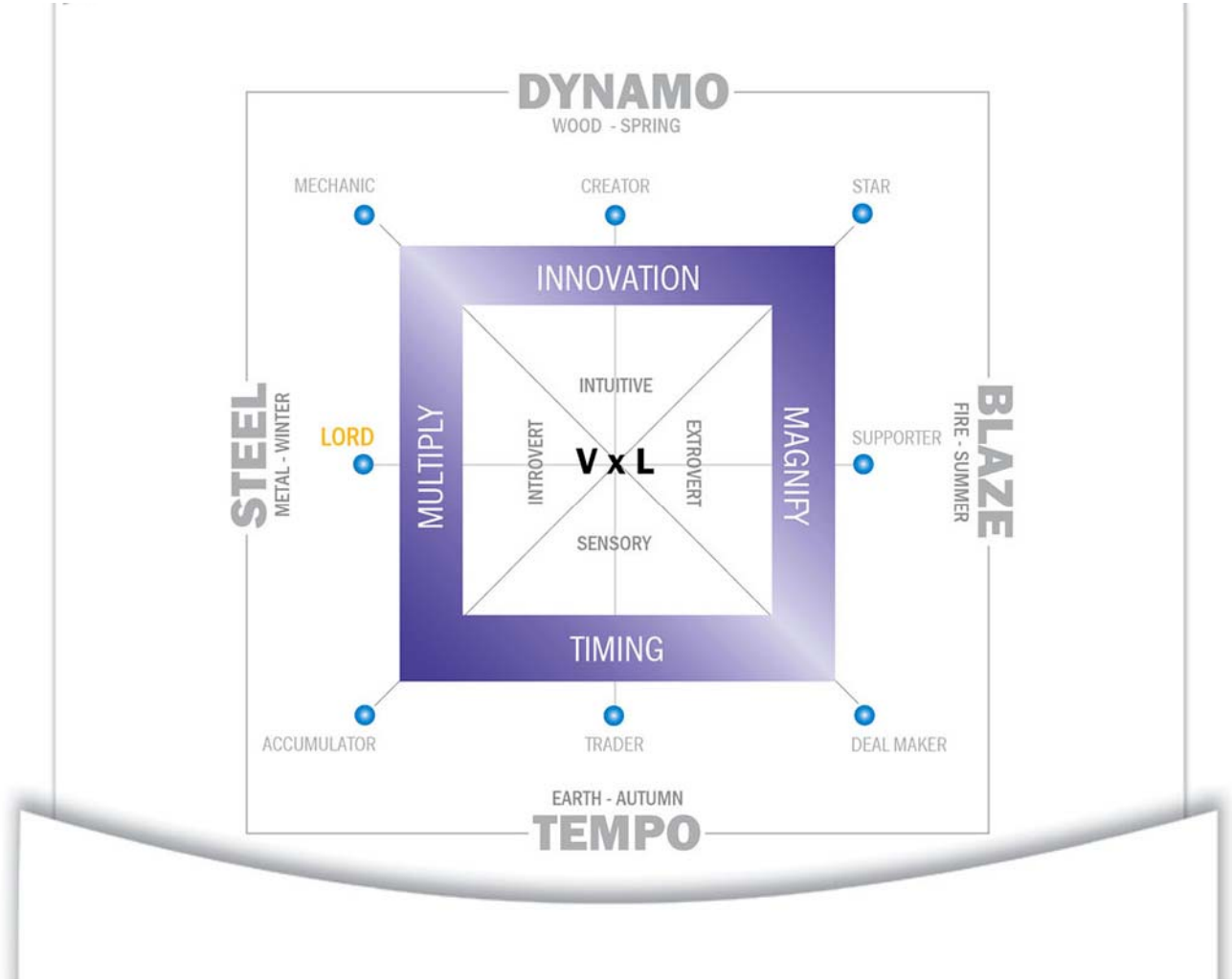




PROFILE REPORT



Your Talent Dynamics Profile is:

LORD



Introduction to Talent Dynamics



Talent Dynamics in a Nut shell

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 fulfilment 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

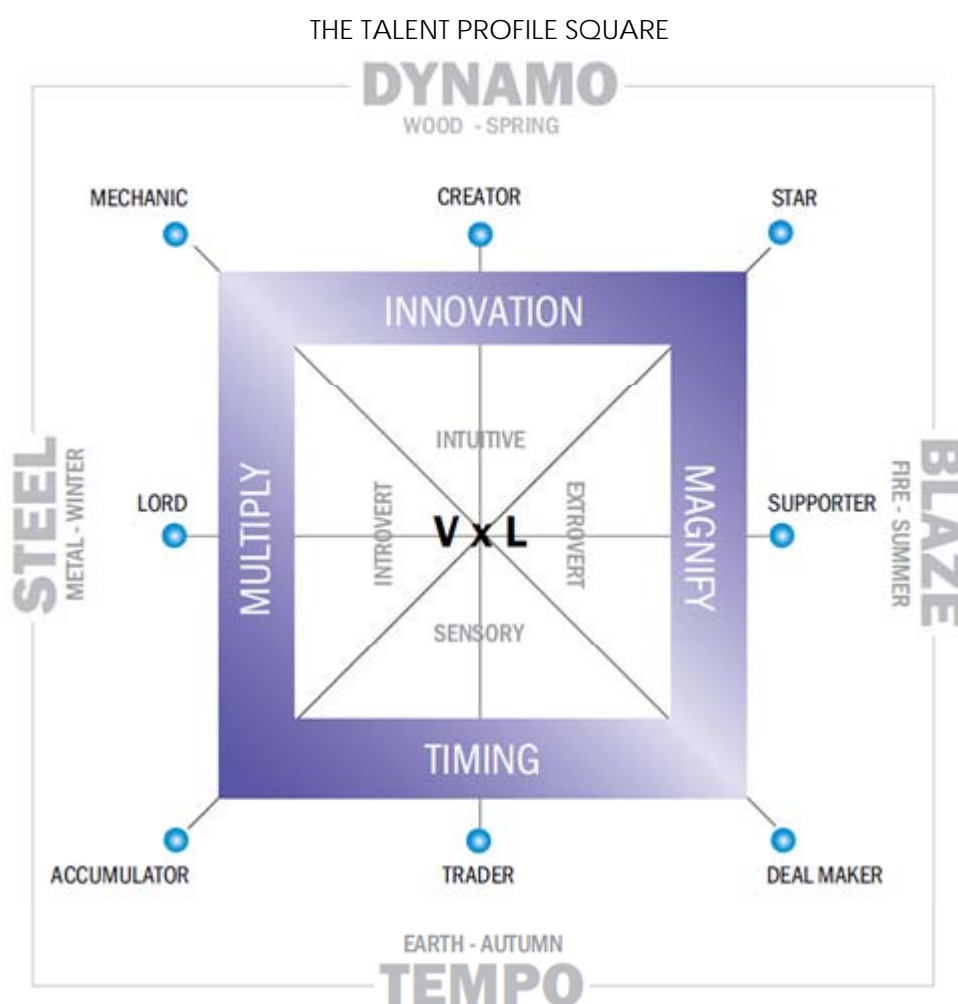
The Talent Dynamics Profile Square overview



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 highest in intuitive thinking, you will float up to one of the high-frequency profiles:

Mechanic, Creator or Star. If you are strongest in sensory thinking, you will gravitate to one of the low-frequency profiles: Accumulator, Trader or Deal Maker.



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:

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

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.

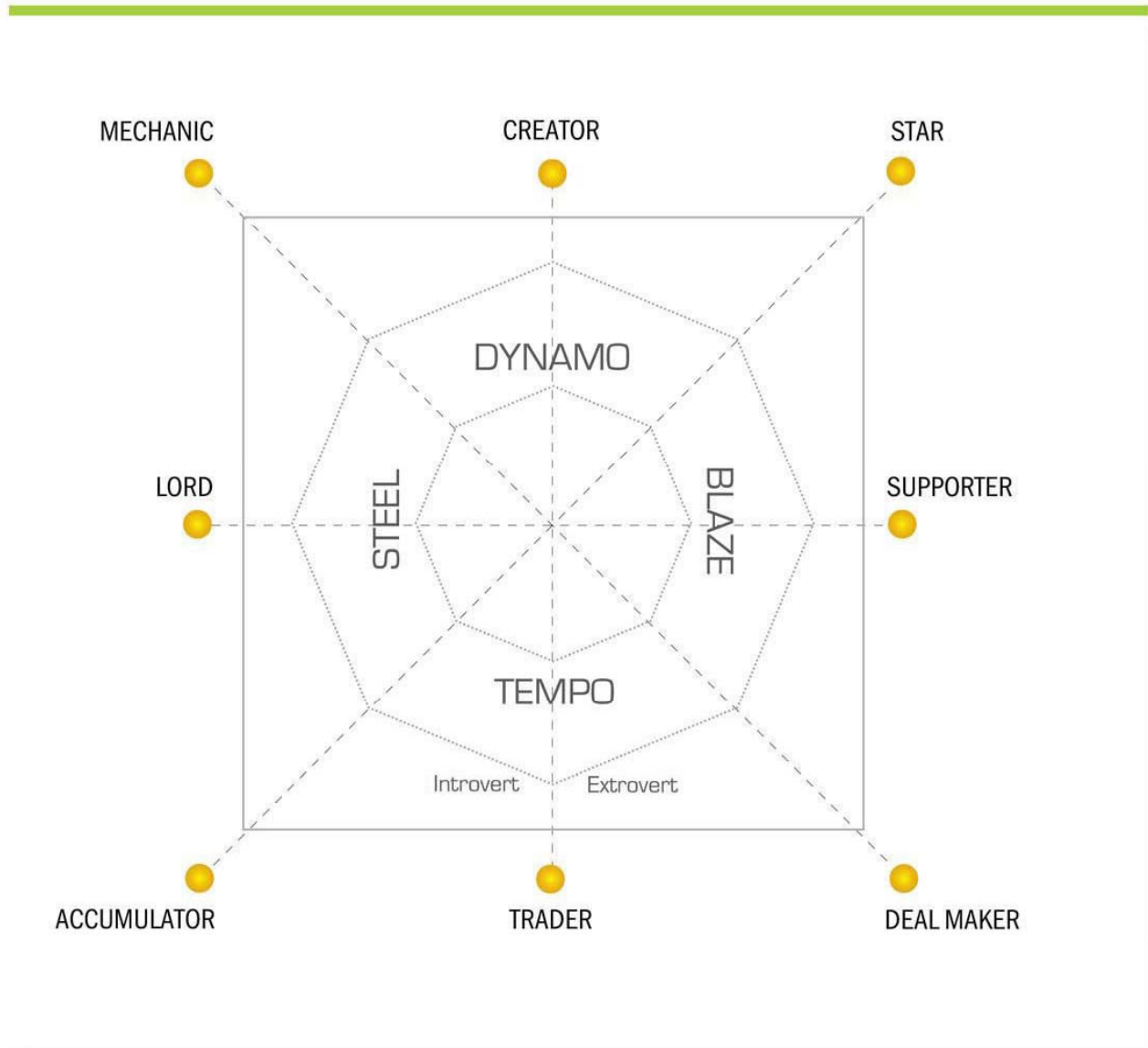
Talent Profile - Frequency Graph



Name: _____

TALENT FREQUENCIES			
DYNAMO:	BLAZE:	TEMPO:	STEEL:

PRIMARY TALENT PROFILE: _____



Your Primary Profile Overview



LORD

THE LORD		
Dominant Wealth Frequency	Action Dynamic	Thinking Dynamic
Steel	Introvert	Intuitive / Sensory

Primary Profile in a nutshell

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 micro management, 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.

Lords to learn from

John D Rockefeller (Standard Oil), Jean Paul Getty (Getty Oil), Andrew Carnegie (Carnegie Steel), Lakshmi Mittal (Mittal Steel), Sergey Brin (Google), Hank Greenberg (AIG), Frank Lowy (The Westfield Group)

Your Primary Profile Description



LORD

1/2

Summary

Lords are your best analysts. Give them the space to study the detail, and to deliver the data. Don't ask them to go out and network, as they are strongest when focused behind the scenes.

Lords love the detail, and are renowned for their thrift. One of the world's most successful Lords, John D Rockefeller said when reflecting on his life, "How well I remember the words of my mother, willful waste makes woeful want!" Lords can squeeze out the cash flow from business assets without needing to own the assets. Rockefeller became a billionaire in the oil industry without needing to own a single oil well. Mittal has become a billionaire in the steel industry without needing to own a single mine. Whether commodity lords, land lords or financial directors, they have the patience and diligence to collect and crank up every cent of cash flow they find.

While extrovert Supporters value people over numbers, introvert Lords value numbers over people, and don't have time for politics or niceties. They would rather deal with simple legwork than fancy footwork. Lords love certainty and hate risk. They also prefer to keep to themselves, and those who have not yet found their true value have often failed to see their analytical skills, risk aversion and need for control as their greatest strengths. When momentum grows, many Lords also cannot resist their tendency to micro-manage, which cash flow responds well to but which people do not.

Successful Lords include Andrew Carnegie, John D Rockefeller, Jean Paul Getty, England's richest man, Lakshmi Mittal, and Google co-founder Sergey Brin.

The lord is in the detail

Successful Lords are not seen, and rarely heard – until they emerge in control of an entire industry. Lords such as Carnegie in the early 1990's, and Mittal in the early 2000's, emerged in control of the steel industry after quietly building their empires for years.

Lords can be found wherever there is a fixed asset that is generating cash, whether it is a rented property or a leased vehicle. At the enterprise level, they become the aggregator for the cash flow of an industry, whether it is diamonds, oil or steel. Successful Lords have become billionaires by quietly controlling every aspect of the delivery chain, whether in oil, steel, property, consumer rentals or a website called Google.

Your Primary Profile Description



LORD

2/2

Keeping the change

Lords are famous for cutting costs and finding efficiencies in their business. The same economic thinking extends to their personal lives. Lords live frugally, watching every penny. They also look at the Creators and Stars of the world and in most cases believe they could never do what they do in the limelight, and would never want to either. Lords are at home with themselves and don't believe you need to draw attention to yourself to be successful. If you do, it seems a heavy price to pay.

Lords don't have time for politics or niceties. They would rather deal with simple facts than complicated people. When Rockefeller began buying up other refiners in the 1800's he did not wine and dine them, but instead said simply, "If you refuse to sell, it will end in your being crushed." And as he knew his numbers, he was right.

Lords will be first to analyze a situation, and will not act unless they have some level of certainty about the results they can expect. This can often cause friction with others. If Lords put themselves in a fast-paced, high-growth environment, they will often be seen by others as counter balancing the chaos that surrounds them. However, this role will often put them out of reach of their flow, as they are seen in a support role and could not be replaced. And here lies the critical point.

Successful Lords not only know they can be replaced, they want to be replaced. With their assets and business temas working for them, they have the time freedom to do whatever they want. Lords who have not become successful are passing their true value every day. They simply have not had the luck to stumble upon a Lord who can show them how. When a Lord-in-waiting realizes that few Lords use much of their resources at all to create their cash flow, then motivation suddenly sets in.

Lords are often the most useful profile to have at a brainstorming session. Why? When a group of Creators are left together with their heads in the clouds, the best ideas can be left floating in the ether. A Lord will document the ideas, categorize them, prioritize them, and see to it that there is a process designed to pull them from the top drawer to the bottom line.

As Lords have a strong introvert dynamic, many have never found their flow as they have kept to themselves. When connected to the right business, team or mentor, they soon sparkle. Supporters warm to the summer energy of fire frequency. Lords cool to the winter energy of metal frequency. They find their flow in certainty rather than variety, and are best when delving into the detail.

In any industry's winter season, products become commodities where companies compete on price. This is where Lords shine, weathering the peaks and troughs of their industry pricing by the unassailable position they have built by being in their flow. Andrew Carnegie, Jean Paul Getty, John D Rockefeller and, more recently, Lakshmi Mittal and Sergey Brin, dominated their markets by the yield-per-dollar they could generate from their scale and efficiencies.

Your Secondary profiles



THE MECHANIC

Dominant Wealth Frequency	Action Dynamic	Thinking Dynamic
Steel / Dynamo	Introvert	Intuitive

Strengths: Innovative; perfectionist; detail-oriented; completes things well; able to quickly fine-tune; spots inefficiencies in the system; able to simplify and replicate

Weaknesses: Can seem aloof and removed; can cause friction with their communication style; often very structured and inflexible; internal focus can miss market shifts; focus on perfection can lead to slow willingness to change.

Successes: Mechanics are at their best when they can get hands-on with business processes and find ways to consistently improve. When they are tied up with people issues and have little freedom to change things they soon become frustrated. Mechanics don't take things at face value, and so excel when given the freedom to take things apart.

Failures: Mechanics are often mistaken for Creators, and so are left to map out plans and strategies, which they have difficulty doing. While Creators can quickly come up with a half-baked idea that will change as it grows, Mechanics won't be satisfied until they can present the fully-baked solution: a prototype, the ingredients, a comprehensive recipe and a pre-heated oven. Without the right product and team attraction, and without the right environment to operate in, Mechanics will soon struggle to get into their flow, as they will be distracted with imperfections and inconsistencies that they will want to change.

Roles to build trust & flow: System design, perfecting processes, completing tasks, component assembly, fine tuning, operational strategy, data collection.

Roles to destroy trust & flow: Negotiating, customer service, marketing, sales, data analysis, project start-up, people management, selection, motivation.



THE ACCUMULATOR

Dominant Wealth Frequency	Action Dynamic	Thinking Dynamic
Tempo/ Steel	Introvert	Sensory

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.

What is next?



Your Talent Profile is a natural path *not* a label

YOUR TALENT PROFILE IS:	YOUR TALENT PROFILE IS NOT:
<ul style="list-style-type: none">• Your path of least resistance• A Talent Dynamics profile that suits your personal strengths• One of eight profiles each with its unique strategy• A proven path that others have already followed• A method for you to focus your time investment• 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• A reference point for your learning and growth	<ul style="list-style-type: none">• A fad• Something you can change at whim• A temporary foundation• Your career path or profession• Your only path to add value (although others will take longer)• A place to hang responsibility• An excuse• A label

“We do not change as we grow older; we just become more clearly ourselves.” – Lynn Hall

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

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

