

# What is Unique about Winning Profile?

**Our Team** – Founders Dr. Gary F. Russell, a pioneer in human development, and Sir Clive Woodward, a legend in the sports world, bring to Winning Profile an unsurpassed level of experience and expertise. Their contributions, together with a highly-qualified writing team headed up by Neil Castle, who alone has a history of hundreds of personally written reports and consultations, make Winning Profile a world leader in Talent profiling.

**Tools** – No one else offers a profiling tool that matches the three areas of human behavior (thinking, feeling, acting) with three specific assessment tools that have been researched and proven with decades of success.

**Process** – Using an intricate process called Triangulation, results from each assessment tool are integrated to create a one-of-a-kind, three-dimensional psychological outline of the person being profiled. The purpose of triangulation in qualitative research is to increase the credibility and validity of the overall results. More than two methods are used in a study to double or triple check the results.

**Written Report** – Winning Profile results are presented in a professionally laid out report that is detailed, yet easy to understand and easy to follow.

**Consultation** – A compulsory element of Winning Profile, personal consultation provides greater depth to the information within the written report. Our analysts spend two hours face-to-face with the client, matching quantitative results with qualitative information gathered during consultation. This allows an even deeper interpretation of the results not found with any other profiling tool.

**Personal Approach** – Winning Profile clients aren't put through a "fill in the blanks" process and then left to their own devices to figure out the results. They are personally consulted with to review results and come up with a plan moving forward.

**Accuracy/Efficacy** – The feedback from our clients has let us know that Winning Profile has provided them with the most insight into themselves than ever before realized.

**Winning Profile Products** – A wide range of products are offered based around the Individual Winning profile, allowing clients to utilize the results in areas of hiring, team creation and analyzing and measuring improvement and growth over time.

**Website** – Visit [WinningProfile.com](http://WinningProfile.com) and see for yourself why our online services provide an incredible ease of use and understanding.

**Client Portfolio** – Winning Profile has been used with elite athletes and industry leaders who have put their trust into a process that has increased performance and productivity in people and entire organizations.

WINNING  
PROFILE