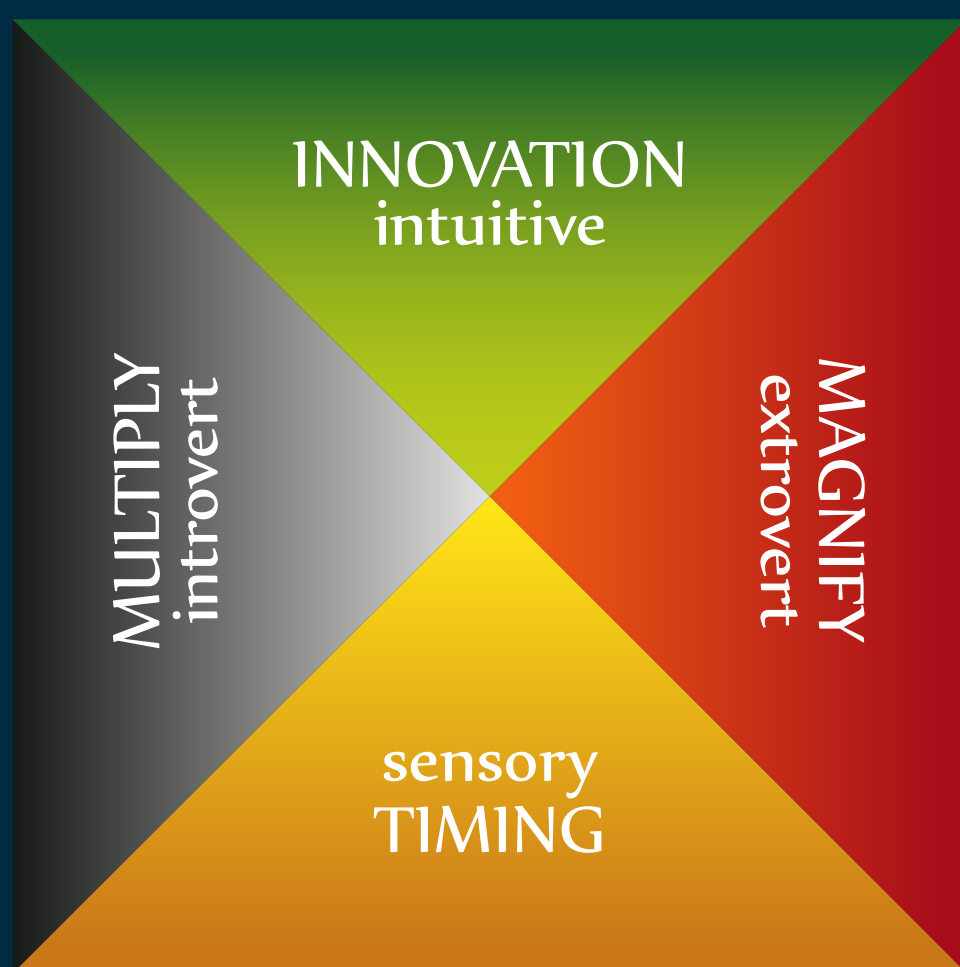
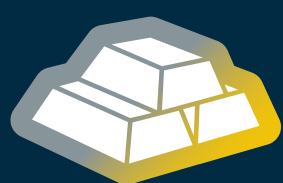




WEALTH DYNAMICS

The profiling system for
entrepreneurs to find their flow



YOUR WEALTH PROFILE IS:



CREATOR

SUPPORTER

STAR

DEAL MAKER

TRADER

ACCUMULATOR

LORD

MECHANIC

CONGRATULATIONS!
YOU'RE A CREATOR PROFILE.

A visionary,
creative, and optimistic



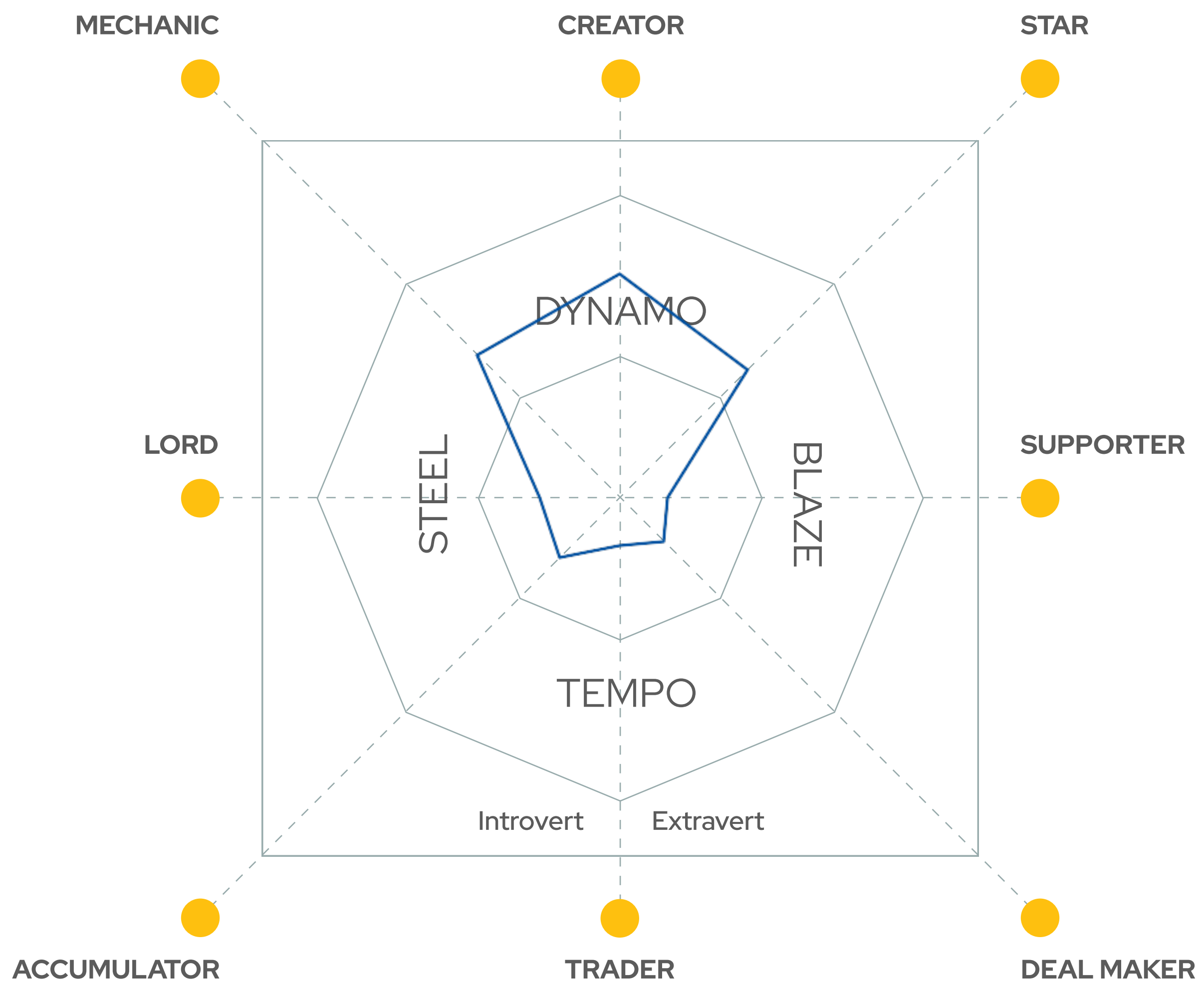
GRAPH

Name: **Heidi Lidholm**

Primary Profile: **Creator**

Secondary Profiles: **Star, Mechanic**

WEALTH FREQUENCIES			
Dynamo:	56%	Blaze:	12%
Tempo:	12%	Steel:	20%



Welcome to



WEALTH
DYNAMICS

Wealth Dynamics is part of a family of profiling tools that have been used by over 1 million people around the world in the last 20 years. The Wealth Dynamics 5.0 upgraded reports are designed to help you understand what it means to learn, lead and live in the genius of your profile, and how to use this information on your entrepreneurial journey.

You'll be able to recognise the strengths and weaknesses of your profile and see what you should – and more importantly should not – be doing to stay in your flow. Plus you'll gain valuable insight into how your profile links to the other profile, so you can appreciate those around you more, and help to bring out the best in them.

“Everyone is born a genius, but if you judge a fish by its ability to climb a tree, it will live its whole life believing that it is stupid.”

– Albert Einstein

Wealth Dynamics 5.0 is now far more than a profiling tool, it is the language of entrepreneurship which allows us to tune in to the concept of wealth in all areas of life and fulfilment.

After reading this report, I recommend you follow the **Wealth Dynamics mission** on GeniusU for the best steps to find your flow. It's free to enrol with this report. We also have a global community of Flow Consultants, who you can connect with for guidance and coaching on how to get the most out of your profile and apply it to your current situation.

Then, when you are ready, take the **Impact Test** to discover which of the 9 levels of wealth you are at personally, and which of the 8 precise levels your business is at. You'll get an instant result and a full report on the next steps to take based on your levels. You can learn about our full suite of tests on GeniusU, and set up your personal profile to connect with other entrepreneurs of different profiles around the world.

Once you have begun using this report to grow your flow, share Wealth Dynamics 5.0 with your family, friends and colleagues. When we collaborate to grow our flow, we grow our collective ability to create wealth. I look forward to sharing the journey ahead.

Keep shining brightly,

Roger James Hamilton
Creator, Wealth Dynamics



SOCIETY 5.0

As we hurl towards a world filled with exponential growth in terms of technology, alongside vast changes in the fabric of society, politics and the global economy, it is ever-more important to embrace these changes, so that we can stay ahead of the curve.

This is especially true after the 2020 pandemic, where we're seeing massive downturns in the economy. Most worldwide businesses and entrepreneurs have been affected by this. But they're also being presented with a great opportunity to face these challenges in more creative, forward-facing ways. By leveraging the latest technologies with the right systems, you can forge a clear path for you and your business, and increase how you experience being in your flow.

Modern society has reached its limits. Society 5.0 will liberate us



Facing the future: A boy celebrates the New Year in Tokyo

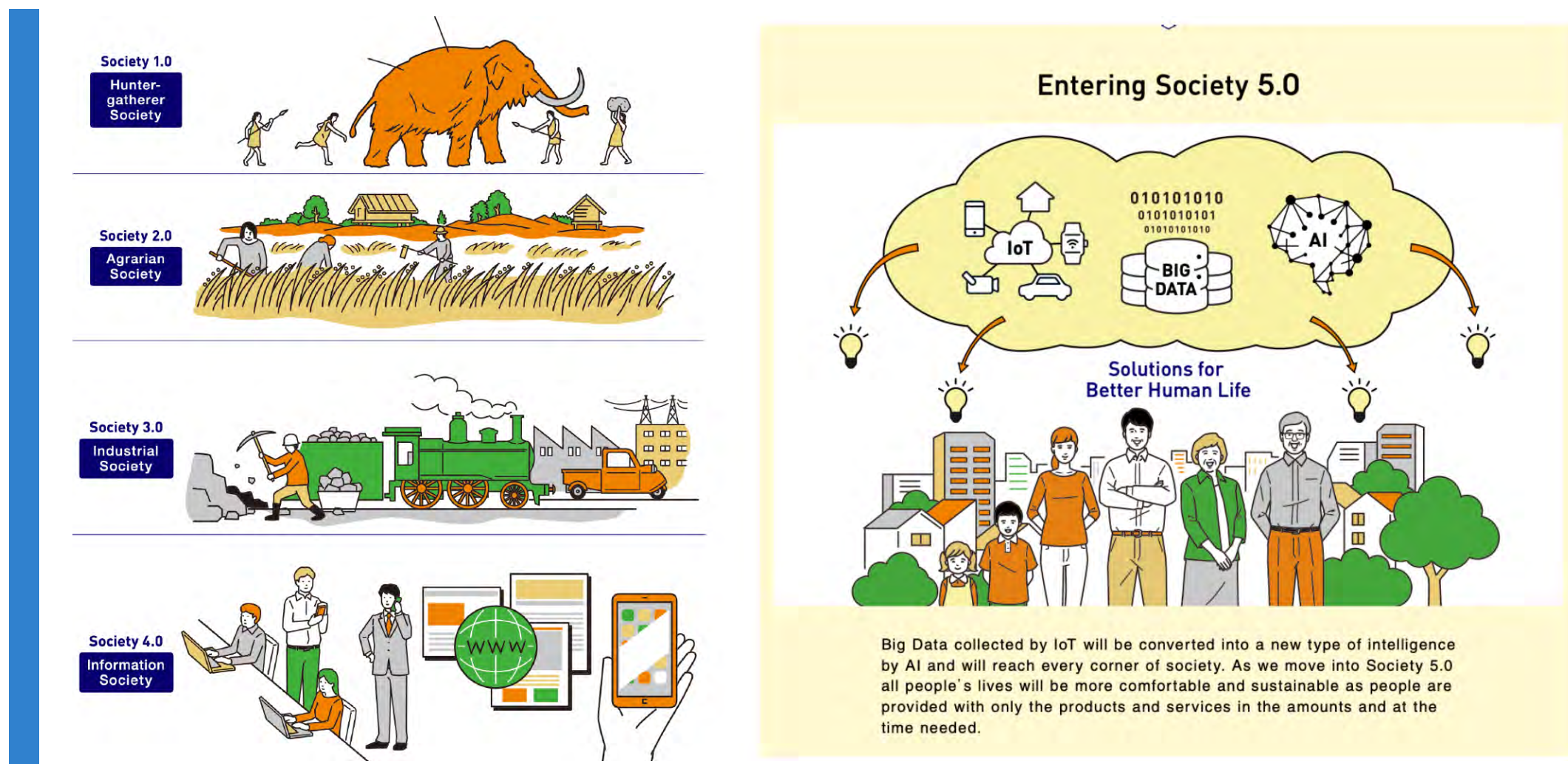
Image: REUTERS/Kim Kyung-Hoon

When creating the new Wealth Dynamics 5.0 — we wanted to embrace these changes and focus on the advent of 'high tech + high touch', via advances in AI, VR, ever-increasing data volumes and other trends driving massive digital transformation. Society 5.0 is at the foundation of this.

Society 5.0 is what happens when we gain the 'superpowers' of having a digital layer over everything we think, see and touch. Companies like Amazon and Neuralink already embrace this, with their products and prototypes. With Society 5.0, we can maximise our abilities and thoughts with AI, real-time data and the power of the crowd. It's the end result of the tech revolution, leading us to a social revolution.

ENTREPRENEUR 5.0

Japan showcased Society 5.0 at the 2020 Tokyo Olympics in order to take the next step in this globally connected, tech-infused world. They didn't know that a few months later, most businesses would need to embrace change quicker than ever before, so they could survive and even thrive in this vastly changing environment. This was the birth of Entrepreneur 5.0.



While Entrepreneur 4.0 was the age of the digital entrepreneur, creating a plethora of virtual businesses that now dominate the internet, Entrepreneur 5.0 is the age of the 'superhuman' entrepreneur, with the power to make an even bigger impact with their next level businesses.

Entrepreneurs are grappling with rapid transformation across all sectors, including global shifts and challenges like climate change, as well as shifting political and economic power. Entrepreneur 5.0 is about taking advantage of the massive disruptions in the coming decade, so that you can turn them into opportunities. By embracing this next step in entrepreneurship with Wealth Dynamics 5.0, your business can be even more prepared for the digital future.



THE POWER OF WEALTH DYNAMICS 5.0

Wealth Dynamics 5.0 is the upgrade of our transformational business development tool. Applying the principles in this report to adjust your flow and create the best next steps for you, will contribute powerfully to the success of your mission and creation of wealth.

We are at the beginning of a new decade of Society 5.0, and it's the critical time to re-evaluate your business growth strategy. Often as we experience growth in revenue we can also lack the speed of agile leadership required to grow our talent at the same pace. If the leadership level of the entrepreneur does not match the impact level of the company, just like a mismatched pilot and plane, it can lead to disaster.

Do you want to know how you measure up as an entrepreneur and leader as we continue to evolve from the Industrial Age, to the Information Age, to now the Impact Age? Knowing your Wealth Dynamics profile is the first step.

Everything is different today.

The world in which the original Wealth Dynamics was born into, the year 2002, was a very different world to the one we are living in today. One of the biggest truths in today's society and Entrepreneur 5.0 world is: It's more difficult than ever to start a business, but easier than ever to grow a business, and it's more difficult than ever to find a customer, yet easier than ever to keep that customer. With the evolution of accessible information and technology, it's time to rethink how you do business.

Let's look at the past 20 or 30 years of business, and think of it in terms of surfing.



THE POWER OF WEALTH DYNAMICS 5.0

Years ago, people could easily get onto the waves (in business) because the waves they were surfing were smaller. But it was difficult to stay on those waves – why? Because small waves lose their run relatively quickly. Today people are riding much bigger waves in both business, and surfing. But it is not so easy to get onto these waves, and the really BIG waves, they are impossible to paddle onto.

You cannot do it on your own any more.



Today, just like the big wave surfers who have jet skis to tow them onto the wave, and position them in the right spot of that big wave, you too could need a tow-in, or a parachute to get positioned on the big waves of business. The good news is, once you are on, you can go much faster and stay on much longer.

The entrepreneurial waves of today are much bigger and faster than ever before. We are here to learn to surf on the biggest waves we've seen, by using our strengths, and stepping into where the momentum and flow already exists.

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THE POWER OF WEALTH DYNAMICS 5.0

Running your own business should be exciting, rewarding and fun. Yet, too often, it can be overwhelming and a struggle. When understood and used effectively, Wealth Dynamics can be one of the most powerful tools you can use to bring clarity and direction to your entrepreneurial journey.

| Find your flow, reclaim your time

When you understand your profile, you can reorganise your time to focus on what you love most and do best. You can know what to say no to. When you do this, your fulfillment and effectiveness goes up, and your stress and struggle go down. That's what happens when you find your flow.

| Clarify your natural path

Your profile is not a box to get stuck in, but a path to follow and a game to play. Each of the eight profiles have different playgrounds and different rules to the game. By knowing your natural path, you can know what role models to follow, what advice to take, and what advice to ignore.

| Grow a high performing team

Each of the eight profiles attracts, builds and leads a team in a different way. Having a high performing team is the key to scaling your business. Building the right team, with the right people in the right place begins by using Wealth Dynamics to know yourself, and then to know your team.

| Accelerate your financial success

At the heart of Wealth Dynamics is the wealth equation: Understanding how flow is created through value and leverage. Once you know how to create value and leverage it in your natural way, you can control not just the flow of time, but the flow of money, accelerating your financial success.

| Achieve your true potential

How much do you believe you are currently achieving your true potential? Most of us are only achieving a fraction of what we are capable of. Using the entire system of Wealth Dynamics allows us to leverage our own value far more effectively, to make the difference we can in the world.

“You never change things by fighting the existing reality. To change something, build a new model that makes the existing model obsolete”
- Buckminster Fuller

THE WEALTH EQUATION

“Wealth isn’t about making money. It’s simply about good plumbing.”

–Roger James Hamilton

THE WEALTH PARADOX

Have you noticed how for some people, no matter how much money they get, it just disappears? Whereas for many wealthy people, you can take all their money away and it comes right back again. This is best explained by the ‘Wealth Paradox’, which states:

***“The more money you have,
the more opportunities
you have to lose it.”***

Without true wealth, all the money that flows through you will disappear.

So how do we define wealth?

Roger James Hamilton, the creator of Wealth Dynamics defines wealth like this:

***“Wealth isn’t how much money you
have. Wealth is what you’re left with if
you lose all your money.”***

Losing money may not be a problem if you don’t have any to lose. But when we find ourselves with excess cash (or debt), many new opportunities open up — and we often spend it or invest it in areas where we may lack experience, or have little idea of the pitfalls ahead. Our confidence exceeds our competence and then the money disappears.

Many wealth creators have faced challenges where they’ve lost a substantial amount of money, their business or both — only to bounce back again and again.

The Wealth Paradox separates the temporary nature of money with the permanent nature of wealth. Whatever money you have, it will eventually fall — or rise — back to your level of wealth. This leads us to the definition of Wealth used in Wealth Dynamics 5.0.

THE WEALTH EQUATION

Every second there are millions of dollars flowing around this planet, as a result of efficient wealth creation. Great wealth creators have achieved their wealth not by chasing this flow, but by redirecting some of it through themselves.

A river is a useful metaphor for wealth, because within it lies a fundamental principle: FLOW.

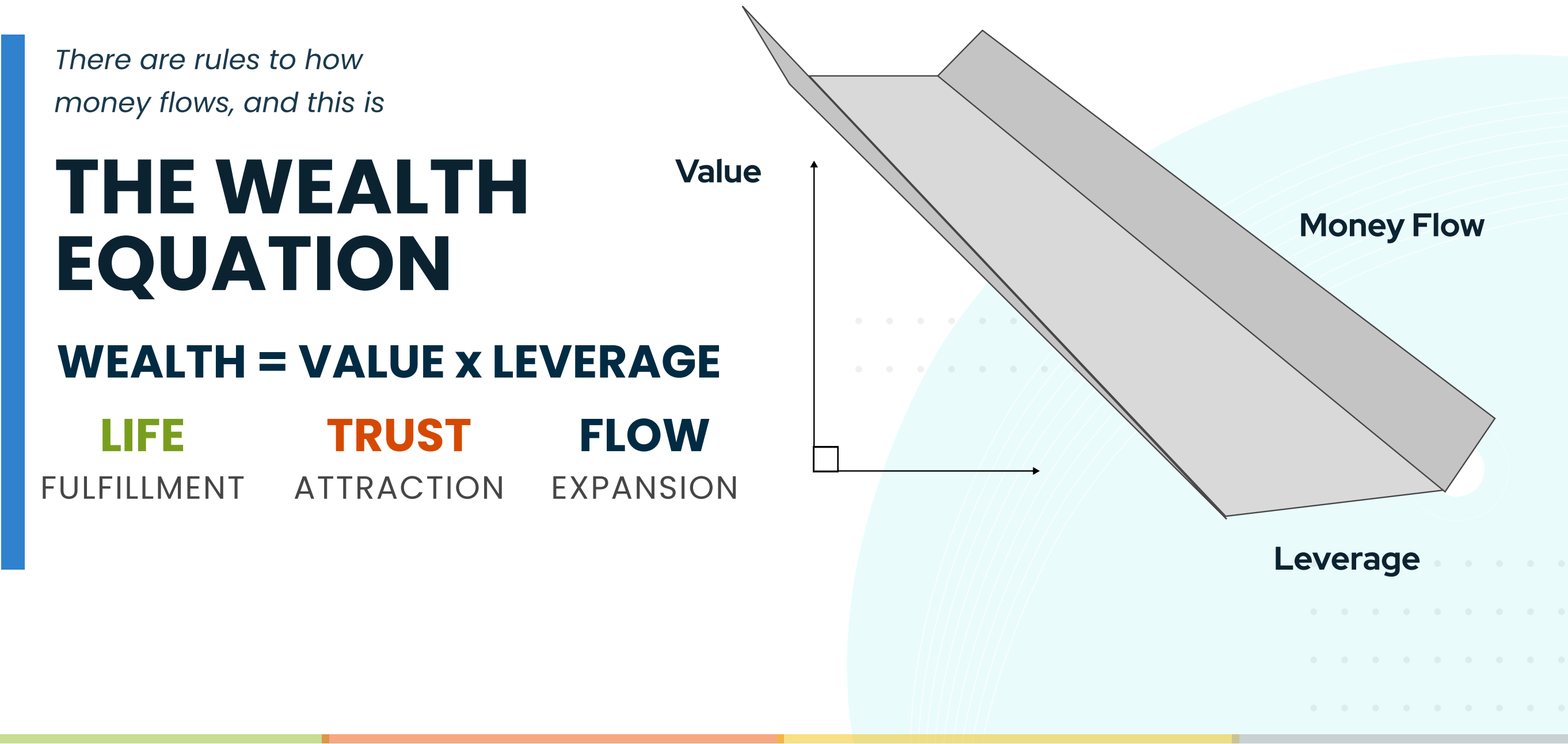


Each of us creates our greatest wealth when we are in our own personal flow.

Those who build a river around this principle attract their greatest wealth, in the same way that a stick thrown in a river will naturally float towards the strongest current.

The beauty of the river metaphor is it provides us with a visual understanding of the Wealth Equation, which is at the core of Wealth Dynamics 5.0.

The Wealth Equation links together the concept of flow to trust and also to our lives.



THE WEALTH EQUATION

OPPOSITES OF VALUE AND LEVERAGE

What few of us are taught is that there are two opposites to value and two opposites to leverage, and we are each more natural at one than the other.

Intuitive thinkers create value through innovation (create new things), while Sensory thinkers create value through good timing (trading and service). Introverts leverage value through multiplying (through systems). Extroverts leverage value through magnifying (through people). These four make up the four sides and eight profiles of the Wealth Dynamics square.

Value

Water always flows from high ground to low ground. Money always flows from high value to low value. Whoever values something more will be happy to pay for it, and whoever values the money more will happily take the money.

Value is the differential between the high value and the low value of which the money flows. The greater the value differential, the steeper the river and the faster the money flow.

In today's world most Entrepreneurs have not created enough value first, so then it is harder to get into flow.

Leverage

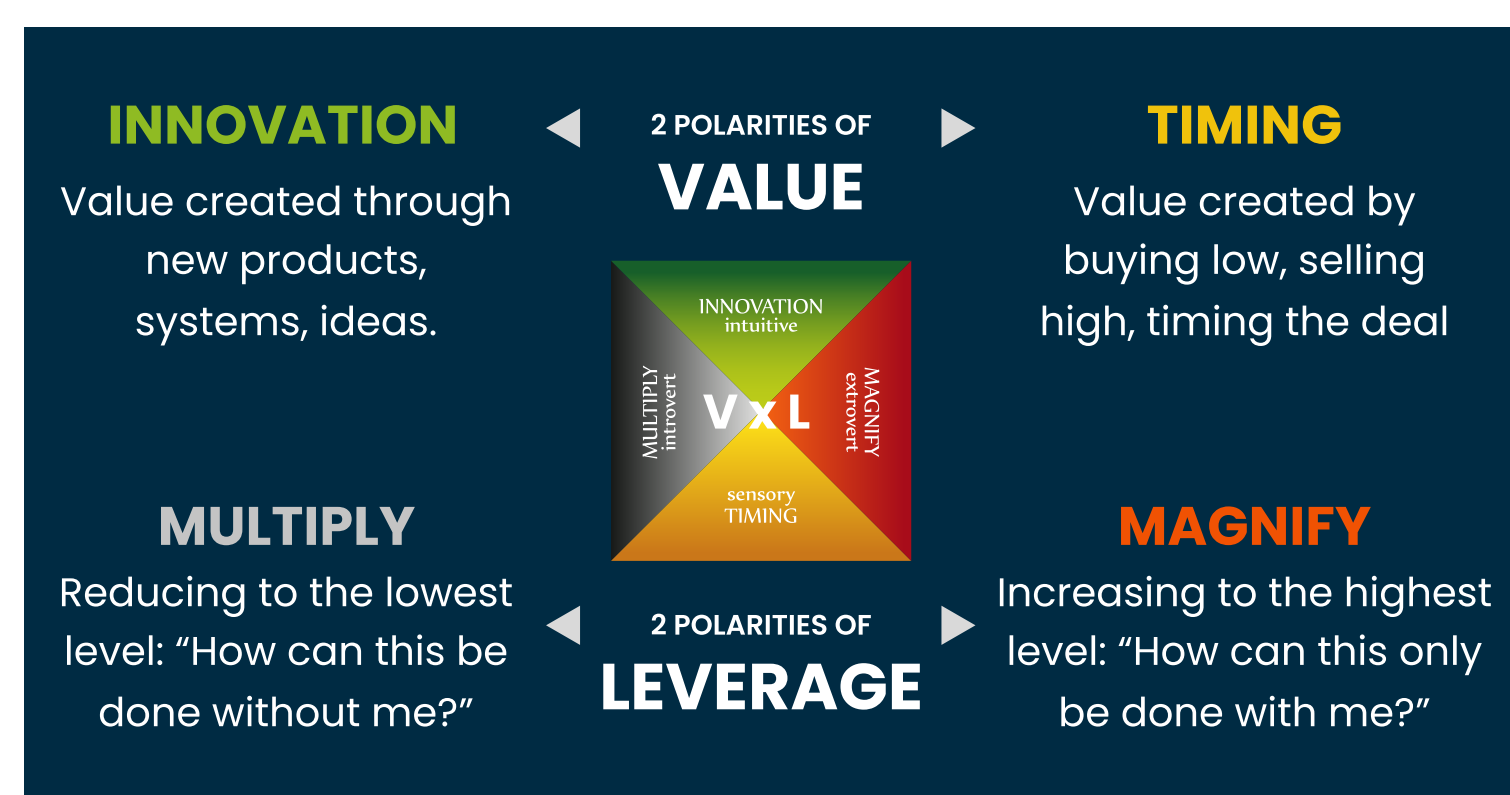
Leverage is the width and depth of the river and so determines the volume of money flow whatever the value. Even with the greatest value, if there is no leverage the volume of money will still be low.

Say I had a widget that I sell for \$100, I can double the money flow by increasing value (a widget worth \$200) or increasing leverage (two widgets worth \$100 each).

Money Flow

Money and all capital, for example: intellectual capital or social capital (influencer) – come from creating a river of flow, such as the attention they are getting from others.

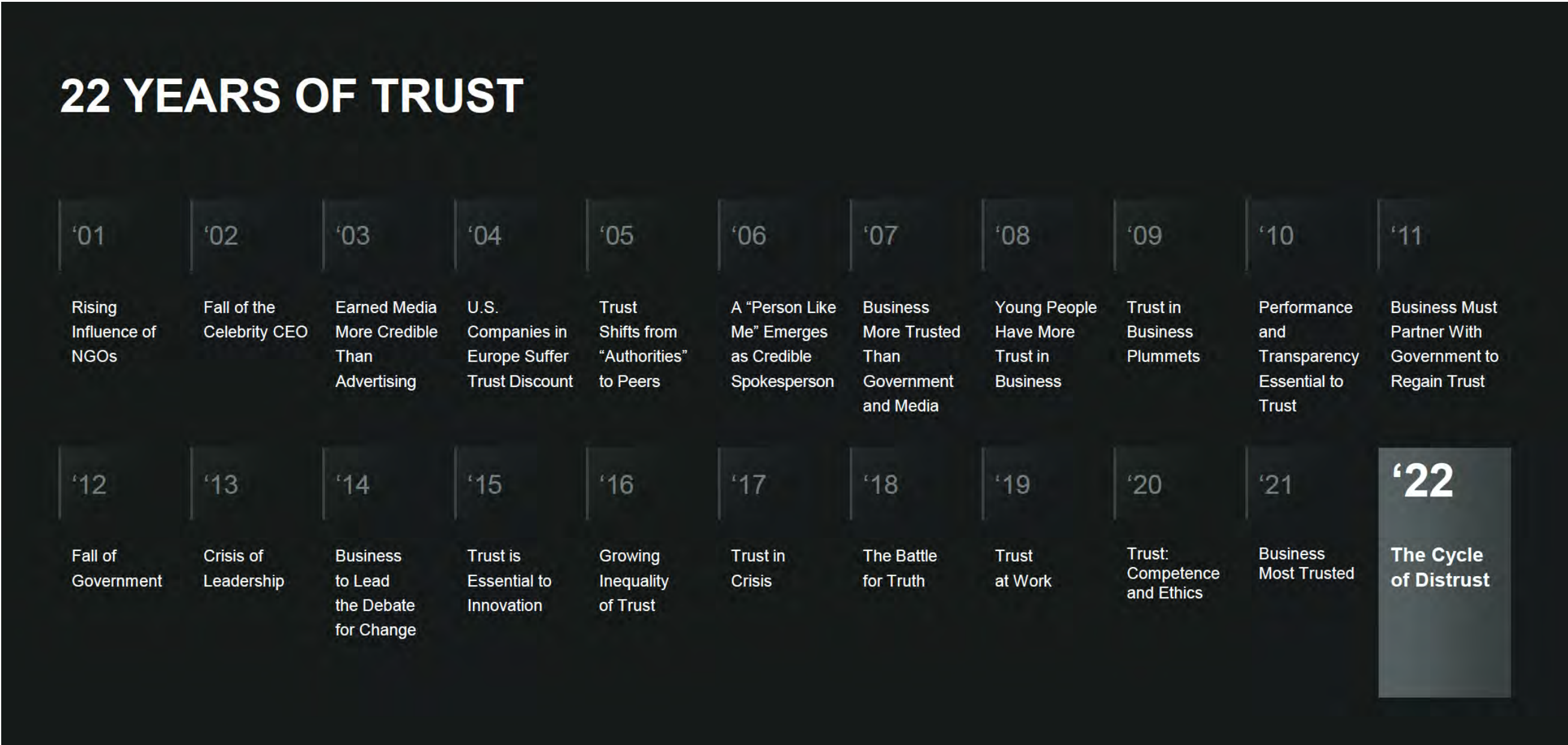
Take anything of value, like selling a phone. There is a money exchange for value, money flow comes from a value exchange which is basic economics. By creating a river of flow and then leveraging that flow (increasing the volume), is how all top entrepreneurs have ensured their success.



THE WEALTH EQUATION

EXPONENTIAL GROWTH

Currently the world is facing a trust crisis. In the last 20 years, trust has fallen exponentially and flow has grown exponentially. This means it is harder to attract but easier to expand than ever before.



Results from The Edelman Trust Barometer, declared 2022 the year we have entered into "The Cycle of Distrust". In 2021 results showed that Businesses were the most trusted, above the declining trust of government and media. And according to the barometer, in 2022, Business is still the top trusted institution and is leading the way in efforts to co-ordinate and solve societal problems and successfully executing plans that get results. [<https://www.edelman.com/trust/2022-trust-barometer>]

This IS a great opportunity that is upon us, in the 'new' Roaring 20's of the 21st century.

On one hand, it is not good news and poses many challenges, yet on the other hand, it solidifies the need and puts the call out for Entrepreneurs to step up and lead. Focus on being a trusted leader and entrepreneur in flow, and implementing the right strategies. There is no time like the present to be brave, surf the big waves, and make an impact. Just remember, it's not the time to try and do it alone, Society is stronger when people and communities come together.



the CREATOR

YOUR PRIMARY PROFILE IN A NUTSHELL

Wealth Creation Key

BUILDING A BETTER PRODUCT

THE CREATOR

Dominant Frequency ▶ **Dynamo** | Action Dynamic ▶ **Introvert / Extrovert** | Thinking Dynamic ▶ **Intuitive**

// STRENGTHS

Visionary | Creative | Optimistic | Stimulating |
Able to inspire others | Can multitask | Quick to
get results | Great at getting things started.

// SUCCESSES

Best when free to create, with a team to
promote and a team to watch the details.
Excels when kept focused on the big picture
strategy and the creative process through to
the end result.

// THE BEST ROLES IN TEAMS

Creative projects, creative problem-solving,
big picture thinking, strategy, task-focused
leadership, learning with visuals,
communicating in simple summaries.

// THE BEST ROLES IN LIFE

Big picture, business strategy, brainstorming,
product development, design, risk-taking,
starting new companies.

// WEAKNESSES

Poor sense of timing | Impatient | Over-
optimistic with what others can achieve | Easily
distracted | Terrible at getting things finished.

// FAILURES

Failure comes from trying to control too much,
run too fast, or expect too much of others.
Creators often keep to themselves and so fail
in their communication and expectations.

// THE WORST ROLES IN TEAMS

Time-keeping, detailed analysis, taking time
with everyone in the team, being down-to-
earth, activity monitor, learning with text books,
communicating the details.

// THE WORST ROLES IN LIFE

Customer service, repetitive routines, detailed
analysis, market research, proof reading,
patient implementation, time keeping.

Creators to learn from:

Elon Musk (Tesla/SpaceX), Sara Blakely (Spanx), Steve Jobs (Apple/Pixar)



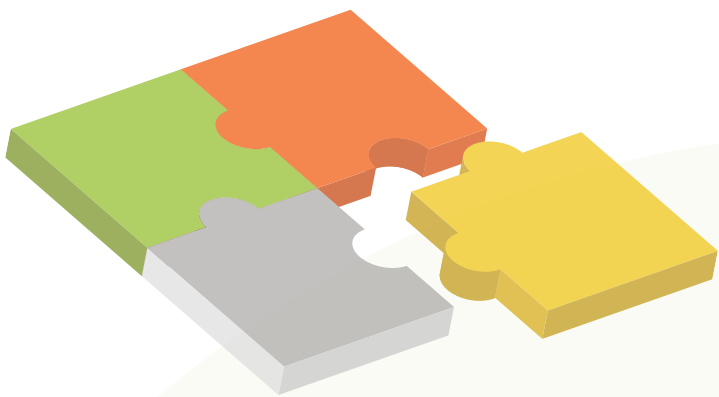
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CREATOR

YOUR PRIMARY PROFILE DESCRIPTION

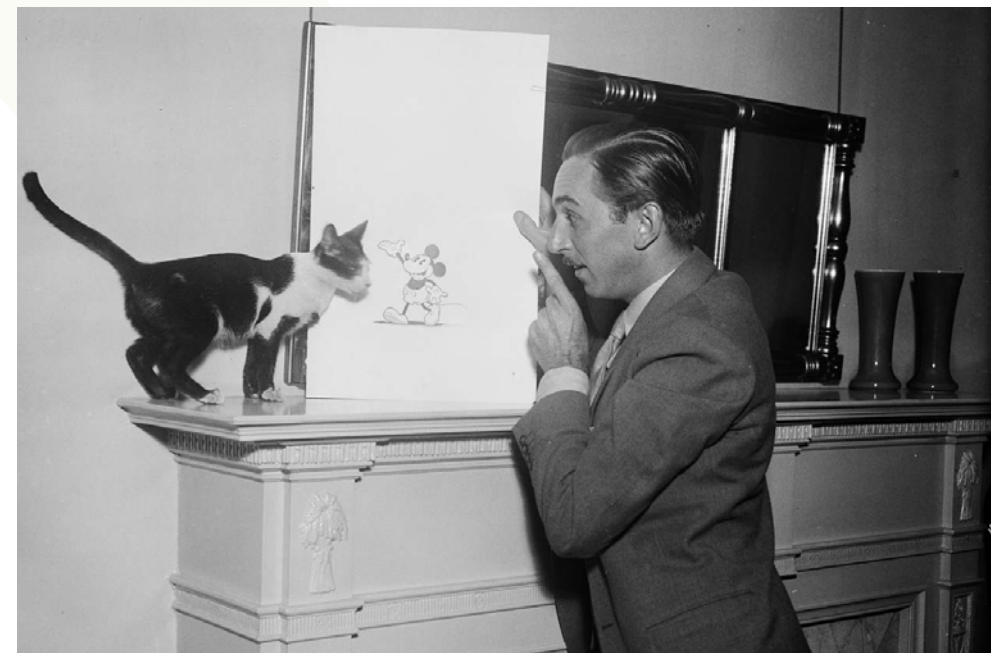
SUMMARY

Creators are the best at getting things started,

and although they can be quick to create chaos, they can also be surprisingly creative at finding ways out of chaos. Always put them in charge of new projects, but move them on to the next creation once their job is done.



Before Walt Disney's first animated movie was finished, his distributor went bankrupt. Before his second movie was finished, he ran out of money himself. To produce the now famous "Steamboat Willie" featuring Mickey Mouse in 1927, strapped for cash, he wrote to his brother Roy: "Slap a big mortgage on everything we got and let's go after this thing in the right manner."



Creators can't resist creating. They keep creating long after they have run out of resources, money, and other people's patience. In fact, they have their greatest creative breakthroughs after most others would have given up.

Many creators do not make the best leaders as they run faster than their teams, and are often on to the next project before the last one turns profitable. The world is also full of frustrated Creators who have started a project and are now stuck running it.

They did a great job creating it, but now do a mediocre job trying to manage others (often blaming their team for not "keeping up"). They move at an incredible speed, but can leave big waves behind them.

Successful Creators include **Walt Disney, Bill Gates, Richard Branson, J.K. Rowling, Sara Blakely.**



the
CREATOR

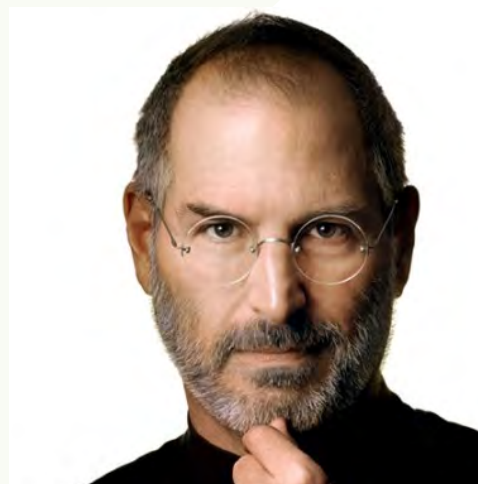
YOUR PRIMARY PROFILE DESCRIPTION

GETTING THINGS GOING

On the Wealth Dynamics square, Creators sit at the top, right in the middle of introvert and extrovert. Sure enough, Creators come in two forms: the introverted creators are the inventors, working on many new ideas or projects at the same time. The extroverted Creator is a pioneer: innovative but focused, creating not just products, but businesses as well.

Introverted Creators

such as Steve Jobs and J.K. Rowling will focus totally on the creative process and let others run the operations.



Extroverted Creators

such as Richard Branson and Elon Musk have multiple businesses but with others running each business.



- ✓ Both are visionaries and motivate others by their drive and innovation.
- ✓ They all add the most value when they are free to create.
- ✓ The more they stay in their creative space, the better their creations become and the more value they create for their teams.



the
CREATOR

YOUR PRIMARY PROFILE DESCRIPTION

HEAD IN THE CLOUDS

Creators are best when their heads are in the clouds.

At altitude, they can see the big picture, and will rely on their intuition more than any market research to guide them. Their over-optimism is their greatest strength when it comes to their vision, and their greatest weakness when it comes to what they believe others can achieve. As a result, many Creators succeed in their creation, only to fail in their execution, taking on too much and expecting too much of others.

Creators are excellent at getting things started, but often terrible at completing them. With a passion to always be occupied with the next big thing, many Creators will over-stretch themselves. They come up with a great idea that will bring them success, only to drop it before it has been properly executed to go onto something 'more exciting'. As a result, there are plenty of Creators with half-finished projects and the next big thing just around the corner.



The Creators that have made it have set up a structure to allow them to stay in their creative flow every day, with great teams and partners to execute. They know what value they can deliver, and are crystal clear in owning that value through their equity, patents and trademarks. They are also generous in the way they share the pie, aware that it is only through the efforts of others that their creations can be fully leveraged.



the
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YOUR PRIMARY PROFILE DESCRIPTION

HOW CREATORS



LEAD BEST

Don't expect a Creator to be the best people-person or a data-driven analyst. Creators lead best by setting the vision and a high standard to reach for, and being task focused to reach their goals. To be in flow, and avoid inevitable friction, a Creator needs a strong communicator to lead the team and a strong analyst to manage the numbers, or both the people and the profit will suffer.



COMMUNICATE BEST

Creators are naturally creative, so have vivid imaginary worlds. They have short attention spans, so present all communications with brevity and impact. They often imagine they have communicated things that they haven't. Creators communicate best when they can share the big picture, and are free to express themselves visually.



GET INTO FLOW

Creators are excellent at getting things started, but often terrible at completing them. To get into flow, Creators need to stay focused on creating, and surrounding themselves with a team or partners who can execute better than they can. In this way, they create far more value for everyone.



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CASE STUDY

WALT DISNEY

“The mouse that roared”

A person with a Creator profile quickly becomes aware that their greatest value is in their creations – and that ownership of their creation is paramount.

Walt Disney learnt it the hard way at the age of 22 when he found that he had signed away the rights to his prized animated creation, “Oswald the Lucky Rabbit”, in a distribution deal with Universal Studios.



When in 1930, at the age of 29, Disney signed a \$7,000- per-picture distribution deal with Columbia Pictures for the character he came up with after losing Oswald (a mouse called Mickey), he agreed to split the money but insisted on keeping copyright on the mouse.

In 1948 he said,

“Mickey Mouse to me is the symbol of independence. Born out of necessity, the little fellow literally freed us of immediate worry.”



Once a Creator profile has a bankable creation, wealth is created by leveraging that one product. While presenting himself as an animator, once Mickey was born, Disney began to leverage in many different ways. In the same year of 1930 he published ‘The Mickey Mouse Book’ and sold close to 100,000 copies. He signed an agreement with King Features to develop a Mickey Mouse comic strip. He hired an agent, Kay Kamen, who licensed the National Dairy Products Company to make Mickey Mouse ice cream cones – which sold 10 million cones in the first month.

Within a year, Disney was netting \$300,000 in endorsement deals alone for Mickey Mouse, a phenomenal amount in 1931 – especially for a character that cost nothing but Disney’s imagination to create it.

For all Creators, being constantly creative is not just a natural habit, but also the route to increased momentum. Throughout the 1930's, Disney began to create a host of Disney characters with a team of talented animators. In 1937, the team created the world's first animated film, "Snow White and the Seven Dwarfs" with an unprecedented budget of \$1m. The film went on to make \$8.5m in its first release. (It has been re-released eight times since, distributed in forty-six countries, and grossed a further \$100m.)



Disney remained a step ahead in his innovation and, with an animation team in place, focused his creative efforts and \$100,000 of his profits on a 51-acre studio in Burbank, California. Disney called it "the house that Snow White built", and it began to churn out expensive animations. However, whilst to the outside world Disney appeared a success, he continued to spend everything he made, and by 1940 the studio had accumulated \$4.5m in debt. A public listing temporarily eased the cash crunch but by 1953 – after Walt Disney had been in Hollywood for 30 years – the company was still scraping along with minimal cash.

As with all great Creators, success came when the company pursued a new avenue to leverage the creations. In 1954, Disney signed a long-term contract with ABC to start a Disneyland TV channel. In the first season, 30 million viewers tuned in and in turn boosted sales of Disney products, finally turning Disney's cash flow around. By the mid 1950's, Mickey Mouse ears sold at a rate of 25,000 per day.

Despite the publicly listed Disney studios making a decent profit, Walt Disney wasn't done yet. After trying, unsuccessfully, to convince the Disney board to finance a theme park based on the Disney characters, Walt Disney sunk his life savings in a separate company, Walt Disney, Inc. to launch Disneyland in Anaheim, California.



Launched in 1955, Disneyland sentimentally harked back to the two creations that gave Disney his success: Mickey Mouse and the Snow White castle. As with many of Disney's other ventures the park ran over budget, costing \$17m to build against the original budget of \$5m. As with many of Disney's other ventures the market response exceeded the expectations of the experts and 170,000 people visited in the first week.

As with all great Creators, Walt's success came in having a series of Supporter profile leaders to run his company (Most recently with Michael Eisner and Bob Iger).

Today, 50 years after Walt passed away, the Walt Disney Company is worth \$45 billion.



the **CREATOR**

“CREATING A BETTER PRODUCT”

Creators are great at getting things started, and terrible at finishing.

They are the 'high' in Dynamo energy and are always using their quick thinking and imagination to get out of trouble.

Their flow comes from expressing their creativity in valuable ways.



ELON MUSK

Tesla | SpaceX

Elon Musk is a billionaire inventor and entrepreneur who co-founded PayPal, and runs pioneering companies like Tesla Motors, SpaceX and Neuralink.



SARA BLAKELY

Spanx

Sara Blakely went from being a door-to-door fax salesperson to become the world's youngest female self-made billionaire, as the founder of the Spanx brand.



STEVE JOBS

Apple | Pixar

Steve Jobs created billion dollar businesses with Apple and Pixar. His innovations revolutionized the music, cinema, computer and mobile industries.



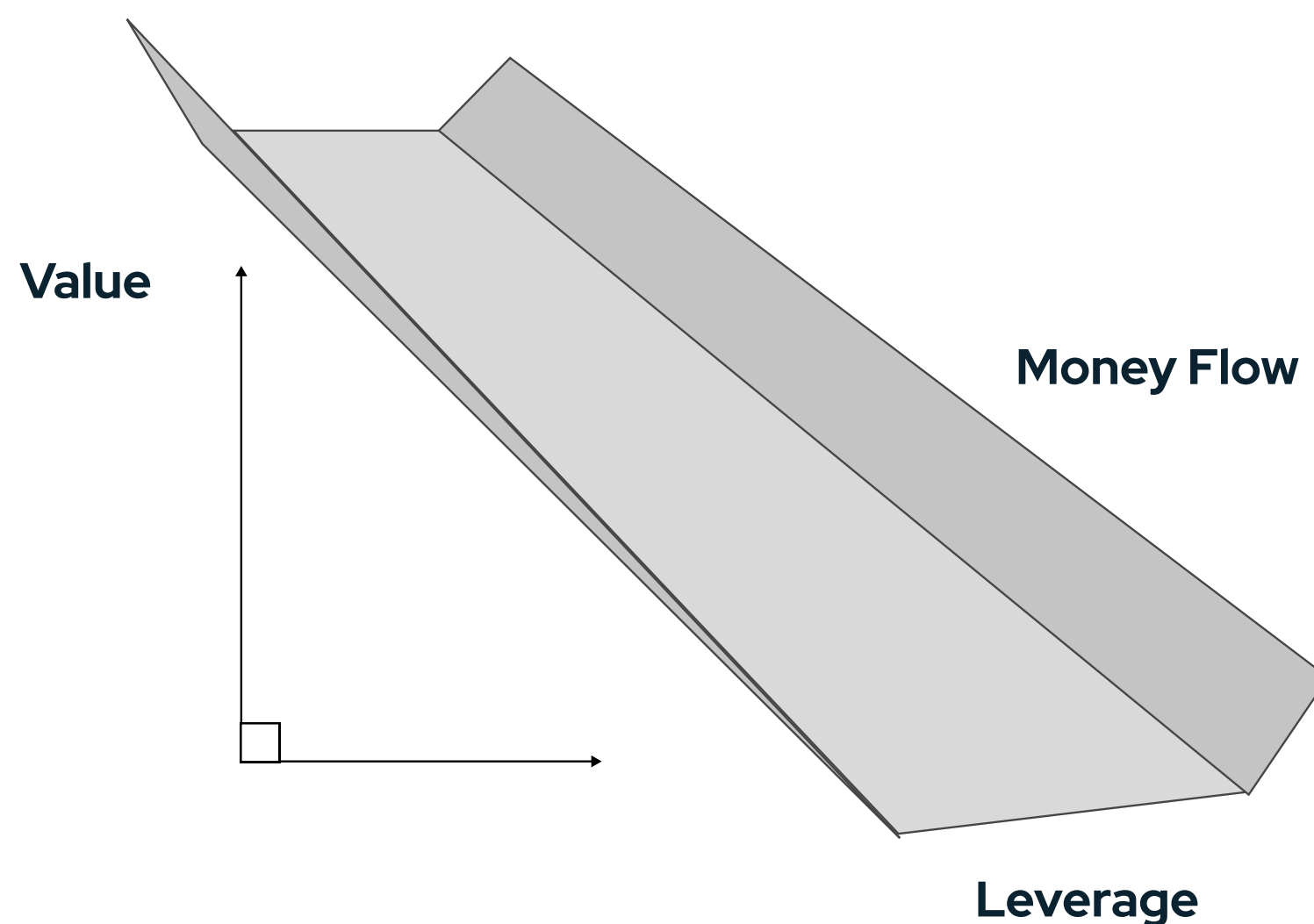
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YOUR WEALTH CREATION STRATEGY

To see the power of this six step strategy, see it as the building of a mountain followed by the carving of a river.



Once you have a Wealth Foundation and begin investing in staying in flow by maximising your moment of Wealth Creation, the river forms. Owning the value you create before leveraging it is critical, and then securing the cash flow is the final step that often gets forgotten!





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YOUR WEALTH CREATION STRATEGY



1. BUILDING WEALTH FOUNDATION

Creators can be extremely productive when using their creativity but may invest little time in this area. As a Creator, your biggest priority must be to build a team around yourself to support and execute the right ideas and plans. Great Creators have a ready source of financiers and supporters they can call on to finance and support their new ventures. They have their own brainstorming teams that will often come up with far better ideas than the Creator can on his own.



2. MOMENT OF WEALTH CREATION

Creators must maximize their time invested by dreaming up and creating new products and strategies. Yes, that's right, doing the things that are most fun. The Key to this is choosing a market that you are passionate about and that you can see yourself remaining in, even when it's no longer about the money.



3. VALUE CREATION

Commercial value is quite different from uniqueness. Commercial value is what allows others to leverage a Creator's products profitably. This alone will multiply returns. Great Creators identify product niches that they can dominate, which means narrowing their niche. Everything else is secondary: operations, systems – someone else can do it, and will do it better.



the **CREATOR**

YOUR WEALTH CREATION STRATEGY



4. VALUE OWNERSHIP

Before leveraging, you need to own the product rights of whatever you and your team have created. You need to ensure that you have ownership of the originality of what you create, or any cash flow you generate will be very temporary.



5. LEVERAGE

Leverage will come from multiplying reach through distribution networks and mass production, and magnifying the brand through marketing and partnerships.



6. SECURE CASH FLOW

The world is full of Creators who have not followed this strategy and so have missed their wealth and are spinning in the eddy currents, out of the flow. Cash flow will come from patent royalties, license fees, or often directly from your business: company profits or equity sales.



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CREATOR

YOUR TIME AND TEAM STRATEGY

Businesses are time machines. They give you the ability to turn your time into team. As you follow your natural path, the result is high performing time and a high performing team.

Here are the six keys to grow the value of your time and the value of your team:



VALUE OF YOUR TIME

FOCUS ON YOUR PRIMARY PROFILE

How much of your time as a Creator each week is dedicated to innovation? Redesign your time to increase the amount of time in your flow. Set your milestones based on how much you are converting your creativity into cash flow.

USE YOUR SECONDARY PROFILES

Your secondary profiles are like wings. If you need to slow down because you are 'over creating' and the team can't keep up, shift your time to play in your secondary profiles: Your secondary profiles are Mechanic and Star. As a Mechanic, focus at building the systems. As a Star, focus at building your marketing and connections for your products.

CREATE A RHYTHM FOR YOUR TIME

Set a rhythm of review and renew for all frequencies within your business and your life. Each year, quarter, month and week, check in on different days to the spring, summer, autumn, winter and spirit aspects of your life, when you're focusing at answering the questions "why?", "what?", "who?", "when?" and "how"?



the
CREATOR

YOUR TIME AND TEAM STRATEGY



VALUE OF YOUR TEAM

USING THE 1-2-3 TEAM FORMULA

As a general guide, the most powerful team for a Creator is to have a Supporter (2 steps along the square) to lead the team and an Accumulator (another 3 steps along the square) to manage the financials and details. This 1-2-3 formula works for all profiles.

CONNECTING TO SEASONS AND TEAMS

If you are looking to join a team rather than create your own team, Creators are very valuable in contributing strategy and creativity within a team. Stay in your flow by using your strengths within the teams you join and by joining the right teams, companies and industries in 'spring' season.

CREATE A RHYTHM FOR YOUR TEAM

Just as you do for your life rhythm, set a rhythm of review and renew for all frequencies within your business. As you build the team to support you in the other areas of your business, set a daily, weekly and monthly rhythm to ensure the other areas of your business – from the service to the systems to the financials, are flowing smoothly.



the MECHANIC

YOUR SECONDARY PROFILE IN A NUTSHELL

Wealth Creation Key

CREATING A BETTER SYSTEM

THE MECHANIC

Dominant Frequency ► **Dynamo | Steel** | Action Dynamic ► **Introvert** | Thinking Dynamic ► **Intuitive**

// STRENGTHS

Completing things | Finding ways to improve systems | Making things simpler | Perfecting projects, paying attention to details.

// SUCCESSES

Mechanics are at their best when they are looking for ways to improve things. They love to tinker and take things apart, and then put them together in new and better ways. They are best when completing things.

// THE BEST ROLES IN TEAMS

Creative problem-solving, making smart improvements, organising roles in teams, task-focused leadership, learning with visuals and detail, communicating in flow charts and mind maps.

// THE BEST ROLES IN LIFE

System design, perfecting processes, completing tasks, fine tuning, operations strategy, data collection.

// WEAKNESSES

Often takes a long time to complete tasks | Gets caught up in details | forgets about the team around them | often inflexible and unwilling to change.

// FAILURES

Mechanics are not so good at starting things from scratch, as they are perfectionists who are worried of getting it wrong from the beginning. They aren't comfortable in chaotic or political situations and aren't so sensitive to feelings.

// THE WORST ROLES IN TEAMS

People management, socialising and small talk, being down-to-earth, activity monitor, learning through discussion and conversation, timekeeping, interviews and people research.

// THE WORST ROLES IN LIFE

Negotiating, customer service, marketing, sales, project start-ups, people management, selection, motivation.

Mechanics to learn from:

Sam Walton (Wal-Mart) | Michael Dell (Dell) | Mark Zuckerberg (Facebook) | Jeff Bezos (Amazon) | Marissa Mayer (Yahoo!)
Christine Lagarde (IMF) | Loretta Lynch (US Secretary General) | Tadashi Yanai (Japan) | Henry Ford (Ford Motor Company)
Ray Kroc (McDonald's).



the
STAR

YOUR SECONDARY PROFILE IN A NUTSHELL

Wealth Creation Key

BUILDING A BETTER BRAND

THE **STAR**

Dominant Frequency ► **Dynamo / Blaze** | Action Dynamic ► **Extrovert** | Thinking Dynamic ► **Intuitive**

// **STRENGTHS**

Creative, outgoing | Able to motivate and inspire others | Quick to connect | Holds the stage | High energy and knows how to have fun.

// **SUCCESES**

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

// **THE BEST ROLES 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 BEST ROLES IN LIFE**

Marketing, promotion, sales leadership, presenting, performing, leading out of crisis, motivation, starting a business.

// **WEAKNESSES**

Often overpowering | Can forget to consider everyone | Not strong at detail | Often runs with first ideas before considering other ideas.

// **FAILURES**

Failure comes from frightening others away by expecting too much of others or taking on too much themselves. When Stars are overly judgmental of others or themselves, they find themselves all dressed up and nowhere to go.

// **THE WORST ROLES 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 WORST ROLES IN LIFE**

Financial detail, research and measurement, customer care, detailed writing, patient listening, project management.

Stars to learn from:

Oprah Winfrey (Harpo), Paul Newman (Actor), Arnold Schwarzenegger (Actor), David Copperfield (Magician), Hillary Clinton (Politician), Beyonce Knowles (Singer), David Beckham (Footballer), Martha Stewart (Martha Stewart Omnimedia), Ellen DeGeneres (TV host), Amitabh Bachchan (Actor).

THE BACKGROUND OF WEALTH DYNAMICS

"Focus on your strengths, not your weaknesses, and follow your flow."
– Roger Hamilton

Roger James Hamilton devised Wealth Dynamics in 2002 in order to reconcile all of the conflicting and often confusing advice on wealth creation, based on his extensive experience and considerable research working with entrepreneurs globally.

After continuous research over time, it became clear that wealth creation was a consequence not of a myriad of conflicting business theories, but proven concepts that have been used successfully for thousands of years, across a wide range of cultures and philosophies.



Wealth and Talent Dynamics is a combination of a long history of tradition and scientific research. It comes from a 5,000 year old Chinese system of thinking called the I-Ching, developed and recorded by a series of Chinese emperors and teachers. The I-Ching, known also as The Book of Changes, made its way to the West when Richard Wilhelm translated it and brought it to Carl Jung in 1919, who published it. Carl Jung reflected this in his work on archetypes and "Psychological Types". This became a basis and influence for many psychometric tests and assessments that have followed.

Integrating the five energies, seasons and elements led to the development of the Wealth Dynamics square. This system has now been used by over 500,000 people in the last 10 years.

WHAT MAKES WEALTH DYNAMICS UNIQUE

Most job-seekers have been through the experience of taking personality or psychometric tests of one kind or another. Wealth Dynamics is unique compared to other personality tests as it is also a business development tool.

Tailored to entrepreneurs

Wealth Dynamics doesn't put you in a box, but highlights a formula and path specifically for each entrepreneur, with specific role models to follow.

Synchronized to time

In these fast changing times, Wealth Dynamics 5.0 is the only assessment to show you how your strengths link to the cycle of time.

Intuitive and easy to follow

While many personality tests are not easy to explain to others, Wealth Dynamics 5.0 is intuitive and simple to understand. Once you know the eight profiles and how they link to the way we create value and leverage it, it's easy to explain and apply to your clients, colleagues and friends.

Linked to your flow

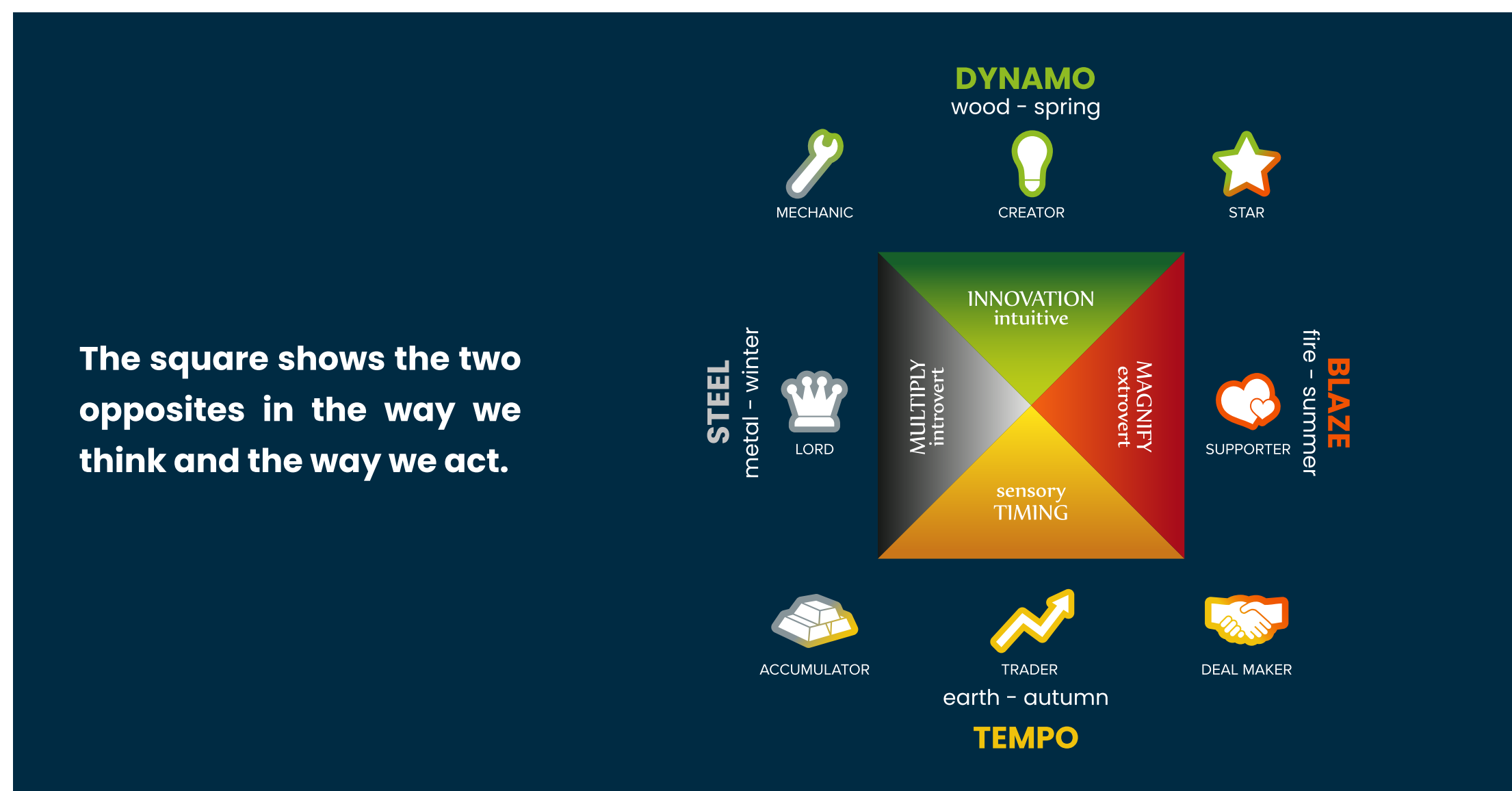
You can use Wealth Dynamics 5.0 immediately to directly grow your flow, and apply it into your life and business.

Linked to your entrepreneurial spirit

Through its link to the I Ching and the 5 Chinese Elements, Wealth Dynamics introduces the fifth element – Spirit (Water) your purpose and the question 'why'.

THE WEALTH DYNAMICS SQUARE

The Wealth Dynamics Square shows the relationship between all eight Wealth Profiles. Imagine it is like an eight-sided mountain, where there are different rivers flowing down each side, each unique. Each of us has our own flow, which naturally links our dreams to our reality.



Some of us think more with our 'heads in the clouds', where we create value through innovation. 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', creating value through timing. This is the 'Tempo' energy at the bottom of the square.

Some of us act more through people, and are more extroverted. Their natural way to leverage is to magnify. This is the 'Blaze' energy on the right of the square. Some of us act more through data, and are more introverted. Their natural way to leverage is to multiply. This is the 'Steel' energy on the left of the square.

The eight profiles fit around the square, each with a different balance of how they most naturally think and act. You will find everyone has a profile and natural path to success.

These four energies are also related to the four seasons, spring, summer, autumn and winter. As all teams, companies, markets and countries move through the different seasons, the profile who naturally fits that season will be most in their flow.

Knowing what season of growth you are in, together with the natural profiles of your team, partners and customers, allows you to orchestrate the right people to do the right things at the right time.

THE FIVE FREQUENCIES

SYNCHRONIZING WITH THE SEASONS

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’, first identified in the Chinese ‘Book of Changes’, the I Ching. As Carl Jung was devising his Psychological Types, these frequencies became the basis of the modern psychometric tests, as well as the basis of Chinese disciplines, such as Chinese Medicine, Martial Arts and Feng Shui.

The four base frequencies form the four sides of the Wealth Dynamics square. Each of these four frequencies is a state of change, like the four seasons. When you take the Wealth Dynamics profiling test, you identify how much of each frequency you hold.

The balance determines which of the eight games you play most naturally: the one that creates the greatest resonance and harmony with your natural frequencies. The more time we invest in harmony with our strongest frequency, the sooner we get into our flow.

Here is a summary of how the five frequencies link to the seasons and elements:

Dynamo	Spring	Wood	Energised, dynamic, 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. Will often seek direction from others.
Steel	Winter	Metal	Orderly, systems-oriented with a good eye for detail. Great at completing tasks but not starting new ones.
Spirit	Transition	Water	Connected, tranquil and spiritual. Focused on the ‘why’ behind everything.

The fifth frequency is what Aristotle called ‘The First mover’ — 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

THE FIVE FREQUENCIES FORM A CYCLE THAT BEGINS AND ENDS WITH WATER.

The chart also shows the relationship with the five Chinese elements, which represent states of change. Every project, business, industry, country goes through these frequencies as they cycle from creation to completion, to creation again. You are currently going through this natural cycle with each relationship you have, and with each journey you embark on.



Our effectiveness changes as we resonate with our environment, and also as we resonate with our time. Even in the right environment, as time changes we can lose our flow – our winning formula can become a losing formula. Great entrepreneurs recognize this, and so will move industries and even countries to stay in the flow.

All teams, companies, markets and countries will move through the different seasons, and the profile who naturally fits that season will be most in their flow. Knowing what season of growth you and the business are in, together with the natural profiles of your team, partners and customers, allows you to orchestrate the right people, on the right things, at the right time.

THE EIGHT WEALTH PROFILES



CREATOR

"Creating a Better Product"

Creators are great at getting things started, and terrible at finishing. They are the high in Dynamo energy, and are always using their quick thinking and imagination to get out of trouble. Their flow comes from expressing their creativity in valuable ways.

Creators can't resist creating. They keep creating long after they've run out of resources, money, and other people's patience. In fact, they have their greatest creative breakthroughs after most others would have given up. Before Walt Disney's first animated movie was finished, his distributor went bankrupt. Before his second movie was finished, he ran out of money himself. To produce the now famous "Steamboat Willie" featuring Mickey Mouse in 1927, strapped for cash, he wrote to his brother Roy: "Slap a big mortgage on everything we got and let's go after this thing in the right manner."

Many Creators fail because of their overoptimism as to what their business and their team can achieve. This optimism has led many to take on far too much, leaving them little time to do what they do best. Successful Creators have delegated everything except the creative process itself – and they focus on creating new products, or new companies, while others take care of the day-to-day business.

Successful Creators include Walt Disney, Richard Branson, Steve Jobs, Bill Gates, J.K. Rowling, Sara Blakely, Jack Ma and Elon Musk.



STAR

"Creating a Better Brand"

Stars are excellent promoters and are high in both Dynamo and Blaze energy. They are quick on their feet and can sometimes seem to dominate the conversation. Stars are best when they use their sparkle to shine the light on others more than themselves.

The Creators set the stage, and the Stars steal the show. Stars get their most valuable feedback in the limelight, and find their flow while on their feet. As a result, they are able to evolve their attraction on the fly, and it is their personal magnetism that is their greatest value.

Stars are naturals at creating a unique identity for themselves. It is their personal brand that attracts others. By magnifying their brand, they quickly magnify their attraction. Failed Stars do not realize this and have been attempting to build their wealth by improving their products, their systems or their teams – none of which come as naturally. Stars also get frustrated that others can't do what they can do, and so make poor managers without the right deputies. Successful Stars are happy to leverage on the products and platform of others in order to perform their magic. They lead from the front with their name shining in lights, while others count the receipts.

Successful Stars, who share the same winning formulas in their path to success, include Oprah Winfrey, Paul Newman, Arnold Schwarzenegger, David Copperfield, Hillary Clinton, Beyonce Knowles, David Beckham and Martha Stewart.

THE EIGHT WEALTH PROFILES



SUPPORTER

"Leading the Team"

Supporters are excellent with people, and will always be found in the middle of the party. They are strong Blaze energy and often distracted supporting others. Their flow comes from being actively involved in leading others in fun and worthwhile adventures.

While Stars are busy shining, Supporters are busy lighting up others. Supporters are the strongest leaders, as they can translate value into action through people. They are masters at energizing teams by giving them the confidence they need to succeed. They supply the glue without which great plans would crumble.

Many Supporters struggle to find the right business to start, despite their fabulous network. This is because they are asking themselves what business they should start, when they should be asking themselves which value creator they should support. 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 \$1 billion. Some of the most successful Supporters can also be found in their own businesses – such as in public relations, headhunting and consulting where others will pay big bucks for access to the people they know. Where others would take months to find the right person, it often takes Supporters just one phone call.

Notable Supporters include Jack Welch, Michael Eisner, Steve Case, Steve Ballmer, Meg Whitman, Sheryl Sandberg, Howard Schultz and Ginni Rometty.



DEAL MAKER

"Bringing People Together"

Deal Makers are strong in Blaze and Tempo energy, so they are down-to-earth. They have a strong sense of timing and loyalty, and always make sure everyone is OK. They are best when connecting people and ideas together for everyone's benefit.

Like Stars and Supporters, Deal Makers leverage by magnifying out in front. While Stars are high in the sky, Deal Makers have their ear to the ground: Creating value through timing, not innovation, and living in the present. Successful Deal Makers tend to catch the imagination of the business world, with their sweeping gestures that make millions in a moment. Of all the profiles, the Deal Makers rely most on the relationships around them.

While a Star's value grows as they become less accessible, a Deal Maker's value grows as they become more accessible. They are constantly on the phone and on the move. They create their wealth by spotting connections in the market. Once the deal is done, the new value created enriches everyone involved. Struggling Deal Makers are often stuck trying to start a business or caught up in detail, as the idea of wheeling and dealing, wining and dining, just sounds like too much fun! Every successful Deal Maker has picked a niche from which to attract the best deals in their market.

Notable Deal Makers Rupert Murdoch, Masayoshi Son, Charles Koch, Susan Wojcicki, Lynda Resnick, Sheldon Adelson and Jorge Paulo Lemann.

THE EIGHT WEALTH PROFILES



TRADER

"Buying Low Selling High"

Traders have their ear-to-the-ground, with strong Tempo energy. They will always know who upset whom, and how to keep things fair. Quiet by nature, they will often only share if asked, and find their flow in keeping the peace and keeping things on time.

Traders are masters of timing but, unlike Deal Makers who make their money by bringing assets and resources together, Traders will buy and sell the assets and make their money from the spread. Extrovert Traders will do this where they can influence the price through hard bargaining. Introvert Traders prefer to trade through analysis rather than face-to-face bidding, and include many of today's successful market traders. While Creators need to immerse themselves to create their wealth, Traders need to detach themselves. If markets were symphonies, the Creators are the composers while the Traders are the conductors. Value comes from waiting for and surfing the right wave while others get caught in the current.

Many failed Traders have never taken control of the trade. As reliable and hard-working employees, they may see either the buy side or the sell side of a transaction within the company they work for, but often never the two together. Only when they are in control of both sides will Traders become aware of the natural talent that they have.

Famous Trader profiles include George Soros, Jim Rogers, Carl Icahn, Azim Premji, Melinda Gates, Joanne Lui, Peter Lynch and John Templeton.



ACCUMULATOR

*"Collecting
Appreciating Assets"*

Accumulators are excellent project managers and researchers. They have strong Tempo and Steel energy, and are always careful in their work. Don't expect them to be overly creative. Their flow comes from collecting and organising what's already there.

While Traders create wealth by accelerating money flow, Accumulators create wealth by decelerating it. Rather than making money by buying and selling off waves, they make money by buying and holding on rising tides.

Steady and dependable, if the profiles were compared to a football team, the Stars would be the strikers while the Accumulators would be the 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 on their behalf. They rarely act on impulse, and fail if they have not set the criteria to take action. Accused of procrastinating, they simply need more data to make an informed decision.

Once Accumulators connect to the right team, they are quickly uplifted 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.

Successful Accumulators include Warren Buffett, Benjamin Graham, Carlos Slim, Li Ka Shing, Gina Rinehart, Helen Clark, Leonardo Del Vecchio and Joseph Safra.

THE EIGHT WEALTH PROFILES



LORD

*"Controlling Cash
Flow Assets"*

Lords are great at the detail, with strong Steel energy. They won't be the loudest voice in the room, but are the best at researching and studying information and coming up with considered decisions. They are best when looking after all the details.

Lords love the detail, and are renowned for their thrift. They can squeeze out the cash flow from assets without needing to own the assets. Rockefeller became a billionaire in the oil industry without needing to own a single oil well. Mittal became a billionaire in steel without needing to own a single mine. Whether commodity Lords or land Lords, they have the patience 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. Lords love certainty and hate risk. They prefer to keep to themselves, and those who haven't yet found their wealth often fail to see their analytical skills, risk aversion and need for control as their greatest strengths.

Successful Lords are unrelenting once they find their niche, with the ability to consistently generate cash flow without the need for either innovation or timing, weathering market conditions and acquiring the competition until they are dominating entire industries.

Successful Lords include Andrew Carnegie, Sergey Brin, Larry Page, Robin Li, Angela Merkel, Janet Yellen, Indra Nooyi and Mukesh Ambani.



MECHANIC

"Creating a Better System"

Mechanics are the best at completing things. They are high on Steel and Dynamo energy. As perfectionists they sometimes seem to take longer to get things done. Their flow comes from taking things apart and finding better ways to put them back together.

If Creators need to have their head in the clouds, then Mechanics need to have their finger in the pie. While Creators are great at starting things, Mechanics are great at finishing things. They are perfectionists, which is why they cannot resist finding ways to do things better. While Stars twinkle, Mechanics tinker. They get hands-on with their systems and prefer to study how to improve things with their hands dirty. Many Mechanics have yet to get going because they are still trying to figure out what business to start. Many Mechanics have companies with better systems than their competitors, but they have not leveraged these systems with stronger products produced by others, or their business is limited by their autocratic management style and high staff turnover.

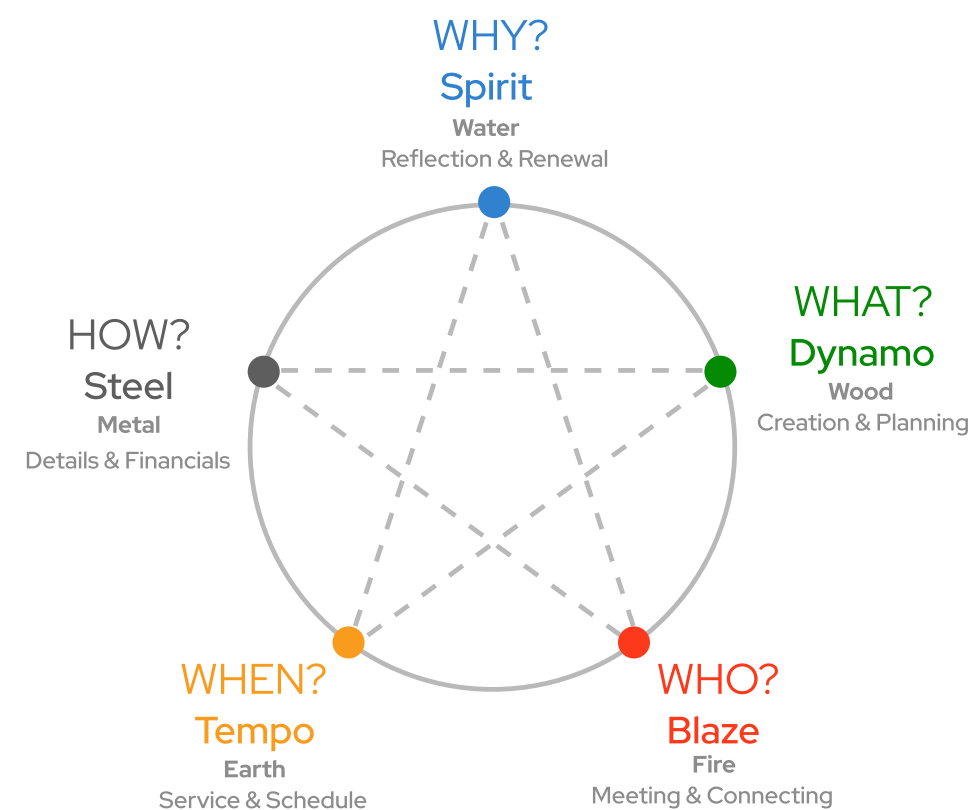
Successful Mechanics remain hands-on, fine-tuning their systems long after they have delegated many other areas of their business to others. This is where they see the greatest results, and where they gain the most satisfaction.

Successful Mechanics include Sam Walton, Michael Dell, Mark Zuckerberg, Jeff Bezos, Marissa Mayer, Christine Lagarde, Loretta Lynch and Tadashi Yanai.

THE FIVE ASPECTS OF VISION

20/20 VISION

Why do we need a team? Because a team in flow gives us a 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 by focusing on the light and sparks the flame. Yet this focus can miss the elements on the periphery. Dynamos are great at providing perspective, but often at the expense of the peripheral issues.

BLAZE PROVIDES COLOR BEST AT ASKING "WHO?"

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

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, grounding experiences in a place and time. Tempos see the wood for the trees, but can 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 details others will miss. Clarity can clearly distinguish between the different elements of a situation. Steels see every detail, but often at the expense of the people involved.

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. Through vision, we can turn our thoughts to action. With great vision, we can turn great thoughts to great action.
We can turn dreams into reality. Making magic is a team sport.**

EFFECTIVE OPERATING SYSTEMS

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

GEARED FOR SUCCESS

Each of the five frequencies require 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 soon 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 this same independence. However, 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.

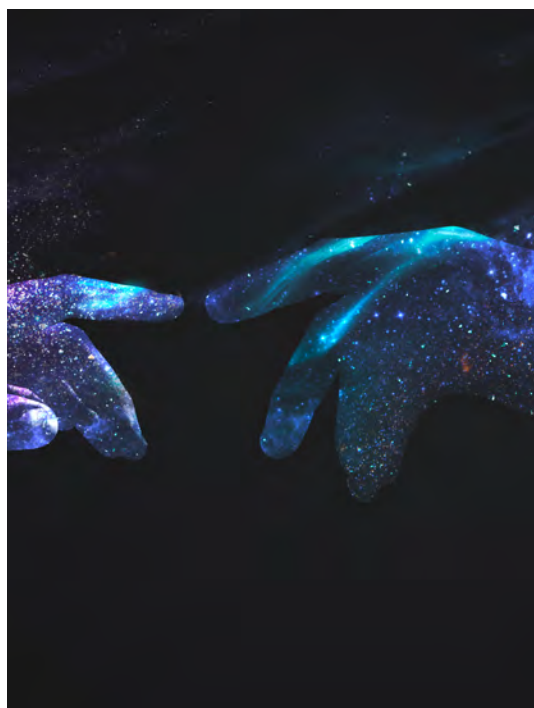
EFFECTIVE OPERATING SYSTEMS

***“Plant a seed in the wrong place and no matter the seed, no flower will grow.”
–Roger James Hamilton***



STEEL NEEDS CERTAINTY: “KNOW”

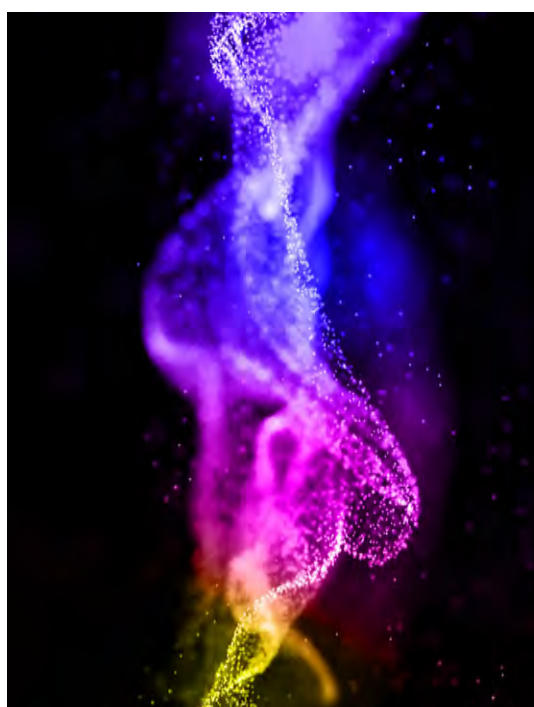
Steel frequency strengthens with certainty. Invite Steel to a wild party, and they will be the first to take a rain check. Take away certainty, and discomfort sets in fast. Performance comes from predictability. Force an Accumulator, Lord or Mechanic to perform without preparation in front of something as unpredictable as people, and you’ll experience how cold winter can be!



BLAZE NEEDS VARIETY: “GLOW”

Blaze frequency, on the other hand, 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 in a fixed plan with no variety, and don’t expect them to shine. Get them out and about, 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 to provide growth and contribution grows as well. The more water, the better the garden grows. This is, however, 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, as does our fortune – our wealth, our luck, and our legacy.

LEADERSHIP STYLES

***“The best leadership always starts from within.”
–Roger James Hamilton***

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, and 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, 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’s 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.”

LEADERSHIP STYLES

***“The best leadership always starts from within.”
-Roger James Hamilton***



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. Do expect what needs to be done to get done on time.



STEEL IS DATA-BASED

While Tempo is about consultation, Steel is about calculation. Whereas 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.



WHAT ABOUT THE SPIRIT FREQUENCY?

The fifth element also 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 fortune.

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.

TEAM ROLES AND CYCLES

"Talent wins games, but teamwork and intelligence wins championships."

- Michael Jordan

Leadership of any business needs to evolve as the business evolves. As 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, and the leaders of companies consolidating mature markets are always Lords and Mechanics.

How do you know what season your business is in? Simply by seeing what season you have just passed through. If you have a great product that has proven itself in the market, you are out of spring and into summer, focusing on building your market. If you have many new customers and sales are coming easily, you are out of spring and into autumn, focusing on servicing your customers well. If your customers are happy and your staff settled, you are out of autumn and into winter, focusing on building the right systems for the next spring.



TEAM ROLES AND CYCLES

"Talent wins games, but teamwork and intelligence wins championships."

- Michael Jordan

The biggest error that entrepreneurs make is when they hold on to their winning formula for too long, by which time the seasons have changed and their winning formula has become a losing formula.

Another error is when they put the wrong people into the wrong position, basing the choice more on their qualifications and knowledge rather than their 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.



Your flow comes from following your natural path. Your team momentum comes from each team member following his or her 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.

Here are the 8 profiles, and the role within the team that allows them to be in their greatest flow:

BEST TEAM ROLES FOR EACH PROFILE



CREATOR

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



STAR

Stars are the best promoters, but 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

Supporters are the best leaders, but 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

Deal Makers are the best peacemakers, and 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

Traders are your best negotiators. They will always get you the best price, in both what you buy and what you sell. They want to be given the parameters in which to work. Traders will have their ear to the ground in your market and your team.



ACCUMULATOR

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

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.



MECHANIC

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 do give them an existing process or product to improve on.

When we place a team member out of their flow, we really only have ourselves to blame. When others are not in their flow, it is only a matter of time before you are pulled out of your flow as well.

ORIGINS OF WEALTH DYNAMICS

WHERE DOES THE SYSTEM COME FROM?

Created by Roger James Hamilton, Wealth Dynamics (and its sister tests, Talent Dynamics and the Genius Test) has been used by over 1 million entrepreneurs around the world.

You will find similar elements within Wealth Dynamics and popular psychometric tests, as they all have a common modern origin in Carl Jung's work on archetypes.

Wealth Dynamics is different in that it provides an intuitive structure, practical strategies, modern role models and a link back to the roots of profiling 5,000 years ago.



THE HISTORY OF PERSONALITY PROFILING



Wealth Dynamics is based on a long history of tradition 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 in 1919, who had it published.

Jung was so taken with the I Ching that it is reflected within his work on archetypes and soon after publishing the I Ching, he published his own book, 'Psychological Types'. This became a basis and influence for many of the psychology tests that followed, and that are still used in companies and job applications today.

After his early work on archetypes, Jung turned his attention to the 'fifth element' in the I Ching for the rest of his life, which led to his theories on 'Synchronicity' and the 'Collective Unconscious'.

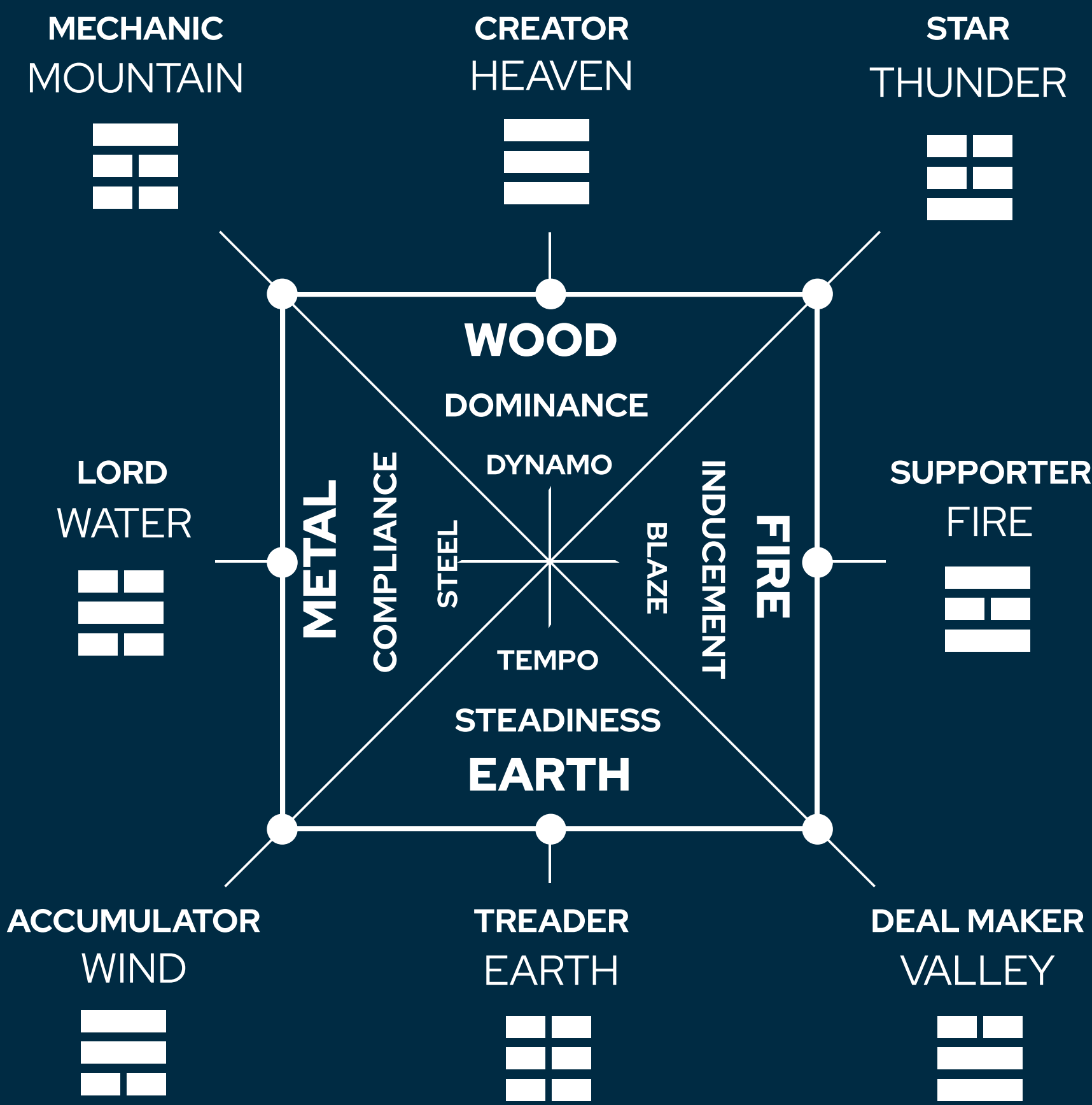
ORIGINS OF WEALTH DYNAMICS

THE NATURAL LANGUAGE OF FLOW

If you choose to delve deeper into Roger’s work on Wealth Dynamics and the corporate version, Talent Dynamics, you will find that he has identified these roots from Chinese philosophy as the natural language of flow used by the great masters, scientists and philosophers during Alexandrian times, the Renaissance and the Enlightenment.

THE 8 TRI-GRAMS

Here is a diagram of how the eight ‘trigrams’ in the I Ching link to the eight profiles. The I Ching means “The Book of Changes” and is a study of how time has 64 different ‘vectors’. At any moment there is a natural path to take based on the vector, and this keeps us in our flow.



People who have mastered their path intuitively know what to do and when to do it. We see this all around us, yet few of us commit to our path long enough to reach this level. We trust you will!

ABOUT GENIUS GROUP

LEADING THE EDUCATION REVOLUTION

Genius Group is a global Edtech and education company with over 2.7 million students in 200 countries. We are developing a future focused, entrepreneur education system that spans from early learning, primary and secondary school, through to university, adult education and corporate training.

As part of the United Nations Global Compact, we are connecting students, teachers, leaders, entrepreneurs and changemakers with the tools and global community they need to achieve positive, measurable impact towards the 17 United Nations Global Goals.

We believe that it is the entrepreneurs of the world who have the power to carry forth the transformational change necessary for the future. We are disrupting the education system and bringing forth a more relevant curriculum that prepares students of all ages and skill levels to be impactful changemakers. Instead of training people to “get a job” as an employee, we show them how to forge their own path, ignite their own genius, and design a life of their dreams.



***“You don’t need to know every step.
You just need to know the right step, right now.”***

geniusgroup.net

ABOUT GENIUSU

IGNITING YOUR GENIUS

GeniusU is a web and mobile platform which already connects over millions of entrepreneurs to the right network, knowledge and opportunities based on their personal values, vision, passions, talents, and purpose.

GeniusU's A.I. Genies give personalized recommendations on who to meet, how to upskill, where to go and what to do based on your stage of business growth, global location and other personalized information.



GENIUSU IS FOR EVERYONE

Our Curriculum is being created in direct response to the challenges in the current education system. We began by making our curriculum as an addition for the existing education system.

We are now developing a lifelong curriculum to provide a full government accredited entrepreneurial alternative to the current systems offered from K-12, through university, and on to vocational and entrepreneurial training.



Join our Student Campus

If you're a student who is looking for a personalized learning path that fits your talents, passions and purpose.



Join our University Campus

If you're a student ready for a personalized path to your vocational certification, bachelors degree or masters degree.



Join our Entrepreneur Campus

If you're a freelancer, digital nomad, startup founder or experienced business leader looking to grow your enterprise.



Join our Investor Campus

If you're looking for investment opportunities, to better understand how you can future/recession-proof your portfolio, and maximise your returns in this digital decade.

geniusu.com

NEXT STEPS IN YOUR JOURNEY

Congratulations on completing your Wealth Dynamics Assessment. In order to make the most of your Wealth Dynamics Profile here are the best next steps to take in your journey:

1

Take the Entrepreneur Quiz now

What kind of entrepreneur are you?

Take the [Entrepreneur Quiz](#) and instantly earn 10,000 Genie GEMs worth \$100. From your answer, we will direct you to your personal success path on GeniusU



2

Take the Impact Test

The [Impact Test](#) is the first step in Entrepreneur Dynamics, the No.1 Agile Leadership System for Entrepreneurs. Discover your entrepreneur level, your enterprise level and your personalized path to entrepreneurial success.

3

Attend an Entrepreneur Track Event in your City

Take a look at our [Event schedule](#) and book events, and join the one that suits you, from the Fast Forward your Business events to the Wealth Dynamics Masters Events at our exclusive resorts.

4

Book a call with one of our expert Genius Igniters

When you are ready, we invite you to connect with one of our expert [Genius Igniters](#) that will help you determine your next best steps in your educational journey.

FREQUENTLY ASKED QUESTIONS

Here are some questions you might have on Wealth Dynamics, and some simple answers.

What if I'm worried the test came out wrong, or my profile changes over time?

Your profile result is based on the questions you answered. If you're worried you are another profile, then focus at that game instead. The most important thing is that you choose one game and stick to it. Those who keep switching games will always be uncertain which game to commit to, which is why they never make it into the big leagues in any of them.

Can I use my profile as a reason for my faults?

Every football player in a match takes ownership of their position, but all take responsibility for winning the game. When you know what you aren't so good at, you can still take responsibility for those areas by having others help you or putting a system in place to minimise your failures.

How do I get into flow if everyone around me is in chaos?

A river doesn't wait for the rocks to leave before the water flows. In fact, you'll find more rocks in rivers than most other places. You can step into your flow regardless of the reaction of those around you, and you will soon find others who are playing the same game being attracted to you.

FREQUENTLY ASKED QUESTIONS

Here are some questions you might have on Wealth Dynamics, and some simple answers.

Should I risk it all to follow in the footsteps of my Billionaire role models?

A skier aspiring to ski like his heroes on the black run doesn't start on the black run. But if the skier commits for the long term to be a great skier, and starts at the level that does not result in a wipe out of money, time and confidence, then it's inevitable they will one day be on the black run. Roger's Wealth Spectrum Test will identify exactly which of the nine levels of wealth you are at now and the specific steps to move up with certainty and confidence.

What if I've realised I've been doing totally the wrong thing?

Don't despair and don't throw it all in. Don't quit your day job just yet. Even Superman had to be Clarke Kent to earn a living before jumping into his spandex pants and saving the world. Roger runs regular events and coaching sessions to work with entrepreneurs who are making the transition to a life designed around stepping into and staying in their flow.

I love the Wealth Dynamics concept. Can I become a partner?

We have over 5,000 trainers, coaches and marketers in our Entrepreneurs Institute partner community. We would love to have you join us to spread the word and get more people into their flow. You will find links on the final pages of this report for you to join us.