PROFILE REPORT

Your Talent Dynamics Profile is:

ACUMULATOR
Introduction to Talent Dynamics

Talent Dynamics in a Nutshell

The central premise behind Talent Dynamics is this: the experience you, your colleagues, your customers and your stakeholders have of your enterprise – and your collective efforts to grow the success of your organisation – is determined by one guiding principle.

We call this principle - FLOW.

The level of FLOW in your Enterprise is determined by the personal effectiveness and fulfillment of each employee. Having employees in FLOW, results directly in the attraction and retention of staff and ultimately, customers. As employees get into flow, so does the whole team and so on to the Enterprise.

When individuals are in their FLOW and the whole team has a balanced dynamic – each member contributing to the overall FLOW of the team - levels of innovation, creativity and effective action soar. Absenteeism, inertia, procrastination and negative attitudes disappear.

The Talent Dynamics system measures the flow of your enterprise on three levels: through each individual, through each department and team, and through the corporation. It then delivers the tools for each of the three levels to improve flow in communications, resources and profitability. Key concepts within this process are the development of identity, responsibility, trust and sustainability. Each of these is measurable and controllable elements in the enterprise.

Talent Dynamics works because it delivers results in performance and profitability while aligning your team to the vision, spirit and purpose at the heart of your organisation.

Your Talent Dynamics Profile

The starting point at the level of each individual is the Talent Dynamics profile.

Your Talent Dynamics profile will show you the path of least resistance to naturally create and leverage value in a team and an enterprise context based on your innate talent.

It defines your flow, your optimum strategies and your critical path to sustained valuable contribution. Knowing your Talent Dynamics Profile gives you clarity on “who you are”, so you can now align “what you do” with “who you are” (not the other way around!).

For many people, what they do is stressful. That’s simply because they’re playing “off profile”. In fact, if what you’re doing is stressful, if it seems like hard work, then it’s a very safe bet that you’re playing “off profile” rather than “on profile”.

So, your Talent Dynamics Profile defines what you should be doing and what you should not be doing to create your own flow and add value to your team and enterprise.

In the next section, we will provide you the background knowledge to understand your profile results.

“What lies behind us and what lies before us are tiny matters compared to what lies within us.”

- Oliver Wendell Holmes
The Talent Dynamics Profile Square overview

What is the purpose of the Talent Dynamics Square?

The Talent Dynamics Square gives us the relationship between the eight Talent profiles. If you are strongest in sensory thinking, you will gravitate to one of the low-frequency profiles: Mechanic, Creator or Star. If you are highest in intuitive thinking, you will float up to one of the high-frequency profiles: Accumulator, Trader or Deal Maker.

THE TALENT PROFILE SQUARE

Introverts incline to the left: Mechanic, Lord and Accumulator. Extroverts incline to the right: Star, Supporter and Deal Maker. Each Profile has an absolute focus on adding value in the way that suits their natural strengths. Can we play more than one game?

Of course, but it is only by keeping to one game that we begin to excel. The longer we play, the more distinctions we see, the greater our flow and the more we attract. Here’s how the profiles differ:
Origins of Talent Dynamics

Where does Talent Dynamics originate?

Created by Roger James Hamilton, Talent Dynamics is an extension of Wealth Dynamics—a unique personality profiling system for entrepreneurs, which is currently used around the world.

The history of personality profiling

Talent profiling is profound, and it is based on precedent and scientific research. It comes from a 5,000-year-old Chinese system of thinking called the I-Ching, which was developed and recorded by a series of Chinese emperors and teachers. The I-Ching made its way to the West when Richard Wilhelm translated it and brought it to Carl Jung, who had it published.

Jung was so taken with the I-Ching that he drew upon it heavily for his book ‘Psychological Types’, and his theories on Synchronicity and the Collective Unconscious.

Jung pioneered psychometric testing in the West, and all subsequent variations are extensions of his work, inspired by the I-Ching. Talent Dynamics profiling is unique in that it re-establishes missing elements that Jung chose not to include from the original thinking in the I-Ching.

The five natural “energies”

The ancient Chinese philosophies describe five natural “energies”, each of which is aligned to a season (one of which is called “transition”), as well as an “element”. These energy types are described by character traits that we can see readily in people around us:

<table>
<thead>
<tr>
<th>ENERGY TYPE</th>
<th>SEASON</th>
<th>ELEMENT</th>
<th>CHARACTERISTICS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dynamo</td>
<td>Spring</td>
<td>Wood</td>
<td>Energised, dynamic, and great at getting things started. Getting things finished can be a challenge.</td>
</tr>
<tr>
<td>Blaze</td>
<td>Summer</td>
<td>Fire</td>
<td>Passionate, outgoing, great at networking and meeting new people. Easily distracted from the task at hand.</td>
</tr>
<tr>
<td>Tempo</td>
<td>Autumn</td>
<td>Earth</td>
<td>Compassionate, great team player and reliable at getting things done with the team. Will often seek direction from others.</td>
</tr>
<tr>
<td>Steel</td>
<td>Winter</td>
<td>Metal</td>
<td>Orderly, systems-oriented with a good eye for detail, strong at completing. Can find it difficult to start new things.</td>
</tr>
<tr>
<td>Spirit</td>
<td>Transition</td>
<td>Water</td>
<td>Connected, tranquil and spiritual. Focused on the “why” behind everything.</td>
</tr>
</tbody>
</table>

Each of us has a mix of these energies that contribute to the whole of who we are. You’ll see this mix reflected on the diagram with your wealth profile results. You’ll find each of the “energies” listed above with a percentage value based on your questionnaire results. These relative percentages define which one of the eight talent profiles is your talent profile, and which two other profiles are your secondary profiles.
Talent Profile - Frequency Graph

Name:

TALENT FREQUENCIES

| DYNAMO: | BLAZE: | TEMPO: | STEEL: |

PRIMARY TALENT PROFILE:

[Diagram of Talent Profile]
Primary Profile in a nutshell

**Strengths:** Reliable; careful; considered; meticulous; delivers on time; rarely over promises; provides gravity to a team; looks for what can go wrong; strong at turning a plan into a process

**Weaknesses:** Often procrastinates; easily distracted by detail; often needs more data before proceeding; can be slow to build up momentum; often more pessimistic than optimistic; often ends up collecting clutter; quick to walk away from chaos

**Successes:** When left to work at their own pace, Accumulators become the proverbial tortoise that wins the race. Slow and steady, they pick up the pieces that others leave behind. Shunning the limelight, they deliver through their results. They are happy for others to make a song and dance as they will be the ones calling the tune.

**Failures:** For the strengths that an Accumulator has in seeking out growing business value and appreciating assets, they never take the first rung in the value and leverage chain, opting instead for an easy entry path even though it may not be their strength at all.

**Roles to build trust & flow:** Project management, compliance, finance, HR administration, data management, documentation, organisation, time keeping, prioritising.

**Roles to destroy trust & flow:** Blue sky thinking, innovation, system design, presenting, cheerleading, networking, marketing, copywriting, project design.

**Accumulators to learn from**
Benjamin Graham (Graham Newman Corporation), Warren Buffett (Berkshire Hathaway), Li Ka Shing (Cheung Kong Holdings), Sandy Weill (Citigroup), Paul Allen (Vulcan Ventures), Carlos Slim Helu (Telmex), John Maynard Keynes (Economist), J P Morgan (J P Morgan & Co)
ACCUMULATOR

Summary
Accumulators are your best ambassadors. They are reliable, get things done on time, and are not prone to making rash decisions. Accumulators make the best project managers, when a specific task or a project needs to be delivered reliably on time and budget.

Accumulators always prepare and the most successful ones can be found doing their homework. As Warren Buffett said in an annual report, “Noah did not start building the Ark when it was raining.” Steady and dependable, if the profiles were compared to a football team, the Stars would be the strikers while the Accumulators would be the goal keepers.

While Stars are quick to spend, Accumulators are quick to save. Accumulators often fail as a result of keeping too much to themselves, rather than building the advocates who will network and speak on their behalf. They rarely act on impulse, and fail if they have not set the criteria to take action. Often accused of procrastinating, they simply need more data to make an informed decision.

When Buffett appeared on the TV program, Money World, he was asked what investment advice he would give a money manager starting out. “I’d tell him to do exactly what I did 40-odd years ago, which is to learn about every company in the United States that has publicly traded securities.” Moderator Adam Smith said, “But there are 27,000 public companies.” Buffett replied, “Well, start with the A’s.”

Once Accumulators connect to the right team, they can quickly be lifted while keeping the team grounded. They ensure that everything is in order and that what needs to get done gets done on time. Successful Accumulators are happy to remain down-to-earth, holding the kite strings while others fly high. Successful accumulators include Warren Buffett, his mentor Benjamin Graham, Sandy Weill, Hong Kong’s richest man, Li Ka Shing, and Microsoft co-founder, Paul Allen.

In for the long haul
The Accumulator is the safest of the profiles, relying on a system of incremental steps to achieve success. The best plans are sabotaged by the tendency of humans to wander off the beaten path. The natural Accumulator becomes successful by patiently sticking with it. Accumulators don’t need a lot of people to achieve a big difference. Buffett’s investment company, Berkshire Hathaway, has 15 staff. On the left side of the Talent Dynamics square, they can be happily hands-off, seeking out the next gem to add to their collection, while the others grow in value with little more than the occasional polish.
Doing your homework

As they expect to be hands-off, Accumulators will take longer to do their homework and to decide on when is the right time to act. They will look for talent or assets that need little maintenance. After Buffett has invested in a company he won’t interfere in the operations, saying, “At Berkshire we don’t tell 400% hitters how to swing.”

When it comes to project, Accumulators want to know the what and who, and then will work out the when and how. That means giving an Accumulator a blank sheet and asking them to work out what to do is a sure fire path to failure. Give them the parameters of a project, however, and they will go to it with gusto – and hit their targets on time. In fact, give them a script and clear instructions, and you will see an accumulator really shine.

If you need a repetitive task like telesales completed, giving it to a Star, Supporter or Deal Maker will usually lead to poor results – while these profiles are great with people, they also love variety and will get distracted by routine and restless when they can’t meet others face-to-face. Accumulators, on the other hand, will happily plug away on the phone with more interest in getting the job done than in the distractions of a prolonged meeting or too much small talk.

Accumulators often struggle if they attempt to start up projects and create products, but make money naturally when leaving the start-up to others. Their analytical skills and sense of timing make Accumulators excellent project managers who will find the way to deliver what is needed on time. This ability to be extremely reliable has led many Accumulators up the career ladder in areas that are not their passion. Many end up in senior roles, being faced with office politics, which they have little interest in and are ill equipped to handle.

While Creators and Stars often make things complicated, Accumulators like to keep things simple. In his 1989 letter to shareholders, Warren Buffet said, “After 25 years of buying and supervising a great variety of businesses, Charlie and I have not learned how to solve difficult business problems. What we have learned is how to avoid them.”

Accumulators are also the most risk averse profile. Accumulators don’t like to speculate. Where Traders seek spread, Accumulators seek a margin of safety. Benjamin Graham, the first successful value investor and Warren Buffett’s first mentor, made the distinction between investing and speculating saying there are two rules to investing. The first rule is ‘don’t lose’. The second rule is ‘don’t forget rule number one.’
Your Secondary profiles

**THE TRADER**

- **Dominant Wealth Frequency**
- **Action Dynamic**
- **Thinking Dynamic**
- **Tempo**
- **Introvert / Extrovert**
- **Sensory**

**Strengths:** Sensory; balanced; observant; insightful; grounded; creates loyalty easily; can multi-task; gets the right price; gets to the point; often sees things that others miss

**Weaknesses:** Can get bogged down in data; gets buried in activity; can miss the big picture; can lose confidence quickly; internalizes stress and doubt; once a position is set, hard to shift; can live in the moment at the expense of the future

**Successes:** Works best when in the thick of the action. Traders need to be hands on and actively engaged. When they are engaged, they remain grounded but if the anchor is up they are easily set adrift. When they are given the autonomy to make moment-by-moment decisions, without needing to leave the field of play, they excel.

**Failures:** Traders fail when their multi-tasking takes them into areas of creation, administration or presentation, which will be out of their flow. Without the right team to support them, Traders will tend to take too much on and will sink under the weight of their workload. Traders will be happy to take cues from others and then execute once the brainstorming is over. As a result, they are often overlooked in creative environments for the essential role they play in keeping the team grounded and the customers happy. Traders who fail to communicate their natural strengths end up frustrated without the connection and contentment they find in their flow.

**Roles to build trust & flow:** Customer care, project execution, time keeping, hands-on activity, market research, issue resolution, verification, team harmony.

**Roles to destroy trust & flow:** Strategic leadership, public speaking, marketing, systems analysis, big picture, initiating change.

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**THE LORD**

- **Dominant Wealth Frequency**
- **Action Dynamic**
- **Thinking Dynamic**
- **Steel**
- **Introvert**
- **Intuitive / Sensory**

**Strengths:** Controlling; cautious; organized; detailed; analyzes every situation; sees distinctions others miss; only comfortable once all bases are covered; able to list out every detail

**Weaknesses:** May excessively value tasks over relationships; little patience with social niceties; often involved in excessive organizing; can struggle in presenting complex ideas; can get absorbed in the data; often misses the big picture; often misses the big party

**Successes:** When focused on the back end, and freed of the front end, Lords rule. Once systems are in place to control business processes, Lords will run a tight ship and continually find ways to improve the bottom line.

**Failures:** When Lords are put in situations where they need to create and motivate, their dictatorial style can easily rub people up the wrong way. If they do not have the resources to access the data they need to operate effectively, they quickly become frustrated.

Lords need a controlled environment to operate. Yet this need for control often results in micromanagement, which can soon work against them. In fast growth industries, Lords can be left behind. As with every profile, choosing the right industry at the right time is a major factor in their success, and Lords excel when they are finding efficiencies within a consolidating industry.

**Roles to build trust & flow:** Controller, analysis, financial management, auditing, proof reading, measurement, distribution, detailed fine tuning, compliance, reporting.

**Roles to destroy trust & flow:** People management, motivation, networking, negotiating, marketing, product development, presentation, sales.
Your Talent Profile is a natural path not a label

YOUR TALENT PROFILE IS: | YOUR TALENT PROFILE IS NOT:
---|---
• Your path of least resistance | • A fad
• A Talent Dynamics profile that suits your personal strengths | • Something you can change at whim
• One of eight profiles each with its unique strategy | • A temporary foundation
• A proven path that others have already followed | • Your career path or profession
• A method for you to focus your time investment | • Your only path to add value
• A route to clarity and certainty of your path | (although others will take longer)
• A permanent foundation | • A place to hang responsibility
• A way to distinguish your talent from the industry or profession that you are currently in | • An excuse
• A method to select the right role models | • A label
• A tool to gain clearer understanding of yourself | • A reference point for your learning and growth
• A route to clarity and certainty of your path | • A permanent foundation
• A way to distinguish your talent from the industry or profession that you are currently in | • A method to select the right role models
• A tool to gain clearer understanding of yourself | • An excuse
• A reference point for your learning and growth

Further resources

Your Talent Dynamics Profile is a great starting point to step into your flow and naturally add and leverage value in your team and organisation.

However, the journey only starts here. Talent Dynamics has a rich set of tailored programmes, distinctions and powerful tools to facilitate sustainable and meaningful success of any enterprise or team.

Find out more here: [www.talent-dynamics.com](http://www.talent-dynamics.com)

Contact us by email at: info@talent-dynamics.com