

# PROFILE REPORT



**Tim Matcham**

YOUR TALENT PROFILE IS:

**SUPPORTER**

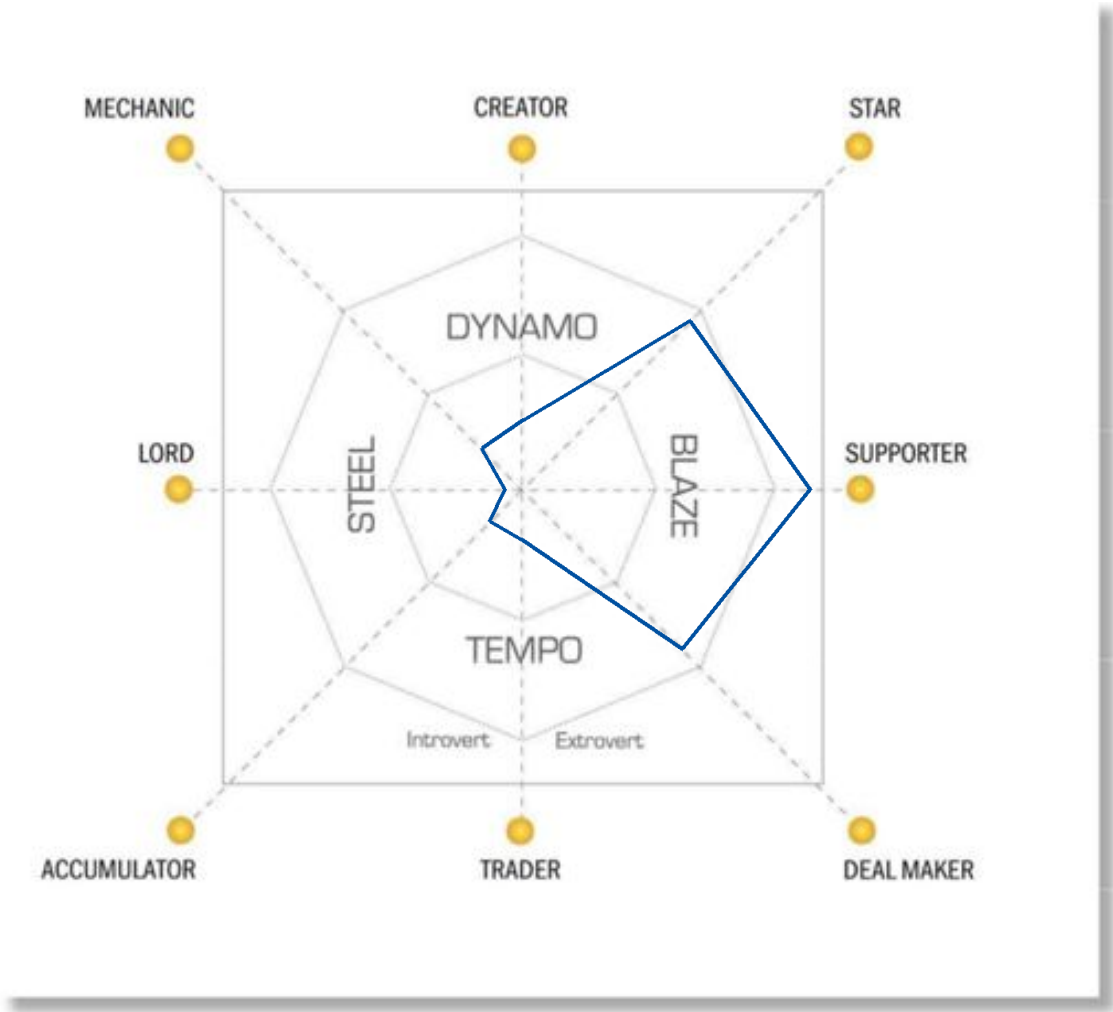


Name: **Tim Matcham**

Primary Talent Profile: **Supporter**

**TALENT FREQUENCIES**

Dynamo: 16%	Blaze: 68%	Tempo: 12%	Steel: 4%
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## Thank you for taking the Talent Dynamics Profile Assessment

In the following report you will learn what it means to be a Supporter profile. What is the purpose of this report and the Talent Dynamics system? The principle behind Talent Dynamics is that individuals, teams and companies are at their best when they are in flow. Put simply, flow is your path of least resistance. When you are in a team in flow, productivity increases, results improve dramatically, you have more fun and feel more connected to the organisation. The purpose of this report is to explain how Supporters get into their flow by staying focused at what they do best.

In this report you will recognise the strengths and challenges of your profile, and see what you should – and more importantly should not – be doing to stay in your flow. We also cover how your profile links to the other profiles, so you can begin to appreciate the people around you, how to bring out the best in them and support them towards their own natural paths. You will see that Talent Dynamics is far more than a profiling tool. It is a language which allows you to tune in to where trust and flow is occurring within your own performance, within your team and your company, in a way that shows you how to create more of both.

## How to get the most out of your Talent Dynamics Profile

If you think of the eight profiles as eight games that are as different as basketball is to football or baseball, you can see that each one has different rules, different parameters and different winning and losing formulas. In basketball, you're told to pick up the ball and not to kick it. In football, you're told to kick the ball, not pick it up. In models of leadership we constantly get contradictory advice and neither is wrong, it's just they are referring to different games.

While many profiling tools exist, Talent Dynamics provides an explicit path to building trust and flow. It allows us to identify role models to learn from, identify our strengths, challenges, and how they relate to others. Talent Dynamics shows us how each profile relates to the stages within team formation, the cycle of growth within a business, and the trends within markets. No matter how well we may have operated in the past, shifts in the cycle can lead to our winning formulas becoming losing formulas. Within this report, we will also see how the different profiles differ in leadership styles, learning styles and in their natural communication style.

Knowing your Talent Dynamics profile is the first step within the Talent Dynamics pathway. Use this profile report as a compass within the map provided by your Talent Dynamics Consultant.

Enjoy the journey,

Roger James Hamilton



# SUPPORTER

Your Primary Profile 'in a nutshell'

Talent Frequency	Action Dynamic	Thinking Dynamic
Blaze	Extrovert	Intuitive/Sensory



**Strengths:** Relationship-focused, confidence-building; able to lead; able to follow; enjoys team building; enjoys meeting new people, loyal to the team.

**Challenges:** They have little patience with numbers or details and are often restless on their own. They can easily defocus, loving to simply chat. They can change direction often seeking constant variety.



**Successes:** They are best when in a team, bringing out the best in everyone. They will shine if given a clear direction and outcomes to achieve. They take the time with each team member, quickly building loyalty. They are best when provided creative input and back-up.

**Struggles:** Failure comes from being left on their own to figure everything out. Supporters fail by not having enough direction or when their team is taken away from them. They also lose energy without fun and celebration.



**The best activities in teams:** Relating to people, organising the team, motivating, communicating, people-focused leadership, learning through conversation and teams, communicating through one-to-one discussion.

**The worst activities in teams:** Financial management, system planning, measurement, creating new ideas, starting or finishing things, detail-focused leadership, learning through text books, communicating through data.



**The best activities in the workplace:** Leadership, marketing, relationship management, sales, support, team building, motivation, support team to Creators and Stars.

**The worst activities in the workplace:** Financial detail, research and measurement, administration, innovation, product development, data processing.

Supporters to learn from: Jack Welch (GE), Michael Eisner (Disney), Steve Case (AOL Time Warner), Meg Whitman (eBay), Steve Ballmer (Microsoft), Louis Gerstner (IBM), Lee Iacocca (Chrysler), Tony Blair (Ex-UK Prime Minister)



# SUPPORTER

## Your Primary Profile Description

In Talent Dynamics, you have one primary profile and two complementary, secondary profiles. Each is a different path with its own set of rules. The two secondary profiles serve as ‘wings’ to the primary profile. The pace you move at and the waves you make will depend on how much of your time you focus on your primary path. Your primary profile is Supporter and your secondary profiles are Star and Deal Maker.

## Summary



Supporters are the best leaders but don't expect them to come up with the plan themselves. Build a plan and set the goals with a Supporter and then let them lead the team towards the plan. Let them set their own management style and their own agenda. Always give them an environment of fun, variety and celebration.

While Stars are busy shining, Supporters are busy lighting up others. Supporters are the strongest leaders, as they can turn value into action by encouraging and motivating.

As Jack Welch says, “Information moves so fast today, and everyone has more information than the CEO does. So the only role of the CEO is to be out there energizing people and turning this information into action.”

Supporters are masters at energizing teams by giving them the confidence they need to succeed. Quoting Welch again, “Giving people self-confidence is by far the most important thing that I can do. Because then they will act.” Supporters supply the glue without which great plans would crumble.

Successful supporters in life have chosen the right person or company to support and have stayed for the long term, building a team that is often as loyal to them as the company. Steve Ballmer has led Microsoft, giving Bill Gates the space to create and his shares in Bill's company now give him a net worth of over \$13 billion. Notable Supporters include Jack Welch (General Electric CEO), Michael Eisner (Disney CEO), Steve Case (AOL CEO), and Meg Whitman (eBay CEO).

## The Natural Leader



Supporters are outgoing, loyal and fantastic networkers. Their value is in the heat of the moment – the relationships they create and the enthusiasm they can offer. Left to themselves they often get indecisive and lost – like fire without wood. When given the opportunity to build their own team, the team can outpace, outsmart and outperform the most quick-witted competitor.

Successful supporters have built their reputation around their ability to mobilize teams to perform. In an innovative environment they thrive, with new products or projects adding fuel to the flames: the more wood, the stronger the fire. The sharper the products, the smarter their marketing and leadership. Innovation, though, is left to others as Supporters are too busy leading from the front to have their head in the clouds.



# SUPPORTER

## Your Primary Profile Description

### It Wasn't Me, It Was The Team

While Dynamo frequencies, such as Mechanics, Creators and Stars are busy creating value and have no shame in taking credit for it, Supporters see motivation as one of their key roles and will always be the first to praise the team. The opposite is also true. If the team isn't being respected, it will be the Supporters who will be first to speak up on behalf of the team.

Successful Supporters stay focused on asking 'who' should I work with instead of 'what' should I do? When they are too focused at seeking out their own 'what' or 'why', they soon lose their way. With strong interpersonal skills, a Supporter is more comfortable out meeting people than creating systems and so it is also easy for value to be lost as quickly as it is being created.

This is why Supporters work best as the glue between the beginning and end of the projects they get involved in. While Stars generate hands-off admiration, Supporters attract hands-on motivation which means they create loyalty with their teams wherever they go.



### How Supporters Lead Best

Despite being one step away from the Star profile, the two are as different as thunder and lightning. Supporter profiles engender plenty of loyalty wherever they go, one of the Star profile's greatest challenges. This is because while Stars generate hands-off admiration, Supporters attract hands-on motivation. Supporters are both intuitive and sensory, which means that they often can act as the antenna for a more removed value creator, leading by being the implementer from vision to action through people.



### How Supporters Communicate Best

Supporters love to chat and they don't see this as hard work. While they like a two-way interaction, they are not as comfortable as Stars with taking the stage as they don't work well with one-way presentations. With strong interpersonal skills, Supporters communicate best through casual conversation and concepts brought to life through stories and participation. It's easy for Supporters to get distracted, so the key is for a Supporter to start with a clear message and outcome to their communication which allows them to drive it home.



### How Supporters Get Into Flow

Supporters love group activities and having a chance to be appreciated by their group. Their flow comes from both being appreciated and having the chance to appreciate and value others. Micro-management does not work for Supporters but giving goals that they can then achieve with others does. Supporters get into flow through variety and excitement, which is the opposite of those high on Steel energy, who prefer certainty and stability. When this energy is brought into a project and focused on results it warms up the entire team.



# STAR

## Your Secondary Profiles ‘in a nutshell’

Talent Frequency	Action Dynamic	Thinking Dynamic
Dynamo/Blaze	Extrovert	Intuitive



**Strengths:** Creative; outgoing; able to motivate and inspire others; quick to connect; holds the stage; high energy and knows how to have fun.

**Challenges:** They are often overpowering and can forget to consider everyone. They are not strong at detail, often running with first ideas before considering others.



**Successes:** They are best when they are free to express and develop their own identity. Stars are best when able to work on their presentation and performance, provided their light is used to shine on others around them. Stars need a team to be at their best.

**Struggles:** They can frighten others away by expecting too much of them or taking on too much themselves. When Stars are overly judgemental of others, or themselves, they find themselves all dressed up with nowhere to go.



**The best activities in teams:** Creative projects, big picture thinking, promoting projects, leading the team, people-focused leadership, learning through conversation and discussion, communicating through debate and performance.

**The worst activities in teams:** Detailed study, time-keeping, system planning, measurement, looking after everyone, keeping views to themselves, detail-focused leadership, learning through text books, communicating through data.



**The best activities in the workplace:** Marketing, promotion, sales leadership, presenting, leading out of crisis, motivation, starting new projects.

**The worst activities in the workplace:** Financial detail, research and measurement, customer care, detailed writing, patient listening, project management.

Stars to learn from: Oprah Winfrey (Harpo), Martha Stewart (MS Living Omnimedia), Madonna, Lady GaGa, Arnold Schwarzenegger (California Governor), Bono (U2), Bill Clinton (US President), Barack Obama (US President)



# DEAL MAKER

Your Secondary Profiles 'in a nutshell'

Talent Frequency	Action Dynamic	Thinking Dynamic
Blaze/Tempo	Extrovert	Sensory



**Strengths:** Outgoing, entertaining, approachable, listening to others, always connecting people, quick to see opportunities, always in conversation.

**Challenges:** They need structure to get results. They are often too quick to please, often mischievous and easily distracted by others or their ideas. They can often be left unsure of their own identity.



**Successes:** They are best when free to connect with others, out and about. Deal Makers need variety and constant contact, with clear directions and rules to the game. They are energised by others and work by bringing people together.

**Struggles:** Without clear direction, Deal Makers are often lost or can't decide on the best way forward. They are so busy helping others, they often forget themselves. They will hide in the background if not acknowledged or included.



**The best activities in teams:** Sourcing materials or resources, speaking one-to-one, looking after everyone, service-focused leadership, learning through role-play and hands-on experience, communicating one-to-one.

**The worst activities in teams:** System planning, measurement, creating new ideas or plans, public presentations, task-focused leadership, learning through visuals, communicating through visuals or presentations.



**The best activities in the workplace:** Networking, negotiation, partnerships, market research, peacekeeping, conflict resolution, diplomacy.

**The worst activities in the workplace:** Financial accounting, system design, disciplining, innovation, project leadership, product design, detailed reporting.

Deal Makers to learn from: Donald Trump (The Trump Organization), Henry Kravis (Kohlberg Kravis Roberts), Masayoshi Son (Softbank), Rupert Murdoch (News Corp), Roman Abramovich (Chelsea Football Club owner)





## An Overview of Talent Dynamics

“Focus on your strengths, not your weaknesses. Follow your flow!”

### Talent Dynamics ‘in a nutshell’

Two challenges that companies face today are walking the paths of sustainability and growth. Look at a company as a living system. In the same way that the health of a living structure like the human body can be reduced to the health and growth of the cells in the body, the health of a company can also be measured and improved through these two aspects.

### Growth, Leverage and Flow

On the Talent Dynamics Square, there are two different ways to create value. There are also two different forms of leverage. Leverage is the driver of profitable growth and comes from an understanding of how to achieve more with less.

Within Talent Dynamics, growth is achieved through leverage, and this is measured through flow. Every Talent Dynamics profile has a different area in which they provide flow to others. Every profile also has an area where they can block flow. For example, a Creator will add flow to the creative process but is also the most likely to cause a block in the flow of timely execution.

Too often teams and companies have paths of flow to get things done that are far from the best. They must navigate around people or entire departments that often block flow. With Talent Dynamics these paths can be unblocked and adjusted with radical changes to efficiency and productivity. This provides measurable growth in revenue and profit.

### Sustainability, Value and Trust

Within Talent Dynamics sustainability is maintained through value, and this is measured through trust. The moment we lose trust we cease to see value and flow ends. Every Talent Dynamics profile has a different area in which they are naturally trusted and specific areas where trust breaks down. For example, a Creator can always be trusted to come up with new ideas but not always to complete on time or to reliably follow through on routine tasks.

It just so happens the area we are most trusted in is also the area we naturally move to because it's what we love most. Building teams that enable us to trust each member's natural strengths while supporting each on their weaknesses grows trust to the level of the team and further to the company. This builds value which leads to sustainability.

### The Power of Flow

Talent Dynamics begins by looking at the flow of talent to ensure each team is maximising the talent in each member. It then extends to the impact on the flow of communication, knowledge and resources. This expands to the flow of commercial value, cash and capital.

As in a living body the flow within each cell will have a direct impact on the flow and health of the entire system.

## The Talent Dynamics Square

### What is the purpose of the Talent Dynamics Square?

The Talent Dynamics Square gives us the relationships between the eight Talent Profiles. Think of it like an eight-sided mountain, where there are different rivers flowing down each side. Each of us has our own flow, with natural ways in which we think and act.

The square shows the two opposites in the way we think and the way we act.

Some of us think more with our 'head in the clouds', where we are more 'creative'. We depend on our imagination.

This is the 'Dynamo' energy on the top of the square.

Some of us think more with our 'ear to the ground' and are more 'sensory'. We depend on what we see around us.

This is the 'Tempo' energy at the bottom of the square.

Some of us act more through people and are more extroverted. This is the 'Blaze' energy on the right side.



Some of us act more through data, and are more introverted. This is the 'Steel' energy on the left side.

The eight Talent profiles fit around the Talent Dynamics Square. Each has a different balance of how they most naturally think and act. You will find that everyone in your team has a profile and a natural path to success.

These four energies are also related to the four seasons, spring, summer, autumn and winter.

## The Eight Talent Profiles



### Creator Profile

Creators are the best initiators. Although they can be quick to create chaos they can be surprisingly innovative at finding ways out of chaos. Put them in charge of new projects but move them on to the next creation once their job is done.



### Star Profile

Stars are the best promoters. They need to lead from the front. Give them the chance to shine and give them the space to deliver results without tying them down. Give them the systems and support to enable them to focus on building new business.



### Supporter Profile

Supporters are the best leaders. Don't expect them to come up with the plan. Build a plan and set the goals with a Supporter and then let them lead the team towards the plan. Let them set their own management style and their own agenda.



### Deal Maker Profile

Deal Makers are the best peacemakers. They will leave everyone feeling good. Don't expect them to go out cold calling as they thrive on building the relationships they have. Work with Deal Makers to nurture the customer and relationships you have.



### Trader Profile

Traders are your best negotiators. They always know what systems and which people will provide the service and support to cement a satisfied and loyal customer relationship. They work best when given clear parameters to work within.



### Accumulator Profile

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 needs to be delivered reliably.



### Lord Profile

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, spend time building relationships or in negotiations as they are strongest when focused behind the scenes.



### Mechanic Profile

Mechanics are your best completers. They will wrap up the process and find smart ways to do it better next time. Don't ask a mechanic to start from scratch but give them an existing process or product to improve on.



## Origins of Talent Dynamics

### Where does the system come from?

Created by Roger James Hamilton, Talent Dynamics is an extension of Wealth Dynamics – a unique personality profiling system for entrepreneurs, which is currently used by over 80,000 entrepreneurs around the world.

### The history of personality profiling

Talent Dynamics is based on a long history of tradition and 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 published his definitive translation in 1923. In the early twenties he spoke on it at a Psychology Club in Zurich, attended by Carl Jung,

Jung had experimented with the I-Ching before meeting Richard Wilhelm and he drew upon it heavily for his book 'Psychological Types' (1921) and his theories on 'Synchronicity' and the 'Collective Unconscious'. Jung pioneered psychometric testing in the West and his work is the basis for many psychometric tests available to companies today.

### The five natural "frequencies"

Talent Dynamics is unique in that it links the missing elements that Jung chose not to include from the original thinking in the I Ching. The ancient Chinese philosophies describe five natural "frequencies", each of which is linked to a season (one of which is called "spirit"). These energy types are described by character traits that we can see easily in people around us.

"When you follow your flow,  
you find yourself."

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 talent profile results. You'll find each of the "frequencies" within your own profile graph 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. On the following pages, you will see how each of the eight profiles differs based on their balance of the different frequencies.

### The relationship of profiles to time

Unlike any other profiling system, Talent Dynamics has a close relationship with the cycles of time. This is extremely valuable today in our fast changing markets. Each business goes through eight distinct stages that relate to the eight profiles and all industries go through cycles similar to seasons.

As a company moves through each stage, it requires a different type of leadership.

This notion of frequencies matching the changes in seasons is core to the philosophy of the I-Ching, the title of which translates to 'Book of Changes'.



## The Five Frequencies

Our primary profile is the game we play when we are in our flow. Each of us has a primary profile based on the balance of our frequencies. We were all born with a different mix of the five frequencies.

The four base frequencies form the four sides of the Talent Dynamics Square. Each of these four frequencies is a state of change like the four seasons. When you take the Talent Dynamics profiling test you identify how much of each frequency you hold. The balance determines which of the eight games you play most naturally. It is the profile that creates the greatest resonance and harmony with your natural frequencies. The more time we invest in our strongest frequency the sooner we get into our flow. Here are the five frequencies:

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.

The fifth frequency is what Aristotle called 'The First Mover', being the source to the rest. This is the water energy which is the basis of flow. This frequency is outside of time. The five frequencies form a cycle that begins and ends at water. Every project, business, industry, country goes through these frequencies as they cycle from creation to completion and back to creation.

Our effectiveness changes as we resonate with our environment and as we resonate with our time. Even in the right environment as time changes we can lose our flow. The winning formula can become a losing formula. Great leaders recognize this and will move their teams, departments and even their own positions to support the phase the business is in to stay in flow.

All teams have a collective frequency that sets the environment for everyone in the team. New product development and strategy require a Dynamo team. Sales, marketing and networking require a Blaze team. Service, troubleshooting and scheduling require a Tempo team. Financial management, analysis and systems require a Steel team. Vision and setting culture and values require a Spirit team. Teams will often get into flow by simply adding individuals with the right frequency with the resulting shift increasing the effectiveness of everyone in the team.

To find the frequency of your team overlay the profiles of each team member and create a combined graph. This will create an aggregate Talent Dynamics profile for the team. If you have done the graph with your Talent Dynamics Consultant they can provide you with the team graph and talk with you about using this information.



## The Five Aspects of Vision

### 20/20 Vision

Why do we need a team? A team in flow gives us far better vision for what's coming. Each of our profiles gravitates to one of the five aspects of vision based on the question each asks most naturally.

### Dynamo provides Perspective.

– Best at asking “What?”

Perspective is related to depth of vision. Perspective gives a deeper view of what is possible. Perspective focuses light and sparks the flame yet this focus can miss the elements on the edge. Dynamos are great at providing perspective but often at the expense of the peripheral issues.

### Tempo provides Perception.

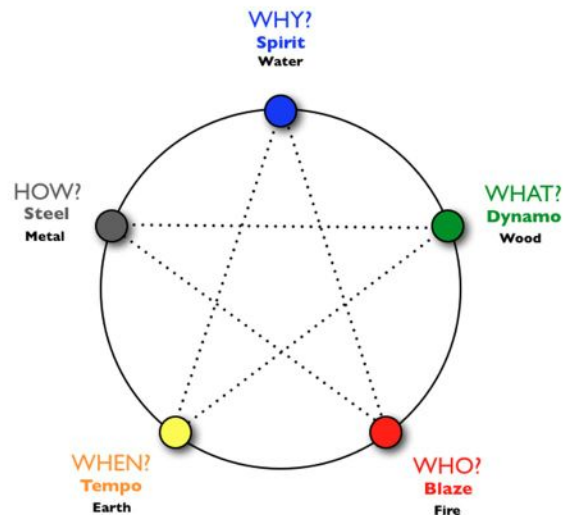
– Best at asking “When?”

Perception is related to breadth of vision. Peripheral vision gives a wider view of what is there. Perception includes more distinction on what already exists. It grounds experience in place and time yet can miss what might be. Tempos see the wood for the trees but often miss the bigger picture.

### Steel provides Clarity.

– Best at asking “How?”

Clarity is related to the detail of vision. Clarity can see in black and white and can pick up detail that others will miss. Clarity can distinguish between the different elements of a situation yet can miss the fun in the moment. Steels see every detail, but often at the expense of the people involved.



### Blaze provides Colour.

– Best at asking “Who?”

Colour is related to drama of vision. Colour can make our vision come alive with variety and vibrancy. Colour allows us to see the rainbows in light and gives us a chance to dance. Yet with colour we lose clarity and can easily miss the detail. Blazes see the excitement but often miss the detail.

### Spirit gives Insight.

– Best at asking “Why?”

The fifth element offers the fifth aspect of vision; insight. Insight transcends our two eyes and is seen through what different cultures have termed the ‘third eye’. Insight relates our outer world to our inner knowledge or in Jungian terms, our ‘conscious’ to our ‘unconscious’.

When we bring together the right team we build the power of great vision. With great vision we can turn great thoughts to great action. We can turn ideas into reality.



## Effective Operating Systems

“Plant a seed in the wrong place and no matter the seed, no flower will grow.”

### Dressed for Success

Each of the five frequencies requires a different foundation to flourish. If you put yourself or any of your team into an environment that doesn't suit your individual profiles all success will be short-lived. Here are the emotional needs linked to each of our five frequencies:

### Dynamo needs Significance: “Grow”

Take away significance, esteem or independence from their operating environment and Mechanics, Creators and Stars will leave if they can. Provide an environment that gives them the freedom to grow and they will work at their best. A Dynamo's greatest stress comes from a loss of independence and a loss of any prospect to individually shine.

### Tempo needs Connection: “Slow”

Tempo frequency does not need independence. Take away their connection or comfort and they will soon react. While Dynamo needs to fly, Tempo needs to be grounded. When a project is moving too fast, Tempo will want to slow it down. If connections with customers or staff become strained a Deal Maker, Trader or Accumulator will want to re-connect before progressing.

### Steel needs Certainty: “Know”

Steel frequency strengthens with certainty. Invite Steel to a wild party and they will be the first to take a rain check. Take

away certainty and discomfort sets in fast. Performance comes from predictability. Force an Accumulator, Lord or Mechanic to perform without preparation in front of something as unpredictable as people and you'll experience how cold winter can be!

### Blaze needs Variety: “Glow”

Blaze frequency burns brightly out and about. Variety is about people and places. Put Blaze in a back office with a spreadsheet and the flame soon goes out. Lock a Star, Supporter or Deal Maker into a fixed plan with no variety and don't expect them to shine. Get them out and about however and watch them ignite.

Understanding the need for an effective environment in which to operate gives us an insight into why those around us react to change. Change their environment and it changes their performance and comfort. It also gives us the chance to communicate more effectively.

### Spirit needs Growth & Contribution: “Flow”

The fifth element flows on growth and contribution. As our water element grows, our need for each new learning cycle grows as well. The more water, the better the garden grows. This is a choice. Some of us have chosen to ignore this process of growth and contribution. Some of us go from day to day without asking ‘Why?’ We do not grow, we do not contribute and flow eludes us.



## Leadership Styles

“The best leadership always starts from within.”

### Each Profile leads differently.

There are many books out there explaining how to be a “good leader”. The truth is each frequency has a leadership style that comes naturally. If you try and adjust your style to something different it will not only be uncomfortable, it will feel like hard work. At critical moments you will snap back to your natural style.

### Dynamo is Task-based.

Dynamo leadership is based on driving forward the new idea or project and knocking over the tasks to move ahead. People, analysis and timing all take second place to action. As Richard Branson said, “I believe in benevolent dictatorship provided I am the dictator.” If you want to get things moving, put a Dynamo leader in place. But once things are moving, move him on to the next project and appoint a new leader!

### Blaze is People-based.

Blaze leadership is based on motivating people to perform at their best. Not the most important thing if you do not yet have the value in the market but once that is in place collective communication and collaboration become key. In the words of Jack Welch, “In leadership you have to exaggerate every statement you make. You’ve got to repeat it a thousand times and exaggerate it.”

### Tempo is Activity-based.

While Dynamo is about creation and Blaze is about collaboration, Tempo is about

consultation. When Woodrow Wilson said, “The ear of the leader must ring with the voices of the people,” he was talking about Tempo leadership. A Tempo leader will check themselves and their teams against their activity, relative to the market. Don’t expect a creative plan from a Tempo leader. You can expect what needs to be done to get done in time.

### Steel is Data-based.

While Tempo is about consultation, Steel is about calculation. Where a Blaze leader can assess his sales team by being out on the field with them the Steel leader will know just by looking at the numbers. When entrepreneurs such as Getty and Rockefeller are criticized for their aloof style, it is that style which enables them to lead from the back, rather than from the front or side.

Having great leadership around you does not come from trying to mould leaders into a particular style. It is about understanding what cycle your businesses are in, what leadership is needed, and then putting in place the leader whose frequency resonates most effectively. Leaders change markets and markets change leaders based on this cycle of resonance.

### What about the Spirit Frequency?

The fifth element has a leadership style. While the four base frequencies are based on creation, collaboration, consultation and calculation, the fifth frequency is based on contribution. The fifth element, water, is the key to flow. Flow is based on not just effective receiving but more importantly on effective giving. Knowing “why” we are doing what we are doing – to give it back – leads us inevitably to our flow.





## Team Roles and Cycles

Leadership of any business needs to evolve as the business evolves. Henry Ford said, “Asking ‘Who ought to be boss?’ is like asking ‘Who ought to be the tenor in the quartet?’ Obviously the man who can sing tenor.”

As the season of your business changes, ensure the right profile is leading the change. The leaders of the most successful new start-ups are always Creators and Stars with Dynamo frequency. The leaders of companies that are acquiring market share and market presence in a consolidating industry are always Supporters and Deal Makers with Blaze frequency. The leaders of the most successful companies who have already begun to dominate their niche are always Traders and Accumulators with Tempo frequency. The leaders of companies consolidating mature markets are always Lords and Mechanics with Steel frequency.

How do you know what season your business is in? Look at what season you have just passed through.

Do you have a great product that has proven itself in the market? You are out of spring and into summer. You need to focus on building your market.

Do you have many new customers and sales are coming easily? You are out of summer and into autumn. You need to focus on servicing your customers well.

Are your customers happy and your staff settled? Then you are out of autumn and into winter. You need to focus on building the right systems for the next spring.

The biggest error that business leaders make is when they hold on to their winning formula for too long. The seasons soon change and the winning formula becomes a losing formula. Another error is when they put the wrong people into the wrong position, basing the choice on qualifications and knowledge rather than natural passions and talents.

Your choice of who should be where within your teams is as important as who should be leading your enterprise or projects.

“Talent wins games, but teamwork and intelligence wins championships.” – Michael Jordan

Your flow comes from following your natural path. Your team momentum comes from each team member following their natural path. Each frequency and each profile has a different role within the team where they can be most effective. Often the best team selection is not the person who can be most effective but the person who enables the existing team to become more effective.



## Talent Dynamics Pathway

Understanding your profile is the first step on the Talent Dynamics Pathway. An important principle of Talent Dynamics is that 'you cannot get yourself into flow. Only other people can get you into flow.' This means that flow is not just about your profile but the profiles of those in your team.

The starting point of any business change is to agree the primary purpose of the change. This aligns the goals of the person and the goals of the team to create a shared direction.

When looking at a business you need to identify areas where value and trust is lacking and how team work is being blocked. Our Talent Dynamics consultants are accredited to the highest standards of the Talent Dynamics Pathway. They can help you improve and manage performance in your teams and business to create direct, measurable results.

Contact your Talent Dynamics Consultant to talk about any of the steps covered below. If you have purchased this profile test online visit [www.talent-dynamics.com/consultant-search/](http://www.talent-dynamics.com/consultant-search/) to find your closest Talent Dynamics Consultant who'll be happy to help you further.

## Profile Debrief

The 1-2-1 debrief gives deeper insight into how your profile works. It explains the best way to use your talent for its greatest effect. This covers both you personally and other profiles in the team. The profile debrief gives you an opportunity to ask questions directly. You will receive personalised answers that will help you create value for your team.

## Taster Session

This is a two hour session that lets you see how the Talent Dynamics Pathway can help unlock the potential in your organisation. Each team member receives their personal Talent Dynamics Profile Report. This shows their strengths and weaknesses. The session will introduce the best ways to create value in your team and to use it to its fullest potential.

It is a great way to see the results that the Talent Dynamics Pathway can achieve. It lets you see what effect Talent Dynamics can have on the organisation.



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### Step 1: Understanding Primary Purpose

The first step of the Talent Dynamics Pathway is built around creating unity to the Primary Purpose of your business. The entire team will understand the principles of Talent Dynamics and how it applies to you. The strengths and weaknesses of each team member will be identified. The workshop will look at how the trust and flow in the team is affecting productivity and provide solutions to unblock any issues.

Discussion and actions will be decided that can take place quickly and lead to high impact changes.

### Step 2: Meaningful, Measurable, Profitable Change

This 3 day workshops runs over consecutive days or over the course of a month. The second step of the Talent Dynamics Pathway allows the strategic team to create a practical strategy which includes:

- Identifying your Enterprise Promise.
- Setting your 1 year plan as Conditions of Success.
- Defining each team member's responsibilities and milestones as a Personal Compass.
- Mapping out the process and project maps in names and numbers.
- Creating a Flight Deck that brings together key measures that allow a quick and easy overview of progress.

### Step 3: Full Implementation

Step 3 is a partnership where your consultant works with you on a weekly and monthly basis to include the principles of Talent Dynamics into your business. Step 3 will transform your organisation into a high-performing team. This step typically last 12–18 months and includes:

- Creating work spaces that match flow to function.
- Turning plans into projects and processes.
- Aligning time management to actions that save money and reduce wasted time.
- Recruitment, reviewing and retaining staff.
- Creating a culture of communication that ensures prompt action is undertaken.