



Human Pattern Recognition

The Science and Art of Reading People



Personal Information



ALAN STEVENS

Postal Address: Unit 6, 1 Queen Street, Cooks Hill, NSW 2300

Mobile: +61 (0)425 308 866

Email: alan@alanstevens.com.au

Divorced

Father of 3 Sons - Luke, Justin, and Martin

Grandfather of 6 Grandchildren – John, Jessica, Loki, Owen, Daniel and Elena

International Profiling and Communications Specialist

Business Owner: Human Pattern Recognition

Creator of Rapid Trait Profiling

Number 1 Amazon Best Seller, Mentor, Coach, Keynote Speaker

Creator and Host of 'The Campfire Project' & #WeTogether initiative

Non-Exec Director of the Central Coast Montessori Primary School

Director of the Business Of Smiles

Registered Justice of the Peace



Websites

<http://www.alanstevens.com.au>

<https://alanstevens.thinkific.com>

<https://thecampfireproject.com.au>

Other places you can find me

Facebook

<https://www.facebook.com/CelebrityProfiler>

<https://www.facebook.com/ReadingFaces>

<https://www.facebook.com/groups/AlanStevens>

<https://www.facebook.com/groups/thekeystounderstandingyourchild/>

<https://www.facebook.com/groups/TheCampfireProject/>

LinkedIn

<https://www.linkedin.com/in/readingfaces>

You Tube

<https://www.youtube.com/user/FaceProfiler>

Vimeo

<https://vimeo.com/alanstevens>

Instagram

https://www.instagram.com/face_profiler

Twitter

https://twitter.com/Face_Profiler



MY BIO

I am an International Profiling and Communications Specialist regularly featured on National TV, Radio and in the World's Press, profiling the likes of our leading politicians, TV and sports stars as well as Britain's Royalty. He's been referred to by the UK Guardian as *the leading authority on reading people, globally* and *the mentalist meets Dr Phil* by the Herald.

I have worked with international clients, the likes of Disney Films and Gillette, and high-profile organisations like the Australian Federal Police and Australian Tax Office to help them to understand How People Tick. I work with business owners and executives, helping them to understand and engage their clients and prospects, enhancing their presentations and negotiation skills. And with parents and teachers to help them enhance the ability of their children to reach their full potential while improving the experience of parents, teacher, and student.

My courses are Certified Learning Solutions, and I am a Fellow of the Institute for Learning and Performance Asia Pacific.

I am focussed on creating and training my competition, to the highest level and as quickly as possible. His belief is that "We need more people with the skills, but they have to be well trained", and believes I have a moral obligation to find and train the best coaches to become the leaders in their fields.

I am also the creator of the #WeTogether initiative and The Campfire Project, which is a safe place for men and women to give themselves permission to tell their stories. To share their experiences and wisdom from around the world. And I am a Director of The Business Of Smiles, helping to raise Mental Health awareness in the workplace and around the world.

I am also a Non-Exec Director of the Central Coast Montessori Primary School

MORE PERSONAL BACKGROUND

At the age of 23, just finishing my training in Sydney with Telecom when I was transferred to Newcastle and put in-charge of a specialist field. With staff all older than me, and my second-in-charge 15 years my senior, I'd been thrown in the "deep end" with the task of building a strong efficient team. We became one of the highest performing groups Nationally.

In my early 30's I joined Nobbys Surf Life Saving Club, and in my 2nd year, I was voted in as the Club Captain and Zone Supervisor for Nobbys and 2 other clubs. I was now the same age as many of the executive team, but they all had far more experience than me. I'd gone from being the youngest to the least experienced, yet still the one with all of the accountability. In 4 years we trebled the number of active patrol members.

And that was just the beginning. I then became the single father raising 3 very young sons on my own, while still a director of 2 companies.

My life has been a mission and a passion to understand people; what drives them and motivated them to behave the way they do. Learning not just from formal studies, but also through an enriched life of personal experience I became a world authority on what makes each of us tick; a reputation that's had me flown around the world by Disney Films and Gillette.

I've been hired by high profile organisations like the Australian Tax Office and The Australian Federal Police and by businesses of all types and sizes globally, as well as schools here in Australia and overseas in America and Europe

My business has a very narrow niche, but where most other people have a vertical niche, mine is horizontal. As we know, people only listen to people they LIKE and only buy from, trade or associate with people they TRUST. RELATIONSHIPS are built on TRUST, and together they form the foundation of everything we do. **So, when asked, “what do I bring to the table”, the only answer I can give (tongue in cheek) is “I bring the table”.**

I’ve been and continue to be privileged to help people, not just in business, but in all walks of life. How successful have I been? You’ll find a website full of testimonial, both written and video at <https://www.alanstevens.com.au/success-stories/> Many of those stories have continued to come in more than a decade after having worked with those clients.

My ongoing focus is to share my skills with specialists in every field and help them to become recognised trusted authorities. The only way I can do that is through greater collaboration.

My Mission

Is to assist people to create better, stronger, and longer lasting relationships in their business, social and personal lives. Increasing negotiation skills and increase sales.

To assist businesses to become more profitable and increase staff loyalty.

For individuals and families to improve the quality of their relationships.

And for teachers to have the skills of Rapid Trait Profiling to improve the quality of theirs and the lives of their students

My Vision

Is to create and train my “competition” to the highest level possible in Rapid Trait Profiling (RTP) for the outcome of:

Having RTP taught to every School Teacher in Australia, New Zealand, United States, Canada and England so that they understand their student’s personalities to:

- improve their teaching methods
- recognise children at risk
- reducing bullying

For Recruitment Professionals to be skilled in RTP to assist them in better matching applicants to their jobs and careers.

For HR Professional to be skilled in RTP to improve workplace relationships

To have RTP recognised by business and community leaders as the foundation of building better organisations and teams.

My Philosophy

- √ The most important thing I will ever learn is the next thing I learn, after I think I know it all.
- √ Never stop learning and always share what you’ve learnt
- √ Give more than you take and leave everyone in a better state than you found them, which is how I’ve built my network.
- √ What we do for ourselves dies with us. What we do for others and the world remains and always will be eternal.

My Values

- √ Integrity
- √ Relationships
- √ Communication
- √ Passion
- √ Courage
- √ Tenacity
- √ Commitment
- √ Connections
- √ Collaboration
- √ Joy and Sharing

My Why

All my life I've been fascinated (you could say obsessed) by why people do what they do. And that include the limitations I've put on myself as well and I've made it my life's work in understanding more and helping people, including myself, create better futures for them and those around them.

I love working with people and watching the changes they make. The realisations they have about themselves, their children, partners, friends, and colleagues, and how they use that knowledge to improve their relationships. This is my greatest pleasure and reason for doing what I do

Accomplishments

- √ Raised 3 boys on my own from their ages of 4, 11 and 12 years old.
- √ 1986-87 became the first Nobbys Beach Surf Life Saver to be awarded Newcastle's Surf Life Saver of the Year and nominated for the NSW Surf Life Saver of the Year.
- √ Took Nobbys Surf Club from 40 active members to 120 in the 3 years up to 1988
- √ Took up Free Fall Sky Diving and got my motor bike licence at the age of 50.
- √ Amazon #1 Best Selling Author 2017.
- √ Developed the Rapid Trait Profiling process for instant personality and character assessments, a Globally unique system of reading people.
- √ Developed the first 2 Professional Mobile Profiling Apps.
- √ YouTube video that have reached over 900,00 views
- √ Referred to by the UK Guardian and world's media as *the Leading Authority in Reading People, Globally* and as *The Mentalist meets Dr Phil* by the Herald
- √ Regularly featured on National TV and the Worlds Press, and regular guest on Video and Podcast across a broad range of industries with 90+ interviews in 2021 alone
- √ Regularly published articles and interviews in magazines.
- √ All courses now recognised as Certified Learning Solutions across all industries in Australia and Asia through the Institute for Learning and Performance Asia Pacific P/L
- √ Developed face to face, online and self-paced learning programs.
- √ Initiated in Aboriginal Lore and recognised as an Aboriginal Lore Man.
- √ Flown to London by Disney & Gillette to speak at their 2016 London Star Wars launch
- √ Introduced Rapid Trait Profiling into the Australian Federal Police
- √ Created The Campfire Project and the #WeTogether initiative
- √ Non-Exec Director of the Central Coast Montessori Primary School
- √ Director of the Business Of Smiles
- √ Registered Justice of the Peace
- √ Featured on Several websites of other businesses – local and international
- √ Finalist in 12 local and international awards in 2020/21. Wining Education and Overall Business for Aust/NZ, Businessperson of the year 2020, Silver in Social Change Maker and Gold in Man of Influence for Australia 2021.

Interests

- √ Reading People and understanding what makes them tick
- √ Neuroscience and the workings of the Human Mind
- √ Personal Growth and learning new skills
- √ Teaching and Mentoring
- √ Public Speaking
- √ Aboriginal Culture
- √ Camping in remote areas
- √ Bush Walking
- √ Swimming

Networks

- √ Connect Collaborative (Australia)
- √ Bconnected (Australia)
- √ JV Directories (USA)
- √ The Grand Connection (Canada)
- √ Life member of BeeKonnected (USA)
- √ various other networking groups around the world
- √ LinkedIn
- √ Facebook Groups
- √ Professional Development and Business Meet Up Groups
- √ JVs with other business owners and coaches

Skills

- √ Facial Profiling
- √ Micro Expression Reading
- √ Dangerous Demeaner Detection
- √ Body Language Assessments
- √ Neuro-Linguistic Programming
- √ Training
- √ Coaching
- √ Public Speaking
- √ Designing and delivering Online and Face to Face Courses
- √ Inspiring others
- √ Relationship
- √ Leadership
- √ Presenting
- √ Workshops
- √ Collaborating
- √ Networking
- √ Network Building

My Target Market

I have 3 core areas that I help:

1. Business Owners & Team Leaders with my Business Profiling Programs
2. Sales Teams with my Sales Maximiser Profiling Programs
3. Program Personal with my Personal Profiling Programs

BUSINESS

- √ Small Business Owners wanting to improve their sales and market share
- √ Corporate CEOs and Senior Executives wanting to grow their teams and improve workplace relationships and performance
- √ Sales Executives wanting to increase their conversion rate
- √ Professional Services wanting to increase their sales and market relationships
- √ Human Resource Managers
- √ Recruitment Specialists
- √ Coaches, including Executive, Business and Life Coaches
- √ Entrepreneurs
- √ Training Companies and Organisations
- √ Industry Associations
- √ Staff wanting Professional Development Accreditation

COMMUNITY

- √ Police Training Groups
- √ Commissioners of Police

EDUCATION, FAMILIES and CHILDREN

- √ Schools and Teachers
- √ Parents wanting to help their children
- √ Parent and Citizen Associations

PERSONAL RELATIONSHIPS

- √ People wanting to find a partner
- √ People wanting to improve existing relationships
- √ People on a Personal Development pathway

A Suitable Contact Sphere For Me

- √ Small to large businesses and corporations who are interested in improving workplace culture and relationships
- √ Businesses committed to creating and supporting engaged staff
- √ Sales departments looking to increase conversion rates and sales
- √ People of influence who have a passion to make a difference
- √ People who want to make their lives better and/or committed to learning
- √ Teachers who want to reduce classroom stress and improve their teaching life
- √ Teachers looking for innovative ways to teach their students
- √ Parents wanting better relationships with their children
- √ Parents concerned about their child's school experience
- √ People wishing to improve relationships in all areas of their lives

Other Ways To Help Me

- √ Connect with me on Facebook, LinkedIn, and other Social Media
- √ Become an Affiliate Partner, promoting my on-line self-paced courses
- √ Promote me as a Keynote Speaker on the Science and Art of Reading People and on Building Relationships
- √ Promote and share upcoming workshops, seminars, and webinars
- √ Share my posts, videos, podcasts, and articles with your network
- √ Make introductions on my behalf
- √ Introduce and connect me to likeminded people
- √ Join me in building our networks together
- √ Introduce me to those who run podcast and TV interviews
- √ Connect me to coaches and entrepreneurs who are looking for collaboration
- √ Introduce me to training and coaching organisations
- √ Recommend me on LinkedIn (but only if you have used my services or completed one of my courses)
- √ Write a review on Facebook and on Google My Business (but again only if you have used my services or products)
- √ Share my **7 Secrets to Reading People** <https://www.alanstevens.com.au/7secrets/>
- √ Share my free course **How to Persuade and Influence Behaviours of Others** <https://www.alanstevens.com.au/free>

Things My Target Market Might Say

BUSINESSES

- √ We're not converting enough sales
- √ Sales conversion rates are low
- √ Business is slow
- √ Not getting enough sales
- √ Staff turnover is high
- √ Can't get loyal staff
- √ Staff aren't engaged
- √ We have workplace conflict
- √ We are getting reports of Workplace Bullying
- √ We are losing market share
- √ I'm stressed and always tired
- √ I'm stressed when even when I go home
- √ I'm suffering anxiety

PARENTS

- √ I want a better relationship with my child
- √ My child is struggling at school
- √ My child has a mental condition (autism etc)
- √ My child is doing poorly at school
- √ Home schooling is a nightmare
- √ My child fights going to school
- √ My child is always acting out
- √ I am having issues with my child's teacher/principal/school
- √ I'd love to know what my child will be good at
- √ What career should my child pick

TEACHERS

- √ I don't enjoy teaching anymore
- √ Teaching is stressful
- √ Children are disrespectful
- √ I get no respect
- √ I'm stressed

INDIVIDUALS

- √ Can't find a decent partner
- √ Everyone I date is a psychopath
- √ There are no decent men/women out there
- √ I'm having relationship or communication issues with my partner
- √ My partner and I are drifting apart
- √ We are always fighting
- √ I want a better relationship with my spouse/girlfriend/boyfriend
- √ I'm stressed and/or have anxiety/depression
- √ I want a job change but don't know what to do

People Hire Me Because

- √ They want to grow their business
- √ They want to create loyal staff and promote leadership
- √ They want to become the recognised leaders in their field
- √ They are committed to making their lives better, as well as the lives of others
- √ They want to improve the health of their staff
- √ They value the input their staff can bring
- √ They want to improve the lives of their families, friends, and associates
- √ They want to give their children a better life and greater opportunities
- √ They want to reduce stress in their lives
- √ They want to become better communicators

The Solutions I Provide

I show people how to improve their relationships in all areas of their lives, by understanding their own personalities and those of other people. And I show them how to recognise new and better ways to communicate with them.

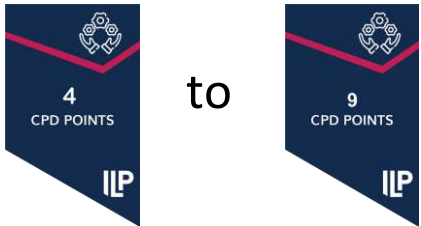


I teach them how to recognise the preferred ways each individual takes in and process information, and how to speak to those people in their preferred communication style. They learn how to build instant rapport, resulting in increased sales, loyalty, and respect.

My Desire is to Build Collaboration

To do that I am looking for Collaboration/Referral Partners in the form of:

1. Profit Partners – Partners that I speak to every week one-on-one
2. Joint Venture Partners – Partners I work together with on project to share in profits from events
3. Super Group Partners – Similar to Profit Partners but we speak monthly in a group setting
4. Cross Promotion Partners – where we promote each other’s projects and events
5. Content Distributors – partners who share my social media posts and emails
6. Affiliate Partners – partners who sell my products and services for a personal monetary gain

Services I Offer:

<p>Self-Paced Online Programs</p> 	<p>See website for prices https://www.alanstevens.com.au/online</p>
<p>3 Step Business Essentials program</p> 	<p>See website for prices https://www.alanstevens.com.au/3step</p>
<p>Advanced and Master Profiling and Communications Programs</p> 	<p>Price on application. Clients must go through an interview process first to ascertain suitability</p> <p>This is the course that those who also want to become certified as a Trainer and Coach need to complete</p> <p>Apply at alan@alanstevens.com.au</p>
<p>Personality Profiles</p>	<p>https://www.alanstevens.com.au/personality-profiles/</p>

Keynote: The Certified Learning Solution (CLS) is the master recognition benchmark for quality learning solutions, designed to meet an identified learning need and achieve the desired outcomes and results. It is what sets high-quality learning solutions apart in our profession. This benchmark: - Recognises design and development capabilities, experience, and achievements - Identifies well designed learning solutions achieving great results - Provides quality assurance to existing and potential clients - CLS recipients are acknowledged for their quality and continual improvement

Questions To Ask on My Behalf.

TO OPEN CONVERSATIONS

- √ Would you like more sales?
- √ How are the relationships between staff at your office?
- √ Do your staff need Professional Development CPD accreditations?
- √ How are your children doing at school?
- √ How are things at home?

AT A NETWORKING MEETING

- √ What did you hope to get out of coming here today?
- √ How does being here today help your business?
- √ How do you stand out from other businesses?
- √ How would you like to grow your business?
- √ Who is your Training Provider?

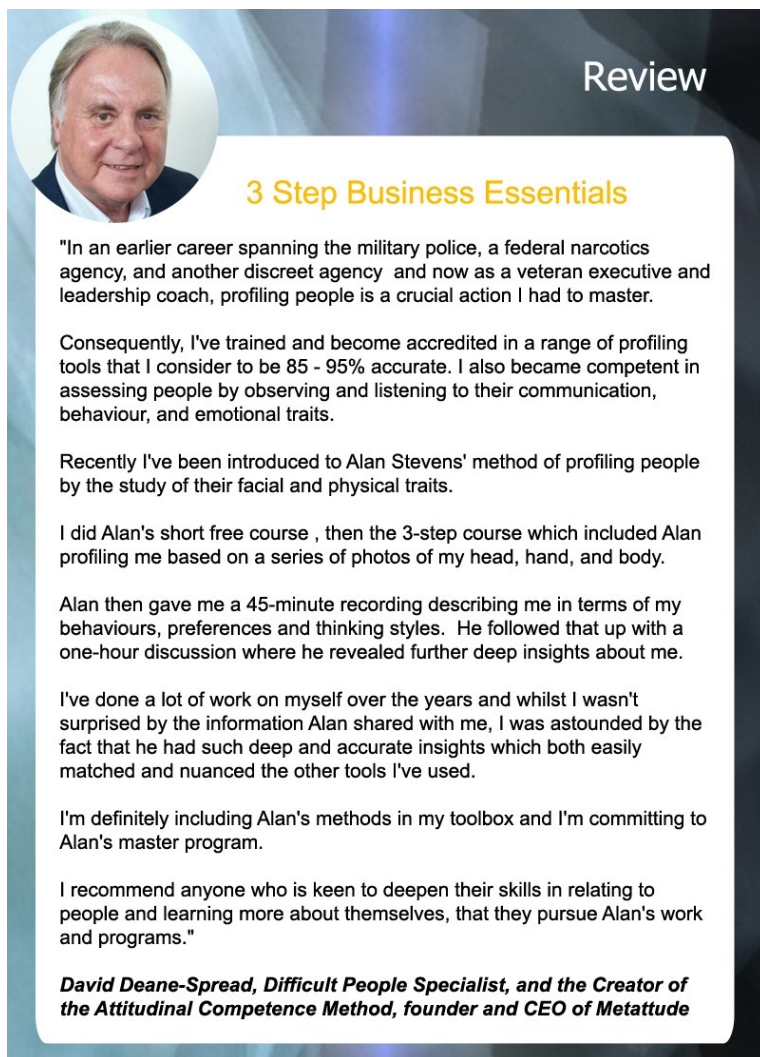
Examples of Clients that I have Worked for



Media examples



What Others Have Said



Review

3 Step Business Essentials

"In an earlier career spanning the military police, a federal narcotics agency, and another discreet agency and now as a veteran executive and leadership coach, profiling people is a crucial action I had to master.

Consequently, I've trained and become accredited in a range of profiling tools that I consider to be 85 - 95% accurate. I also became competent in assessing people by observing and listening to their communication, behaviour, and emotional traits.

Recently I've been introduced to Alan Stevens' method of profiling people by the study of their facial and physical traits.

I did Alan's short free course, then the 3-step course which included Alan profiling me based on a series of photos of my head, hand, and body.

Alan then gave me a 45-minute recording describing me in terms of my behaviours, preferences and thinking styles. He followed that up with a one-hour discussion where he revealed further deep insights about me.

I've done a lot of work on myself over the years and whilst I wasn't surprised by the information Alan shared with me, I was astounded by the fact that he had such deep and accurate insights which both easily matched and nuanced the other tools I've used.

I'm definitely including Alan's methods in my toolbox and I'm committing to Alan's master program.

I recommend anyone who is keen to deepen their skills in relating to people and learning more about themselves, that they pursue Alan's work and programs."

David Deane-Spread, Difficult People Specialist, and the Creator of the Attitudinal Competence Method, founder and CEO of Metattitude

Karen Hillen
on Business Essentials for Better Relationships and Increased Business Growth

★★★★★

Excellent course for anyone

I recently completed Alan Stevens - the Celebrity Profiler's Business Essentials Fast Start course. Wow! I loved it. It gives great insights into how to quickly read someone by the features of their face. This is great for me as a HR Consultant to help me with interacting with clients, their employees and just about anyone. Having this knowledge helps not just in business and workplace relationships but in all areas of life.

Understanding how to read people on this way is so much more than other people reading methods out there, it combines so many different aspects of a person that it gives a really comprehensive picture of how someone acts, thinks, interacts, analyses in addition to how confident and tolerant they are. You can also get an idea of the type of humour they appreciate. I loved the course and highly recommend it to anyone in business, whether they have staff or not. Actually, it is highly recommended for anyone.

If you are thinking about doing this course, stop thinking about it and just do it. You will learn so much about reading people but also about yourself.

 **Human Pattern Recognition**
The Science and Art of Reading People

What Others Have Said



In the second week of the course, I was already converting more prospects than I had before. **Clyde Gonsalvez**, *Branch Principal & Wealth Manager, Yellow Brick Road, St Marys*
<https://youtu.be/EbnF2Hyw2dl>

As a business coach, there is no greater need than to enhance the understanding of communication between people. Being a skilled business coach, to stay ahead of the market I felt I needed skills that other business coaches don't have. I've found that the skills acquired from Alan have given me an edge. **Graeme Fitzgerald**, *Profitability & Productivity Specialist, Strategy Development & Implementation*



I went from frustration in winning sales, to taking in \$60,000 worth of new business in just 6 weeks. **James Short**, *Real Estate Business Coach, Goals Tribe*
<https://youtu.be/OfXyRQ6xaAQ>

As a business owner in the IT services game, I found that I was not very successful in engaging with prospects. I had a tendency of talking too much and losing people very early on in the sales process. After attending Alan's course, I got a better understanding of myself and how I need to engage with different types of people.



Six months down the track, I find that I'm better at engaging and building relationships with prospects and customers. My conversion rates are much higher than prior to the attending the course. **Paul Battaglia**, *Digital Junction*



Alan has taught me that as educators we can work more positively and productively with our students using his techniques. It has help me understand my students more effectively and how to work better with my colleagues and the student's parents. **Sammy Lao**, *ASES Lead Teacher, Savannah Elementary School, Los Angeles*
<https://youtu.be/Sw4MxUA0MFA>

For more examples go to <http://www.alanstevens.com.au/success-stories>