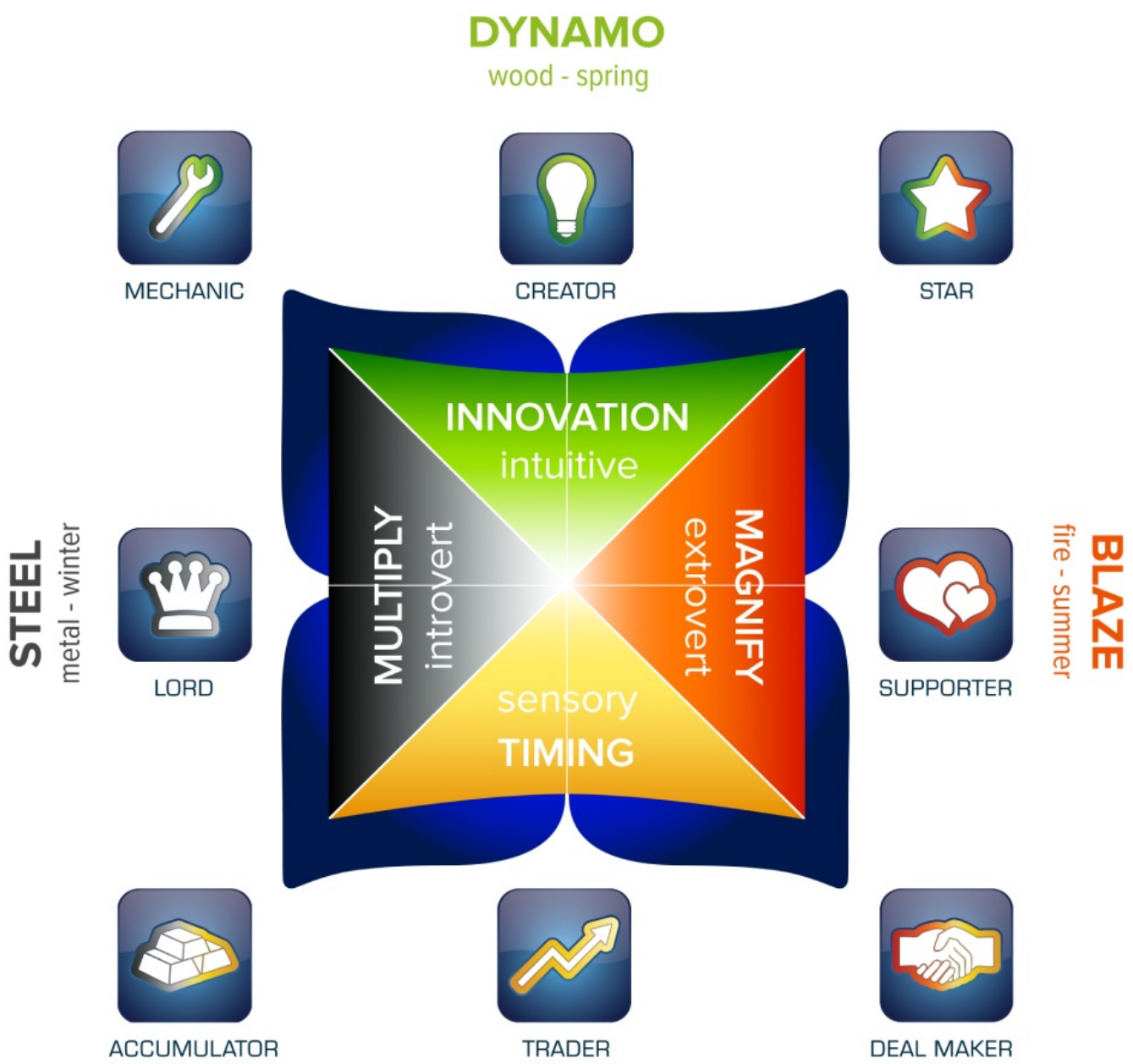
WEALTH DYNAMICS

The profiling system for entrepreneurs to find their flow

Profile Report



YOUR WEALTH PROFILE IS:

Mechanic



WEALTH DYNAMICS

The profiling system for entrepreneurs to find their flow

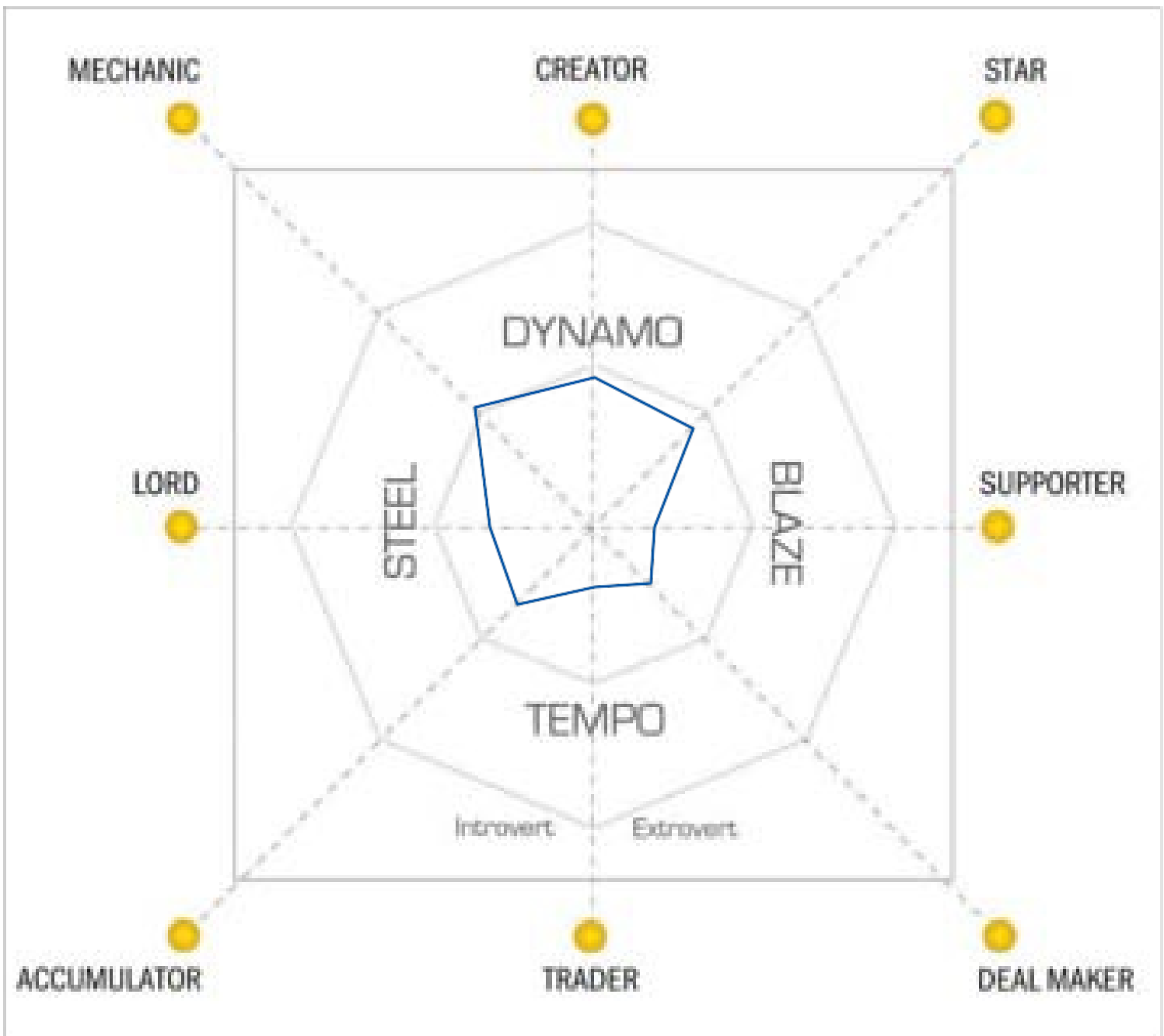
My Wealth Dynamics Graph

Name: Telmo Moura

Primary Profile: Mechanic

Secondary Profiles: Creator, Lord

WEALTH FREQUENCIES
Dynamo: 40% Blaze: 16% Tempo: 16% Steel: 28%



Welcome to Wealth Dynamics

Wealth Dynamics is part of a family of profiling tools that have been used by over 500,000 people around the world to find and follow their flow. In the following pages you will learn what it means to be a Mechanic profile, and how to use this information to lead you on your entrepreneurial journey.

“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.”

In this report you will 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. We also cover how your profile links to the other profiles, so that you can begin to appreciate the people around you, how to bring out the best in them and how to support them towards their own natural paths.

You will see that Wealth Dynamics is far more than a profiling tool. It is both a language of entrepreneurship which allows us to tune in to the concept of flow and it is a map of wealth. It allows us to see that wealth has a place for all of us, provided we follow the path that lets us shine.

After reading this report, I recommend you follow the Wealth Dynamics mission on GeniusU, our online entrepreneur education platform, for the best steps to find your flow. This comes free with this report. You can also get guidance from our global community of Flow Consultants, who can coach you based on your current situation to get the most out of your profile and natural path.

Then, when you are ready, you can choose to get more involved within our Entrepreneurs Institute community and courses to build your business. For the greatest benefit, use the gift vouchers at the back of this report. Discover which of the nine levels you are at with the Millionaire Master Plan test. Learn about our other tests, including Talent Dynamics, for high performing teams, and the Genius Test, a free test for friends and family. Use GeniusU for ongoing learning and to connect with other entrepreneurs of different profiles in different countries.

When we collaborate to grow our flow, we grow our collective ability to create and contribute wealth. I look forward to sharing the journey ahead.

Keep shining brightly,

Roger

Roger James Hamilton
Creator, Wealth Dynamics

The power of Wealth Dynamics

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. Here are the biggest benefits to focus on when using Wealth Dynamics:

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 you can 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.

When you take the Wealth Dynamics Mission on GeniusU, you will find an assessment to measure your current flow factor: how much you are experiencing and living a life in flow. Return to this assessment in the coming months to see how your flow grows as you follow your natural path.

The Wealth Formula

“Be still like a mountain and flow like a mighty river.”

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.”

Creating a River

Roger is talking about how entrepreneurs should not focus at chasing water upstream, but create a river of flow. There are trillions of dollars flowing around our planet every day, so you don’t need to make money; you simply need to direct it.

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

We each have a natural way to create the river, and this is how the Wealth Dynamics square is formed. This becomes easier to understand when we see the wealth formula.

The Wealth Formula

There are rules to how money flows, and this is the Wealth Formula:

WEALTH = VALUE x LEVERAGE

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 determines the speed of money flow (the more value, the steeper the river and the faster the flow).

Leverage is the width of the river, and so determines the volume of money flow. If I had a widget that I sell for $100, I can double money flow by increasing value (a widget worth $200) or increasing leverage (two widgets worth $100 each).

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.

Mechanic

The Wealth Formula

Wealth Creation Key: Building a better product

THE MECHANIC		
Dominant Frequency	Action Dynamic	Thinking Dynamic
Dynamo / Steel	**Introvert**	**Intuitive**



Strengths: Completing things, finding ways to improve systems, making things simpler, perfecting projects, paying attention to details.

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.



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.

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 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 worst roles in teams: People management, socialising and small talk, being down-to-earth, activity monitor, learning through discussion and conversation, time- keeping, interviews and people research.



The best roles in life: System design, perfecting processes, completing tasks, fine tuning, operations strategy, data collection.

The worst roles in life: Negotiating, customer service, marketing sales, project start-ups, people management, selection, movitation.

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)

Mechanic

Your primary profile description

Summary



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. They work fine on their own and often find social situations uncomfortable.

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. One of Henry Ford's maxims was: "Everything can always be done better than it is being done."

While Stars twinkle, Mechanics tinker. They get hands-on with their systems and prefer to study how to improve things with their hands dirty. As a result, they have little interest in impressing with or indulging in their appearance. Bernard Marcus, chairman and Co-founder of Home Depot, recalled going out to lunch with Sam Walton – founder of Wal-Mart who became the richest man in the world in the 1980's. "I hopped into Sam's red pickup truck. No air-conditioning. Seats stained by coffee. And by the time I got to the restaurant, my shirt was soaked through and through. And that was Sam Walton – no airs, no pomposity."

Many Mechanics have yet to get going because they are still trying to figure out what project to start. Ray Kroc was 52 before he realized he didn't need to start his own business, he could take an existing business – McDonald's – and make it better. This is where they see the greatest results, and where they gain the most satisfaction. Successful mechanics include Henry Ford, Ray Kroc, Sam Walton, and Michael Dell.

The Well Oiled Machine



Mechanics sit on the top right of the Wealth Dynamics square. They are both creative and system focused. Mechanics can quietly tinker in the background on their own, taking apart and putting together things that already exist. They are much more comfortable with measurable things like data and details than complicated things like people and their emotions.

Where a Star endears, a Mechanic endures. What they build tends to be built to last. Endless perfectionists, the Mechanics will keep finding ways to improve their system or process, making things simple and smart, whatever the product or service they deliver – whether it is cars, burgers or internet search.

Mechanic

Your primary profile description

Perfecting the system

Mechanics tend to come late to the party. That's because they are better at perfecting what is there than coming up with something new from scratch. Successful Mechanics give Creators a run for their money in the business celebrity stakes. High profile Mechanics out there include Sam Walton, Ray Kroc, Ingvar Kamprad and Michael Dell, who expanded Wal-Mart, McDonald's, IKEA and Dell. Mechanics often take over from Creators as businesses mature, and they are capable of starting global, system-based businesses that multiply around the world. Mechanics can be found behind most franchise and multi-outlet businesses, and in all manufacturing, distribution, and logistics businesses where all creative focus is on the systems rather than the products.

Successful Mechanics have overcome their need to be involved with everything, and have focused all their efforts on the engine of the business, while others look after the styling and upholstery. As they pass over people management to others and focus on efficient operations, they find their flow. After all, it's easier to fix a process than to fix a person.



How Mechanics lead best

Mechanics like to take things apart and put them together again. They are up to the challenge of changing the wheels on a moving car and as a result they are continually challenging the status quo on the way things are done. This can be very stimulating for some, and very frustrating for others. Mechanics lead best by staying out of the fray and seeking ways to perfect a process or system, and then have a team implement with thorough training.



How Mechanics communicate best

Mechanics love brainstorming and investigating through visuals and charts. They communicate best when they have information that they can show in new and interesting ways, and when they have the time to prepare properly for their presentation. Putting a Mechanic on the spot is never the way to get the best out of them. Mechanics also communicate best through questions and answers where they can uncover the areas to investigate further.



How Mechanics get into flow

Mechanics get into flow by bringing order to chaos, which is the opposite to the Creators, who like creating chaos from order. They get fulfilment from completion and a job well done, so they get into flow by having a series of smaller projects to complete than one large activity that is never done.

Mechanic

Two Case Studies

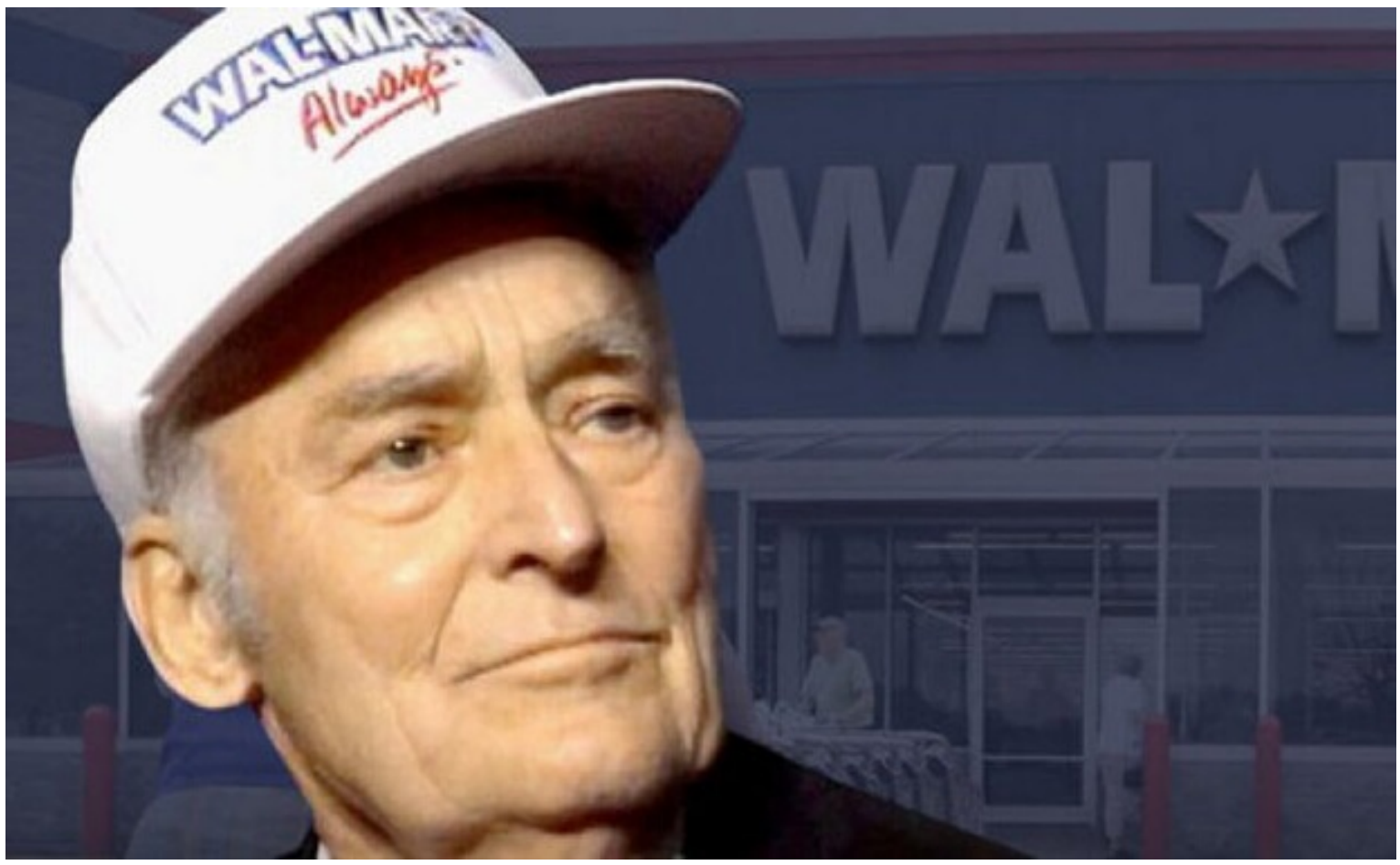
Sam Walton

“Made in America”

Like all successful Mechanic profiles, Sam Walton, who founded Wal-Mart and went on to become the richest man in the world in the 1980’s, had an insatiable appetite for hands-on tinkering and testing.

Walton learnt about systems by first buying a Ben Franklin franchise on the advice of a friend. This practice of learning through the systems of others is one of the fastest ways for Mechanics to get started. When the landlord refused to renew the lease, Walton was forced to find a new location and in 1951 set up the “Walton Five and Dime” in Bentonville, Arkansas. Over the next ten years Walton opened a further eleven Ben Franklin franchises, pioneering the use of check-out counters near the exits, and profit sharing for staff. By 1962, Walton and his brother Bud owned sixteen stores, and Walton was ready to branch out on his own.

Walton’s manager Bob Bogle, who was in charge of buying the signage for the Ben Franklin stores, was asked to come up with a name for the new store. He came up with “Wal-Mart” – as there were only seven letters in the name and so not “so many letters to buy”. The focus of the store was price, with Walton saying, “What we were obsessed with was keeping our prices below everybody else’s. Our dedication to that idea was total.” Walton was happy to promote ‘loss leaders’, marketing items at ridiculously low prices to drive customers to the store, who would then buy more.



Walton focused on improving his systems at every opportunity, stopping at competitors’ stores over the weekends with his yellow legal pad, taking notes and finding talent.

Walton later said, "I did something I would do for the rest of my run in the retail business without any shame or embarrassment whatsoever: nose around other people's stores searching for good talent."

Walton funded his growth through his suppliers, managers, and individual investors in each outlet: “By 1970, we had seventy-eight partners invested in our company, which really wasn’t one company, but thirty-two different stores owned by a combination of different folks. My family owned the lion’s share of every store, but Helen and I were also in debt up to our eyeballs – several million dollars’ worth.”

To solve the issue, Walton went to the stock market, listing Wal-Mart in 1970 and raising $1.8 million. Wal-Mart’s “saturation strategy” was based on mapping out the area within a one-day drive of each distribution centre, and planning a Wal-Mart within each area that held between 5,000 and 10,000 population.

Walton would leverage on his love of flying, taking regular flights in his plane over new expansion areas: “I loved doing it myself. I’d get down low, turn my plane up on its side, and fly right over a town. Once we had a spot picked out, we’d land, go find out who owned the property, and try to negotiate the deal right then.” In this way, Walton built his first 120 stores and kept ahead of the competition. He added, “I guarantee you not many principles of retailing companies were flying around sideways studying development patterns.”

This strategy enabled Walton to launch in areas ignored by the larger discount stores, giving him uncontested markets in which to grow his business. By 1980, Wal-Mart had grown to 276 stores with a revenue of $1.2 billion. With a growing empire, Walton devised a new system to stay on top of things. Connecting all his stores by satellite, Walton received real-time information from them, giving him information on sales by store and region on every one of the 80,000 products on sale. This became powerful information that vendors wanted, giving him additional leverage over price negotiations with them.

This paradox of focusing further on detail as you get bigger you get is reflected in Walton’s statement, “The bigger Wal-Mart gets, the more essential it is that we think small.” A second paradox was Walton’s insistence that the more rigid their communication system, the faster creative ideas would flow. Without fail, every Monday his eighteen regional managers flew out of Bentonville in Wal-Mart’s fleet of planes. They would come back on Thursday, tasked with finding at least one idea that would pay for their trip. On Friday morning they would attend a merchandising meeting and share their ideas. The best were implemented by phone to all stores by the afternoon. Every week, week in, week out, for thirty years.

Wal-Mart president, David Glass, comments, “Our Friday merchandising meeting is unique to retailing as far as I can tell... Once we’ve made that decision on Friday, we expect it to be acted on in all stores on Saturday. What we guard against around here is people saying ‘Let’s think about it’. We make a decision. Then we act on it.”

This system built innovation into the entire Wal-Mart empire on a weekly basis, and was scalable with the company’s growth. By 1985, Forbes ranked Sam Walton as the richest man in the United States. He kept this rank until he split his shares between his children. The Walton family held five spots in the top ten rich list for the next fifteen years.

Walton died in 1992. If he was alive today with his family assets consolidated, he would continue to be the richest man in the world. Today, Wal-Mart remains the world’s largest retail chain, with 11,000 stores in 28 countries, 2.2 million employees and a revenue of $485 billion.

Michael Dell

“Direct from Dell”

On Michael Dell’s 15th birthday, his parents bought him his first computer. To the dismay of his parents, the first thing he did with it was take it apart. A typical Mechanic profile, Dell had to see how it worked. By 19, while studying at the University of Texas he had started a business - PC’s Unlimited – which was soon selling between $50,000 and $80,000 of upgraded PC’s, upgrade kits and add-on components every month.



The difference of a Mechanic and Creator profile can be seen by comparing the way Dell came up with his first PC compared to the lengths Steve Jobs went to perfect his machines. Eight months after starting PC’s Unlimited (later renamed Dell Computer Corporation), he called his local Intel salesperson and said, “Tell me who in this town can design a 286 computer.” He got the name of six or seven engineers, called them up and said he wanted a computer designed.

One engineer, Jay Bell, replied, “I can do it in about a week, week and a half, for $2,000.” “That doesn’t sound like a lot to lose,” Dell said. “I happen to be going out of town for a week. I’ll give you $1,000 now and another $1,000 when I come back.” By the time he returned, Jay Bell had built Dell’s first 286-based PC. Steve Jobs later acknowledged the entirely different approach Dell took to the PC production process, saying, “Pretty much, Apple and Dell are the only ones in this industry making money. They make it by being Wal-Mart. We make it by innovation.”

Dell began selling his PCs from his dorm room in 1985, custom assembling each order, cobbling components together and keeping costs down. Demand was instant. By 1986, he hired Lee Walker, a venture capitalist, as president. Through his contacts, Dell got the financing he needed to grow the company and to then take the company public in 1988. The listing raised $30 million, and within three years of the launch, the Dell Computer Corporation had turned from a one-man operation to an $80 million company.

As Dell focused on delivering low cost, customized PCs, a series of crises allowed him to evolve his system. In 1989, five years of hyper growth caught up and prices plunged. Dell relates, “We were suddenly stuck with too many chips that nobody wanted – not to mention the fact that they had cost us a ton of money.” Dell had to sell off the inventory and said, “To our stunned disbelief, we had quickly become known as the company with the inventory problem.” Dell put his mind to work on a system that would avoid a similar situation in the future.

Like Ford before him, Dell understood that it came down to ‘inventory velocity’ – the number of ‘inventory turns’ he could achieve by increasing output and reducing stock. While Stars will slow down their asset cycle – retaining brand equity for as long as possible, Mechanics will speed up their asset cycle – aiming to increase their inventory velocity. Dell’s realization was, “The quality of your information is inversely proportional to the amount of assets required, in this case excess inventory... If you have great information – that is you know exactly what people want and how much – you need that much less inventory.” With the support of suppliers and customers, Dell began to minimize inventory, leading to unbeatable pricing.

A crisis in 1993 helped to focus the system further. Dell had grown beyond its ability to finance growth. Dell said, “We had grown too quickly. We realized our priorities had to change. We needed to focus on slow, steady growth, and liquidity.” Liquidity, profitability and growth became the cornerstones of Dell’s systems and he said, “Once we established clear metrics and measurements, it was easy to see which businesses were performing or not, and to change the strategy accordingly. For example, we changed our information systems so that a salesperson could see the level of margin for a product literally as he or she was selling it on the phone.”

Dell weathered the storm of 1993, and formalized three tenets out of these crises, which have since become Dell’s Three Golden Rules: disdain inventory; always listen to the customer; never sell indirect.

Dell had now become a huge company. Saying, “My high school didn’t teach any courses in how to manage a $3 billion company,” Dell brought in more outside help. As with every profile in this book, nothing can happen without a team. Dell explains, “When you’re the leader of a company, be it large or small, you can’t do everything yourself. In fact, you can’t do much of anything by yourself.” He adds, “One of the challenges you face as a company grows is that you tend to get a little too close to your own strengths and weaknesses, and it’s hard to be objective. I’ve heard this referred to as ‘believing your own press,’ but I prefer to think of it as ‘breathing your own exhaust.’ It doesn’t sound healthy – because it isn’t.”

Dell brought in Bain & Co to advise on the changes they would make. Bain consultant, Kevin Rollins came on board to support the effort. With the arrival of the Internet, customers were able to customize their machines, purchase online and receive delivery of their purchase to their door. Dell’s revenue began another upward trend, culminating in 1999 when Dell overtook Compaq to become America’s largest seller of PCs.

As the IT industry enters a new cycle, will Dell go the same way as Ford as the industry moves on? In anticipation, Dell changed its name to “Dell Inc” in 2003, and looked beyond their IT market to the electronics market, applying their direct model to home entertainment, TVs and multimedia, and the anticipated convergence of appliances, electronics, the Internet and mobile networks.

In 2004, Dell promoted Rollins to President and CEO, while he remained as Chairman. In 2005, twenty years after Dell sold his first PC, Fortune Magazine named Dell at first place in their global ranking of "Most Admired Companies".

In 2013, Dell took his company private again for $24.4 billion, in the largest management buyout since the Great Depression. Today, the company has 110,000 employees, is the No.1 shipper of PC monitors worldwide, and the third largest shipper of PCs after Lenovo and HP.

Today, Michael Dell is worth $18 billion, the majority of which is investments he has made outside of the company he founded.

Mechanic

Leaders that share the Mechanic profile

Once you become aware of the eight profiles, you will notice that all the most successful leaders in all fields of life have focused at one of these eight paths to achieve mastery and success. Here are more examples of leaders around the world who share your profile and mastered your path:



Mark Zuckerberg, Facebook

Mark Zuckerberg has built a $42 billion net worth through the growth of his company, Facebook, which now has over 1 billion daily users.



Jeff Bezos, Amazon

Jeff Bezos is the founder and CEO of amazon.com, with a personal wealth of $50 billion. He was named Fortune Businessperson of the Year in 2012.



Marissa Mayer, Yahoo!

Studying Symbolic Systems at Stanford, Marissa Mayer joined as Google's first female engineer. Today, she is President and CEO of Yahoo!



Christine Lagarde, IMF

Christine Lagarde is the first female finance minister of a G8 economy (France) and is currently the Managing Director of the International Monetary Fund.



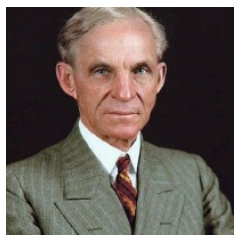
Loretta Lynch, US Attorney General

Loretta Lynch has used her detail focus and quiet leadership to become America's Chief Lawyer. Today, she is the U.S. Attorney General.



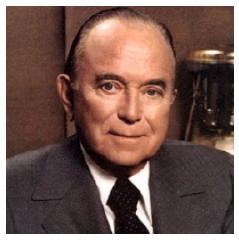
Tadashi Yanai, Fast Retailing

Tadashi Yanai has become the richest man in Japan through his company, Fast Retailing, with annual revenues of over 1 trillion yen.



Henry Ford, Ford Motor Company

Henry Ford is famous for pioneering the assembly line and mass production first with the Model T Ford, and then with the growth of the Ford Motor Company.



Ray Kroc, McDonald's

A Pioneer of Fast Food franchising, Ray Kroc bought and then multiplied McDonald's into a company that today has 2 million staff and 35,000 outlets.

Mechanic

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!



1. Building Wealth Foundation

You are dynamic, yet with an introverted tendency, so are likely to pick your friends carefully. That's OK, because now it's time to also pick your wealth network carefully. The people around you will attract the market to your natural talent at perfecting processes. Your greatest catalysts to wealth will come from those who have created the products or businesses that you will now distribute or franchise, and those who can connect you to your markets.



2. Moment of Wealth Creation

You need to maximize the time invested in innovating and perfecting the systems and processes in the business you have chosen to become involved in. This includes the constant process of stress testing, refining and measuring.



3. Value Creation

The value that you want to create is largely internal, building your know-how of the financing industry, and understanding the supply and demand dynamics of the assets you are creating cash flow from: whether these are rental products, rental properties, natural resources or other cash generating assets.



4. Value Ownership

Ownership must be in the systems that you create. You don't need to own the assets. You do need to own the operating system. Own it before you multiply.



5. Leverage

You need to leverage through a system of your own creation. Whether it is a license, or a franchise, the more idiot-proof the system is, the greater your ability to leverage will be. You will also leverage through the partners who use it.



6. Secure Cash Flow

Your cash flow will come from the value you deliver with your system. That means ensure you have the right franchise, license or distribution agreements in place that will allow you to create an ongoing source of cash flow from your system.

Mechanic

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:





Focus on your primary profile

How much of your time as a Mechanic each week is dedicated to perfecting the system? Redesign your time to increase the amount of time in your flow. Set your milestones based on how much you are converting your perfecting into profits.

Use your secondary profiles

Your secondary profiles are like wings. If you need to slow down, because you are 'over-detailing' and the team can't keep up, shift your time to play in your secondary profiles: Your secondary profiles are Lord and Creator. As a Lord, focus at analysis. As a Creator, focus at the big picture.

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"?

Using the 1-2-3 team formula

As a general guide, the most powerful team for a Mechanic is to have a Star (2 steps along the square) to market and promote and a Trader (another 3 steps along the square) to deliver the service. 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, Mechanics are very valuable in creating systems 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 'winter' and '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 sales to the service, are flowing smoothly.

Lord

Your secondary profiles in a nutshell

Wealth Creation Key: Controlling cash generating assets

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



Strengths: Cautious, organized, very detailed, analyses very situation, sees many details that others miss, only comfortable when everything is covered.

Weaknesses: Often very controlling, little patience with small talk, always worrying about the detail, can often miss the big picture or miss the party.



Successes: focused on the detail in the back end, and freed from the front end, Lords rule. Once the systems in place, Lords will make sure things run smoothly. Lords are behind every bank and big business, watching the numbers.

Failures: Lords like to control, which makes them good with numbers but not so good with people. They don't have time for small talk and stories, but they are the ones to get down to the facts. Left to start things on their own, they often are at a loss.



The best roles in teams: Controller, treasurer, data management, score keeper, data-focused leadership, learning through measurement and calculation, communicating through data and reports.

The worst roles in teams: Creative design, creative writing, networking, negotiating, people-focused leadership, learning through debate and discussion, communicating through visuals or conversation.



The best roles in life: Financial management, detailed operations, analyst, auditor, proof reading, measurement, jobs that require accuracy.

The worst roles in life: People management, motivation, networking, negotiating, marketing, product development, performance, public speaking.

Lords to learn from: Andrew Carnegie (Carnegie Steel), Sergey Brin, Larry Page (Google / Alphabet), Robin Li (Baidu), Angela Merkel (Politician), Janet Yellen (Federal Reserve), Indra Nooyi (PepsiCo), Mukesh Ambani (Reliance Industries), Sri Mulyani Indrawati (World Bank), John D Rockefeller (Standard Oil)

Creator

The Wealth Formula

Wealth Creation Key: Creating a better system

THE CREATOR		
Dominant Frequency	Action Dynamic	Thinking Dynamic
Dynamo	**Introvert / Extrovert**	**Intuitive**



Strengths: Visionary; creative; optimistic; stimulating; able to inspire others; can multitask; quick to get results; great at getting things started.

Weaknesses: Poor sense of timing; impatient; over-optimistic with what others can achieve; easily distracted; terrible at getting things finished.

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.



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



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 best roles in life: Big picture, business strategy, brainstorming, product development, design, risk-taking, starting new companies.



The worst roles in life: Customer service, repetitive routines, detailed analysis, market research, proof reading, patient implementation, time keeping.

Creators to learn from: Walt Disney (Walt Disney Company), Richard Branson (Virgin), Steve Jobs (Apple/Pixar), Bill Gates (Microsoft), JK Rowling (Harry Potter Books), Sara Blakely (Spanx), Jack Ma (Alibaba), Elon Musk (Tesla/SpaceX), Tory Burch (Tory Burch)

Background of Wealth Dynamics

"Focus at your strengths, not your weaknesses, and follow your flow."

The No.1 Entrepreneur Profile Test

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

After much study, 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.

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.

A parallel universe

Let's imagine a parallel universe where some of today's most successful Wealth Creators ended up taking different approaches when they got started. What would have happened if Bill Gates had opted for a career as a footballer? Would Oprah Winfrey have made millions as a commodities trader?

If any of these Wealth Creators had not followed their path of least resistance to wealth, we would not have heard of them today. Each of us has a path based on our natural habits and talents – the ones we were born with. Only when we follow our path do we give ourselves the opportunity to achieve our true potential. Your path will be one of the eight on the Wealth Dynamics Square.

What makes Wealth Dynamics unique

Most job-seekers have been through the experience of taking personality tests of one kind or another. Wealth Dynamics is unique compared to other personality tests in the following five ways:

Tailored to entrepreneurs

Wealth Dynamics doesn't put you in a box, but highights a fomula and path specifically for entrepreneurs, with role models to follow.

Synchronized to time

In fast changing times, Wealth Dynamics is the only personality test which shows 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, 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 others.

Linked to your flow

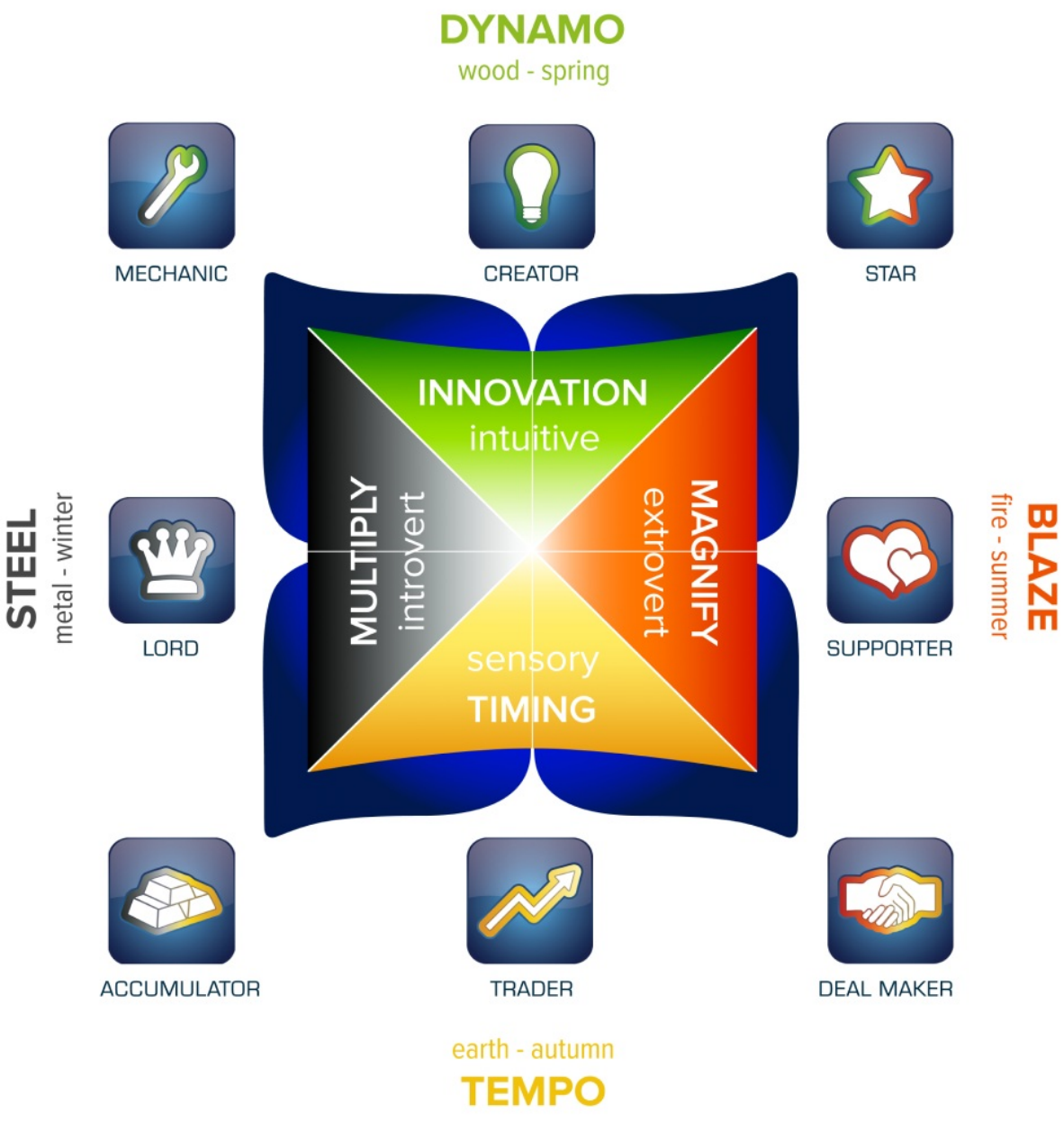
You can use Wealth Dynamics immediately to directly grow your flow, and use the GeniusU mission to measure your flow.

Linked to your entrepreneurial spirit

Through its link to the I Ching and the five chinese elements, Wealth Dynamics links to the fifth element - spirit, your purpose, and the question 'why'.

The Wealth Dynamics Square

The Wealth Dynamics Square gives us the relationship between the eight Wealth 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, which naturally links our dreams to our reality.



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

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 extroverts. The natural way to leverage is to magnify. Some of us act more through data, and are more introverts. Their natural way to leverage is to multiply.

The Wealth Dynamics profiles fit around the square, each with a different balance of how they most naturally think and act. You will find that everyone has a profile and a 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 Wealth Dynamics Square

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 over-optimism 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, JK Rowlings, 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.

WEALTH DYNAMICS

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 include Rupert Murdoch, Masayoshi Son, Charles Koch, Susan Wojkcicki, 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 bringingassets and resources together, Traders will buy and sell theassets 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 Premju, 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 fromassets without needing to own theassets. 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 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 five 'frequencies', first identified in the Chinese 'Book of Changes': The I Ching. Through Richard Wilhelm's translation of the I Ching, passed to Carl Jung as he was devising 'Psychological Types', these frequencies have become the basis of 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 are the five frequencies:

Frequency	Season	Element	Characteristics
Dynamo	Spring	Wood	Energized, dynamics, 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, strong at completing. Can find it difficul to start new things.
Spirit	Transition	Transition	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. They 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.

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.

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. Perspective focuses 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.

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 experience in place and time. 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 details that 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.

Blaze provides Colour – Best at asking "Who?"

Color is related to 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.

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.”

Dressed 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.

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, 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 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.”

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.”

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.

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 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.

Team roles and cycles

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.

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 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.

“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 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?

Wealth Dynamics – a unique personality profiling system for entrepreneurs and leaders, which is currently used around the world.

Where does the system come from?

Created by Roger James Hamilton, Wealth Dynamics (and it's sister tests, Talent Dynamics and the Genius Test) has been used by over 500,000 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.

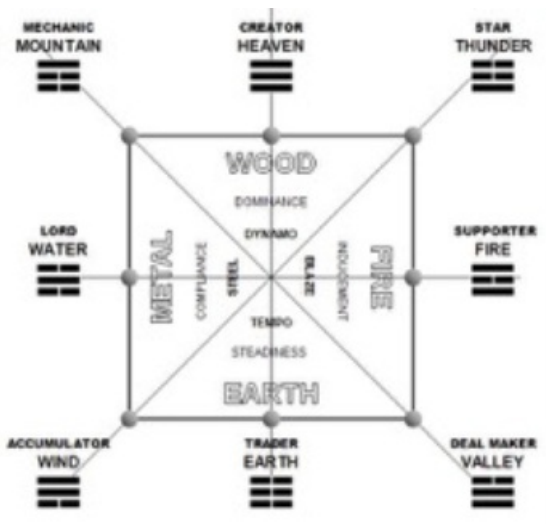
The history of personality profiling

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 he drew upon it heavily for his book 'Psychological Types', and his theories on 'Synchronicity' and the 'Collective Unconscious'. Jung pioneered psychometric testing in the West, and all the personality tests you are asked to do in any job applications come from these roots.

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, scientist and philosophers during Alexandrian times, the Renaissance and the Enlightenment.



The 8 Tri-Grams

Here is a diagram of how the eight 'tri- grams' 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!

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

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.

Can I make a bigger difference in the world if I'm in my flow?

That's the ultimate point of Wealth Dynamics. Roger Hamilton's vision of 'World Wide Wealth' is a world in which each of us is increasing our power to both create and contribute wealth. You will find that within Entrepreneurs Institute and our GeniusU community, many entrepreneurs have used their mastery of flow to become social entrepreneurs and make a bigger difference towards the causes they are passionate about. We invite you to do the same!

About Entrepreneurs Institute

Igniting your Genius

Entrepreneurs Institute is the world's leading entrepreneur education group, founded by Futurist, Social Entrepreneur & New York Times Bestselling Author, Roger James Hamilton.

The core principle behind Entrepreneurs Institute is that in today's world we are overloaded with information and lacking in direction. Entrepreneurs Institute enables you to know where we are and where we're going - and then gives you the steps to get there. We do this through our online platform, assessments, learning tools, mentoring, events and entrepreneur resorts, and a community of over 500,000 entrepreneurs around the world.

What sets us apart from other entrepreneur education groups are the resources we have developed around our four areas of focus: Who you are, where you are, where you're going and how to get there.

"You don't need to know every step.
You just need to know the right step, right now."

Take the next step with Entrepreneurs Institute by visiting the following sites:

www.entrepreneursinstitute.org
Links to all our sites, events and products

www.rogerjameshamilton.com
Videos, links and updates direct from Roger

www.geniusu.com
The world's No.1 entrepreneur education platform

www.wdprofiletest.com
The Wealth Dynamics website for entrepreneurs

www.tdprofiletest.com
The Talent Dynamics website for organizations

www.globalentrepreneursummit.geniusu.com
Roger's 2 day workshop on the Top 10 future trends

www.ilabforentrepreneurs.com
14 day and 30 day business accelerators in Bali

Roger's Youtube Channel

Roger's Twitter Page

Roger's Facebook Page

WD Youtube Channel

WD Twitter Page

WD Facebook Page

EI Facebook Page

EI Facebook Partners

About GeniusU

Igniting your Genius

GeniusU is the world's leading education platform for entrepreneurial and transformational learning. It allows you to connect to world class mentors, learning missions and learning circles. As you grow your learning, you build your profile. We recommend you join today and take the Wealth Dynamics Mission.



The Wealth Dynamic Mission on GeniusU

Take the Wealth Dynamics mission on GeniusU to learn how to make the most of your profile. The mission is free with this report, and includes videos and details on each of the eight profiles, together with a Flow Factor assessment and playbook to measurably grow your flow.

Once you have completed the mission, consider joining us as a Wealth Dynamics Flow Consultant to guide others through their Wealth Dynamics profile (for entrepreneurs) or Talent Dynamics profile (for large organizations), or integrate Wealth Dynamics with your own training and coaching by joining our Entrepreneurs Institute Partner Pathway.



The Wealth Spectrum

Now that have you learned about your Wealth Dynamics profile, find out which of the nine levels of the Wealth Spectrum you are on.

Based on Roger's New York Times bestseller, The Millionaire Master Plan, the Wealth Spectrum is a test that allows you to discover which of the nine levels of entrepreneurial mastery you are currently operating at - and the steps to move to the next level.



Are you struggling in debt, or trying to grow a team for your business? Are you stuck in a job or running multiple businesses but stretched for time? Each one of the nine levels has specific steps we can follow to break through to the next level using our natural path.

Once you have taken the test, you will find missions on GeniusU to support you through each level with videos, assessments and playbooks taking you through each step from mastering your own personal finances, to growing your business, to growing multiple investments and creating a positive impact through your mastery of flow.

You can choose to get your own copy of Roger's book, The Millionaire Master Plan, which contains a token to take the test, or you can take the **test for free** when subscribing to Roger's Entrepreneur TV channel on Youtube.

The Wealth Spectrum

Thank you for taking the time to take the Wealth Dynamics and read this report. Here are our Top 10 Steps for you to take, to make the most of your Wealth Dynamics Profile.

1 **Use your discount vouchers**

You will have received a series of discount vouchers when you took the Wealth Dynamics test. These are available for a limited period for you to make the most of our products and courses. Make the most of them!

2 **Use the Wealth Dynamics Power Pack**

You have also received a Power Pack of your profile, which is a full one month programme to master your profile. Schedule the time and turn it on!

3 **Take the Wealth Dynamics Mission on GeniusU**

On the Wealth Dynamics Mission you will find useful videos on each of the Wealth Profiles, additional playbooks and a Flow Factor test to measure your flow.

4 **Take the Millionaire Master Plan Test**

A natural next step after knowing your profile is to find out which of the nine levels of the Wealth Spectrum you are currently at. Get your copy of Roger's New York Times Bestselling book, The Millionaire Master Plan, and take the test to learn your level.

5 **Join Roger's Entrepreneur Mentoring Program**

Roger hosts an annual Entrepreneur Mastermind program with monthly live interviews and Q&As, using the most powerful tools and strategies to grow your business. Join it to connect with Roger and his global community of entrepreneurs.

6 **Attend an Entrepreneurs Institute Event**

Have a look at the full calendar of Entrepreneurs Institute events, and join the one that suits you, from the Fast Forward your Business events to the iLab accelerators.

7 **Share with family, friends and your community**

The power of Wealth Dynamics grows as it becomes a language you use in your company and your community. Join our partner program, and share the test.

8 **Become a Flow Consutant**

When you are ready, we invite you to get certified to teach Wealth Dynamics to your team, clients and community. Apply to become a Flow Consultant on GeniusU

9 **Connect with us online**

If you would prefer to grow and apply your entrepreneurial learning more gradually, try taking missions on GeniusU, and connect with us on social media and Youtube.

10 **Think it, Ink it, Do it, Review it**

Whatever we can provide, it is what you do that makes the difference. Commit to applying what you have learnt here, and all the difference is in the doing!