leadership Development

- Development journeys
- Development programs
- Training
- Blended learning
- E-learning
- Coaching



Leadership Culture & Transformation

- Leadership culture
- Team development
- Purpose – guiding principles and value models
- Restructuring and realignment
- Talent management



Leadership Assessment

Leadership Assessment

This is what you can expect

- Individual/Group Assessment
- Management Audit
- Executive Assessment
- Analysis of Potential
- Development/Reflection Center
- Online Assessment: LeadIM

We help you gain new insights into individuals for sound personnel decisions in selection and development planning.

On-site or remotely – efficient and user-friendly through our digital assessment solutions.

And always in a way that guarantees a positive candidate experience.



Leadership Assessment

From Development Center to Executive Assessment

Verified personnel decisions and effective development plans are the result of reliable assessments of competence and potential.

We cover the complete spectrum of management diagnostics – from agile Development Centers for junior managers to Executive Assessments for top management positions.

Here, you benefit from the long-standing experience and excellent methodological skills of our consultants who position themselves clearly with their recommendations – so that you can identify and develop leaders who will shape the future with you.



We make competence and potential visible

Leadership Assessment

Analysis of Potential

We are curious about people and their potential. And proud to lay the foundation for individual development:

- We not only provide descriptions of behavior, but holistic personality profiles with a development forecast.
- We give you advice and make individual recommendations for personal development processes.
- We create valuable experiences and insights as a basis for reflection and self-directed development.
- We build on the internal processes and goals of your talent management.



Create the basis for development with an analysis of potential

Leadership Assessment

Placement Assessment

We provide you with a differentiated understanding of personnel decisions by

- answering existing questions, discovering new aspects, and thus providing valuable insights into individuals
- acting as your sparring partners with clear recommendations, advising you in your role as decision-maker, and making valid forecasts relating to the position and the general conditions
- working professionally and on an equal footing, creating a positive candidate experience, and strengthening your corporate image in this way.



Make confident decisions with Placement Assessments



Leadership Development

Leadership Development

This is what you can expect

- Development journeys
- Development programs
- Sustainable training
- Optimal mix through blended learning
- State-of-the-art e-learning
- Leadership coaching

We help people in leadership positions to become the best leaders they can be.

We create leadership competence through personal growth as the basis for the leadership culture you aspire to and that makes your company successful.



Leadership Development

Development Journey

We bring about a genuine increase in competence, personal growth, and a change in leadership mindset and behavior.

- To this end, we work with you to shape effective development processes instead of isolated measures.
- And give impulses to use everyday life as an experimental space for sustainable learning, alternating experience and inspiration for reflection.
- Our development coaches delve deeper and combine cognitive stimulation and practical tips with emotional learning experiences.
- They promote the development and use of networks, sharing experiences with and learning from each other.
- We also empower leaders to take responsibility for their own development and to continue the journey.



**Invest in sustainable development with
Development Journeys**

Leadership Development

Leadership training

We provide your leaders with the skills they need to successfully meet today's challenges.

- Our compass for content and methods is your desired leadership culture as well as the overarching and individual challenges in your leaders' day-to-day work.
- We share knowledge, teach skills, and convey the attitude that enables successful leadership.
- Our trainers create psychological safety as well as the space in which participants receive individual feedback and impulses from them and from each other.
- Our training courses are based on state-of-the-art didactics – from activating impulses in the prepare phase to binding transfer measures – only in this way can they be effective.



**Develop personalities through
leadership training**

Leadership Development

Blended learning

Depending on your objectives and target group, we work with you to combine the best of both worlds – training and e-learning.

- Participants take ownership of their learning process and utilize offerings when they really need them.
- They benefit from the efficiency and gain learning experience even when only a few or short joint events or coaching sessions are possible.
- Our Profil M learning platform and learner cockpits provide structure, learning content, and impulses, and encourage continuous use.
- We flexibly map the learning processes designed with you using the perfect mix of traditional and digital learning offerings, Profil M content, and your own learning content and tools.



Develop your leaders efficiently and on demand with blended learning



Leadership Culture & Transformation

Leadership Culture & Transformation

This is what you can expect

- Leadership culture
- Team development
- Purpose – guiding principles and value models
- Restructuring and realignment
- Talent management

We help you develop a leadership culture for your organization that positively supports and promotes your change and initiatives, enabling you to become the best company you can be.

Together with you, we design changes that sustainably empower your organization to pursue its own best path to success.



Good leadership ensures a good future

Leadership Culture & Transformation

Leadership culture

We help you develop an authentic leadership culture for your organization.

- Leadership culture, leadership systems, and people must be developed holistically. We use best practices for inspiration, but the right answers for you are tailored to your individual needs.
- Together with you and using an iterative process, we provide important impulses to challenge old cornerstones of your leadership culture and sow the seeds of new ideas.
- At the very least, we get your people on board; ideally, they shape the change themselves.
- We work with our hearts, minds, and passion. With our knowledge of processes that work and innovative methods, we navigate the complex area of leadership culture together with you.



Develop the leadership culture that will propel your company into the future

Leadership Culture & Transformation

Restructuring and realignment

During restructuring and realignment processes, clear answers to many questions must be found quickly. We help you to define and develop the right leadership methods to support and consistently implement your change...

- In an objectified process that achieves acceptance among all stakeholders – including, and in particular, your participating leaders. This is the measure of our success!
- Based on our methodological skills and more than 20 years of experience in management diagnostics coupled with the sensitivity and humanity that the situation requires.
- With tailored development journeys that help your leaders quickly meet the new challenges.
- And team development to help your leadership teams get off to a successful new start.



Ensure that restructuring measures take effect quickly with the help of good leadership

Leadership Culture & Transformation

Talent management

We work with you to develop talent management system that enables your corporate vision and desired culture through:

- Honest and sustainable consulting with solutions that fit your general conditions and culture, but equally elevate them to the next level you strive for.
- Our cooperation with leading companies – and the knowledge that recipes for success need to be tailored precisely to your needs.
- Developing and implementing effective processes and tools.
- Formulating mission statements and competence models as a compass for good leadership and talent identification.
- Shaping a talent management culture in your company in which talent management is not the responsibility of a single department, but of all stakeholders.



Use your talent management to make a measurable contribution to your company's success



We look forward
to connecting
with you.

Profil M Beratung für Human Resources Management GmbH und Co. KG
Berliner Straße 131 · 42929 Wermelskirchen

