



PART ONE: What is Talent Dynamics?

Talent Dynamics is the Number One business development tool for accelerating Trust and Flow in the workplace, leading to dramatic and measurable results at an **individual** and **organisational** level.

What is Trust and Flow?

Trust is a measure of how much value you bring to the table. If consumers trust your company, you will always have a place in the market: the higher the trust, the more sales you make, i.e. revenue.

Similarly, if you as an individual add value either to your role within a team or to the organisation you are a part of, your position will likely remain safe. It is when you stop adding value and others feel they cannot trust you that your place in the market or organisation diminishes.

*Talent Dynamics will show you
where your value lies, how you
can tap into it and how you
can share it with others.*

Flow on the other hand, is the natural effortless unfolding of our lives in a way that moves us towards wholeness and harmony. When we are in flow, occurrences seem to naturally line up, events fall into place, obstacles melt away and happiness reigns supreme.

Being in flow is really a mental state in which a person, while engaged in an activity, is fully immersed in a feeling of energised focus and involvement. It is focused motivation, where the emotions are contained and channelled, but positively energised and aligned with the task at hand.

If you are feeling depressed, overwhelmed or anxious, you are not in flow. It's almost impossible to be stressed when you are in flow. You may have a huge workload but you won't feel the burden.

Do you remember a time or a project where you felt this? Chances are that was you in flow. Feels good, doesn't it?

What does that mean to you?

We have found that if you increase the time you spend in flow from 10 per cent to 50 per cent, your life will change for the better in ways you can't even conceive of now.

Imagine waking up every day, feeling a thrill to be going to work, knowing that throughout your day you will be 'on purpose', making a difference and helping others to stay in flow too. Time passes with ease and your happiness and job satisfaction are so great that no amount of money could take you to a position where you are out of flow again.

This is not a pipedream. We have experienced it ourselves and have seen countless clients go through our Programs and emerge in flow. Talent Dynamics allows an organisation to collaborate at an enterprise level, giving purpose and value to every individual in the team. Every member understands "it's not about *being* right, it's about *getting it right*".

Talent Dynamics is the system that empowers an organisation to grow its profit and productivity by measuring and increasing the trust and flow in its leaders and teams.

The Talent Dynamics System includes a profiling tool that measures trust and flow through the organisation at individual, team and company levels. It delivers a series of tools that empower each individual to increase their effectiveness within your organisation.

What is covered in a profile?

Talent Dynamics is a profiling tool which assesses your personality, strengths, productivity, values and behaviour, to determine which job roles you are best suited to and why. Knowing your value means you can concentrate on your own strengths and allow others to use their strengths in areas that would take you out of your flow.

This is not about being right or wrong. It is simply an understanding of why we behave as we do when left to be our natural selves, and how we can harness this and work with others to compliment each other's strengths.

The Talent Dynamics profile provides you with a path by identifying strategies and steps to focus on. It will give you insights and clarity on yourself and your interaction with others. It will more than likely raise some questions, which of course we are more than happy to help you with.

On an individual level, a profile can help you fully understand your value and show you how to share it with others. Your value is like a smile – it's not worth anything until it's given away. Talent Dynamics shows you how to unleash the gift that is your value.

Talent Dynamics is a very powerful communication tool, so as a manager, leader, sales representative, business developer or business owner, you will gain insight into how to best communicate with individuals across other profile types so they feel connected to and understand

the message you are delivering. It can also help you find the right people to fit a role, restructure a team and/or an entire organisation and increase team productivity.

What's in your Profile Report?

- 1. Your Talent Dynamics profile:** this shows you the most natural activities you should focus on to stay in flow.
- 2. Role models who share your profile:** which famous role models you should study and learn from.
- 3. Your strengths and challenges:** what gets you into your flow, what are distractions and what are opportunities.
- 4. How to create value using your profile:** how to channel your strengths in a way that the world responds to favourably.
- 5. Talent Frequency breakdown:** you can see your balance of energy and understand why you do what you do.
- 6. The value you need to own:** how to take even small amounts of value and get it into the hands of many. Roles to increase or destroy trust and flow.

If you are the leader of a team we can also give you a team profile based upon the individual profiles within the team. This can help you assess where there may be talent holes and help you identify the types of profiles you need for a particular role, based on the people who are most successful at that role. For example, Stars make the best sales people and Supporters the best team leaders.

*Talent Dynamics works for teams
because it delivers results in
performance and profitability, while
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purpose at the heart of your
organisation.*

A team profile can also identify how to treat the team as a whole, what language to use, and how to get the best out of members.

Talent Dynamics is all about using and concentrating on individual and team strengths, passion and natural talent. A team in flow is more productive. We have many activities and workshops to help a company achieve their goals.

How does Talent Dynamics Work?

As we have mentioned the central premise behind Talent Dynamics is one of flow. The experience your staff, your customers and your stakeholders have of your enterprise – and their collective efforts to grow the success of your organisation – is determined by this one guiding principle.

This principle determines the overall health of your enterprise, the personal effectiveness and fulfilment of each staff member and the collective retention of both your staff and your customers.

It is the same principle that enables competing species in an ecosystem to co-exist for the sustainable benefit of their ecosystem. This is the same natural principle that ensures the cells in a body ensure the sustainability of the whole.

The Talent Dynamics system measures the flow of your enterprise through five levels: through each individual, through each department team, through the division, through the corporation and through your customers and stakeholders.

It then delivers the tools for each of the five levels to improve flow in communications, resources and profitability.

The 5 levels of the Talent Dynamics Pathway



Key ideas within this process are the development of identity, responsibility, trust and sustainability – all measurable and controllable elements in the enterprise.

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

Where did Talent Dynamics originate?

The Talent Dynamics system was created by Roger James Hamilton as an extension of his world-leading Wealth Dynamics system for entrepreneurs. Launched in 2002, the Wealth Dynamics system has been taken up by over 30,000 owners of small and medium-sized business around the world and is regarded by many as the leading profiling tool for entrepreneurs.

Talent Dynamics now delivers the proven principles of this system to people within larger organisations.

Trust, communication and performance accelerate, and a team – as well as a whole enterprise – becomes a joy to work in. You, your team and your enterprise start making massive breakthroughs...

Why is Talent Dynamics so successful?

The Talent Dynamics premise is simple: we believe everyone has a fundamental right to understand the best way they can increase trust and flow in whatever they do.

We also believe that individual team members – and business units and enterprises – will only perform to their maximum when they understand ‘flow’ and how to utilise it. Being in flow means not only performing the role you are naturally talented at, but also enabling flow for each one of your colleagues. That way you can leverage each other and, as a team, start breaking through the performance barrier.

Trust, communication and performance accelerate, and a team – as well as a whole enterprise – becomes a joy to work in. You, your team and your enterprise start making massive breakthroughs in performance.

PART TWO - Talent Dynamics Pathway

The Three Steps of Talent Dynamics

STEP ONE: Introduction to Talent Dynamics

The first step is a one-day or series of one-day programs for your entire team to understand the principles of Talent Dynamics and how they apply to your corporation, beginning with Understanding Primary Purpose and how it links to value and leverage, trust and flow.

Understanding Primary Purpose

1. The primary purpose of an enterprise is to add value to the market or community it serves and to leverage that value profitably.

When an enterprise fails to add value, it soon loses its place in the market. The more value it adds, the greater its place. When an enterprise fails to leverage effectively, its cost of resources exceeds its output and it soon loses profitability. The more effectively it leverages, the greater its profit.

In these fast-changing times, sustainability comes from measuring and refining these two factors. Self-evident as this may sound, most companies are not measuring these two factors so function reactively to market and financial indicators. This is equivalent to patching the symptoms and not treating the cause.

2. Sustainable value is created by measuring and managing TRUST. Sustainable leverage is created by measuring and managing FLOW.

Understanding that sustainable value is measured in trust allows us to measure the value of each person in your enterprise, based on the level to which they are trusted by others to deliver value, and then to build their value by building this trust.

Understanding that sustainable leverage is measured in flow allows us to measure the effective leverage of each person in your enterprise based on the level of flow they deliver to others in communication, resources and profitability.

During this first day, each team member takes the Talent Dynamics Profiling Test, which consists of eight different profile types. Each type includes a pathway and specific strategies for each to build their performance and value, and leverage most naturally.

3. Building PSR (Personal Social Responsibility) is the key to the performance and effectiveness of each team member.

When each team member takes the Talent Dynamics Personal Profile, they learn their natural path to trust and flow. They learn their strengths and challenges, and when they see their 360-degree

personal assessments from their managers, colleagues and reports, they see how their strengths are where they achieve greatest trust and flow.

Each team member goes through a process to define and integrate their personal purpose, life ambitions and identity into their identity within the corporation. They get to see how their work environment is the ultimate testing ground for the trust and flow they are creating in their own life.

They then work on a personal plan and team plan within the team to create an integrated support structure to build their value and leverage scores. This is PSR – your personal social responsibility to respect and grow the identity and integrity of each team member while in turn growing your own trust and flow within the team.

4. Building TSR (Team Social Responsibility) is the key to the performance and effectiveness of each department within the corporation.

The same profiling process scales at team level. When each team sees their Talent Dynamics Team Profile, they learn their team's natural path to trust and flow. They learn the strengths and challenges of their department as a whole, and see their 360-degree personal assessments from other departments in the corporation.

In our experience, many departments that had previously had delivery issues with other departments are usually surprised when they see the low level of their trust and flow score when assessed by that other department.

Implementing tools and processes from the Talent Dynamics Tool Box based on 'co-creating flow' instead of 'solving problems' allows a department to resolve inter-departmental issues they had earlier perceived as being out of their power to change.

This is TSR – each department's team responsibility to reflect and support the value and leverage of each department. A team not adding value to the whole will soon be rejected or ejected: a team that does will build trust. A team that is not leveraging effectively within the whole will soon be an unsustainable cost: a team that does will become a positive contributor to the flow of the whole.

This process identifies the strengths, challenges and overall health of the corporation. Like a health check, it shows the priority areas requiring attention. Any one part of the body that is not in flow will soon impact on other parts.

5. Building CSR (Corporate Social Responsibility) is the key to the sustainable performance and success of the corporation within the market.

The same profiling process scales to the level of the corporation, and provides a direct link between personal responsibility of the individual and the corporate social responsibility of the organisation. At this scale, partners and customers are invited to provide a 360-degree assessment of the trust in the enterprise's ongoing standard of delivery, and the effective flow of communications, value and value creation.

This is CSR – your company's effectiveness in delivering sustainable value and being a powerful source of leverage to the market and community it serves.

Talent Dynamics gets to the heart of the degree to which your company is trusted by the market and how well it delivers more effective flow than its competitors.

By the end of this stage, you will have indicators of value and leverage across all areas of your enterprise at the personal, team and corporate level.

STEP TWO: Meaningful, Measurable, Profitable Change (MMPC)

For enterprises wanting to build a powerful strategy that is scalable and very sustainable, Step Two allows the strategic team to create a fully functioning practical strategy. This three-day program can be run as three consecutive days or three days over the course of a month.

All change in your enterprise follows one of five rhythms. The schedule of 'review and renew' we set follows these five frequencies, allowing you to master flow within your organisation.

- a. Your 'Enterprise Promise' never changes.** This is the heart of what your enterprise stands for and is set at the outset.
- b. Your 'Conditions of Success' is your one-year plan.** It is written in the context of your enterprise promise, your team profile, value, leverage and your market and resources. It is reviewed bi-annually and renewed annually.
- c. Your 'Personal Compass' is each team member's quarterly responsibilities, projects, processes and milestones.** It is written in context of your team charter, your personal profile, value, leverage, relationships and resources. It is reviewed monthly and renewed quarterly.
- d. Your 'Process and Project maps' are: your flow charts and maps of measurable flow in names and numbers; information, communication, customers and financials (processes); and the projects that add to this flow.** Every process and project is owned directly by a team member in their personal compass, and is viewed daily, reviewed weekly and renewed monthly.
- e. Your 'Fight Deck' brings together the key measures of each process and project, giving you a view of flow in all aspects of your enterprise.** It also gives you a measure of value and trust through regular assessments at the personal, team and corporate level, linking all measures to the financial performance of your enterprise.

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STEP THREE: Full Integration Program

If your enterprise chooses to integrate Talent Dynamics fully into your organisation, the third step is to embark on a collective journey to transform your enterprise into a high-performing corporation centred on the principle of flow. This process includes within it the following fundamental building blocks:

1. Creating the environment. By understanding the five frequencies that occur in a high-performing corporation (and that form the basis of the Talent Dynamics system), you will define distinct environments in your workplace that will enhance flow in these five areas. The most productive environment for one frequency is counter-productive for another. This third step sets the stage for extraordinary performance.

a. Your innovation environment is linked to the dynamo / spring energy of your enterprise, where product development, branding and strategy take place. It is quirky, ever-changing and sparks creativity and bold action.

b. Your marketing environment is linked to the blaze / summer energy of your enterprise, where sales, marketing, communications and collaboration take place. It is bright, open, vibrant and always in conversation.

c. Your service environment is linked to the tempo / autumn energy of your enterprise, where service, customer care, team care, reviewing and renewing takes place. It is grounded, calm, caring and engenders peace and balance.

d. Your control environment is linked to the steel / winter energy of your enterprise, where accounts, data management, documentation and measurement takes place. It is clear, clean, organised, disciplined and leads to precision and clarity.

e. Your bridge environment is linked to the spirit and heart of your enterprise. Like the bridge of a ship, this is where everything comes together with the company's key leadership team, aligned to primary purpose. It is visual, inspiring and surrounded by the measures, principles and promise of the enterprise.

2. Meaningful, measurable, profitable change. With a language, rhythm and environment aligned to flow, we work with you to supply the appropriate facilitation, direction and training. This is tailored to suit you and your organisation.

The Talent Dynamics Pathway

The Talent Dynamics Pathway is the full product offering of Talent Dynamics, organised into the five levels of a corporation. These levels are defined in relationship to the individual, as each individual within the organisation performs within the confines of the trust and flow they perceive from their own personal viewpoint.

Talent Dynamics Pathway – The 3 Steps



Three Steps, Five Levels

The Talent Dynamics Pathway is a progression of three programs that apply at each of the five levels within an enterprise. Depending on the size and needs of your organisation, there will be a pathway that is most suitable for you.

Program One: One-day Talent Dynamics Workshop

The first step for every organisation, the One-Day Talent Dynamics Workshop clarifies where your team's strengths and challenges are, and leads to solutions for immediate improvement in profit and productivity. Components of the One-Day Workshop include:

1. Alignment on the Primary Purpose of your team and enterprise
2. Talent Dynamics profiling for each team member
3. View of each team member's strengths and challenges
4. Insight into how the resulting trust and flow (or lack of) impacts productivity
5. Discussion and actions that will lead to simple, high-impact improvements.

Level One – Personal: While most companies begin at the Team or Enterprise level, some choose Program One at the Personal level, which means either a personal session with the CEO or a workshop with leaders of various teams. This best serves a company with a priority focus on an individual's performance prior to focusing on team performance.

Level Two – Team: This is the most common entry point of Talent Dynamics training, where one team within the enterprise is introduced to Talent Dynamics, and becomes a model for improvement, after which Talent Dynamics is introduced to other teams in the enterprise.

Level Three – Division: For larger corporations with divisions or regional offices, each with multiple teams, this one-day workshop is effective after individual teams understand their Talent Dynamics profiles. It highlights the overall gaps in the division based on Team Dynamics.

Level Four – Enterprise: This is the starting point for smaller companies who operate as one team, and the next step for companies who are looking for company-wide solutions offered by the insights of Talent Dynamics that involve all divisions of the enterprise.

Level Five – Stakeholders: The end point for companies who recognise the power of Talent Dynamics to build trust and flow with their customers, partners and shareholders, this session involves representatives from all sectors of an enterprise's stakeholders. Workshops at Level Five are eye-opening to both staff and customers and lead to incredibly collaborative solutions.

Program Two: Three-day Meaningful, Measurable, Profitable Change (MMPC)

For some companies, the second step after a One-Day Workshop with a team is to run a further series of One-Day Workshops with other teams and then the enterprise as a whole. Other companies, however, choose to go deeper before they go wider, and this is where Program Two takes the Talent Dynamics process from facilitation to implementation.

The Three-Day Meaningful, Measurable, Profitable Change (MMPC) program works with a team that has completed the One-Day Workshop. It provides a framework in which they can measure the specific levels of trust and flow between the members, and sets a plan for the next twelve months by which they can focus on improving both of these, resulting in gains in performance and productivity.

MMPC works most effectively when the team can invest three full days together for the workshop, but it can also be conducted in two parts within thirty days of each other. Components of MMPC include:

1. Insights from the Talent Dynamics 360-degree Assessment conducted on each member
2. Clarity in the specific areas on each member's trust and flow
3. Training on the five frequencies and the 'review and renew' rhythm
4. Creation of the Enterprise Promise, Team Charter and Personal Compasses
5. Alignment on measurable performance goals for the next 12 months.

Level One – Personal: For companies preferring to invest in executive coaching, MMPC can be conducted specifically for the CEO or Senior Management. When tailored in this way, the results are specific individual targets that integrate life and business goals.

Level Two – Team: The common next step after the One-Day Workshop, implementing a full 360-degree Assessment and 12-month program enables a team to measurably increase their productivity and performance while also measurably adding value to other teams in the enterprise.

Level Three – Division: Most relevant to larger corporations with divisions or regional offices each with multiple teams, MMPC provides a program for a division to follow, after the various teams have become familiar with their Talent and Team Dynamics.

Level Four – Enterprise: Effective for enterprises that are ready to implement a company-wide Talent Dynamics program, with common measures and reviews throughout the year. This provides a common language of trust and flow throughout the organisation.

Level Five – Stakeholders: A natural continuation of the One-Day Workshop at Level Five is MMPC, where staff, customers and partners co-create a road map that includes all stakeholders in the creation and review of critical metrics for the enterprise.

Program Three: Twelve-Month Talent Dynamics Integration

While the One-Day Workshop provides facilitation of the Talent Dynamics insights, and MMPC provides implementation of the system into a measurable, ongoing structure, the Twelve-Month Talent Dynamics integration is a partnership in which we work side-by-side with you to integrate the principles of Talent Dynamics into all aspects of your enterprise.

Examples of the areas of integration that we cover include:

- 1. Organising your workspaces to match flow to function:** The most effective environment for your finance team is different to the sales team, service team and leadership team.
- 2. Turning your plan into projects and processes:** Empowering your team to visualise and map out all trust and flow as a tapestry they control creates a culture of pro-active problem solving, where breakdowns in processes and policies are constantly self-corrected.
- 3. Aligning time management to the five levels:** Understanding what is appropriate to be reviewed and renewed on an annual, quarterly, monthly, weekly and daily frequency gives everyone a common template to shorten meetings and align actions.
- 4. Recruiting, reviewing and retaining staff:** The Integration program gives us an ongoing opportunity to work alongside you in the introduction and integration of new team members, which is the key to establishing a culture of trust and flow from the start.
- 5. Culture of Communication:** As most breakdowns in productivity come from ineffective communication or miscommunication, the Integration program re-engineers the communication system of the team or organisation to ensure trust and flow is continuously increased by the design of the communication protocols and system.

This program is a hands-on consultancy in which we work alongside you, providing consultation and implementation on a weekly and monthly basis, in addition to facilitation at the major training and review points.

While it requires a minimum twelve-month commitment for full integration, it can be tailored to be run from six months to three years, depending on the dynamics and complexity of the integration project.

Level One – Personal: This level, which works on an individual basis, is suitable for new start-ups or for leaders who are designing a new team or division that has yet to be formed. Working alongside a team leader in this way provides a robust foundation on which a team can excel.

Level Two – Team: An ideal starting point for an enterprise looking to test the power of Talent Dynamics when fully integrated, prior to a company-wide roll out. Especially valuable for sales, service or project teams where increased productivity can have a very visible and direct impact on the profitability of the company.

Level Three – Division: Beginning with an entire division, whether a regional office or entire department, is the way for larger organisations to step up their commitment to the Talent Dynamics process. This provides a visible and measurable shift in environment and empowerment that occurs with a Talent Dynamics Integration.

Level Four – Enterprise: The final step for an enterprise to align internally to the principles of Talent Dynamics within all areas of the organisation, this step provides a full integration into how the enterprise organises its people, culture, schedule, environment, processes and training around Trust, Flow and Corporate Social Responsibility.

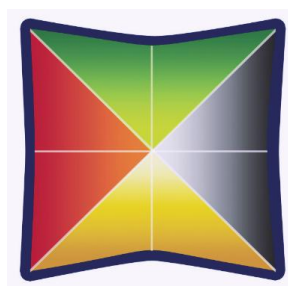
Level Five – Stakeholders: The final step for an enterprise to align both internally and externally, this level provides the leadership and staff of an enterprise with clear measures of how they are perceived and trusted, not only internally but with customers, partners and shareholders. This provides a full integration of internal performance with external sustainability.

Choosing Your Level

Our intention is to build a collection of Talent Dynamics success stories across Australia and the Pacific region by ensuring each of our clients embarks on a path that is most effective for them.

Learn the different options and our recommended pathway for you by meeting with us for a one-hour introduction, when we will provide you with further insights into Talent Dynamics, and pinpoint the best path for your enterprise.

The full IPS contact details are overleaf.



WHAT NEXT? Find out how to be the best you can be!

1. Take your own Talent Dynamics profile test now.

Go to www.talentedynamicsaustralia.com.au/profiletest and take action today. This includes a 10-page follow-up report.

2. Arrange your individual Talent Dynamics profile PLUS a one-hour debrief session with a Talent Dynamics Performance Consultant.

Contact IPS Talent Assessment Services (IPS)* - see below.

The debrief session will cover: the results of your profile test; discussion of your areas of greatest flow; career options based on your Talent Dynamics profile.

3. Invite a Talent Dynamics Performance Consultant to implement team profiling in your organisation. Contact IPS* – see below.

4. Become an accredited Talent Dynamics Performance Consultant. Contact IPS* – see below.

CONTACT

Contact IPS* for all enquiries about:

1. Individual Talent Dynamics profiling
2. Team Talent Dynamics profiling
3. Implementing any of the Talent Dynamics Pathway programs in your workplace
4. Training as a Talent Dynamics Performance Consultant.

***IPS is the Master License Holder and Trainer of Talent Dynamics in Australia**

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