

TALENT
DYNAMICS

**TALENT
DYNAMICS
E GUIDE**

**“Everyone has a fundamental right to experience flow
and to know how to create it.”**

WELCOME TO TALENT DYNAMICS!

Talent Dynamics is the Number 1 Business Development pathway for accelerating Trust and Flow.

WHAT IS TRUST AND FLOW ALL ABOUT?

Trust is a measurement of how much value you bring to the table in your business and career. If a consumer has trust in your company and the product or service that you deliver, then you will continue to have a secure place in the market over time. This easily translates to increases in your revenue – as the higher the trust is the more sales are made.

Similarly, if you add value to your role within a team or to the enterprise you work for, then your individual position remains safe into the future. It is only when you stop adding value and others begin to feel that they cannot trust you to deliver or that you aren't delivering, that your place in the enterprise diminishes or even dissolves completely.

Talent Dynamics is on a mission to show YOU where your value lies, how you can tap into it, and how you can communicate and share it with others.

Flow is the natural effortless unfolding of our lives in a way that moves us towards wholeness and harmony. When you are in flow, occurrences line up, events fall into place, you feel more fulfilled in the organization you work for, and obstacles melt away and happiness reigns supreme in life.

Being in flow is a mental state where a person is fully immersed in a feeling of energised focus and full involvement while doing certain activities. It is also where you experience a sense of focused motivation where all your emotions are contained and channelled but positively energised and aligned with the task at hand.

If you are feeling depressed, overwhelmed or anxious, this indicates you are not in flow. It's almost impossible to be stressed when you are in flow. **Flow brings you to life.** You may have a huge work load but you won't feel the burden. Do you remember a time or a project where you felt this? Then the chances are that this was when you were in flow. It feels good, doesn't it?

WHAT DOES THIS MEAN FOR YOU?

If you increase the time you spend in flow from 10% to 50%, your life will change for the better in ways you can't even conceive sitting there reading this now.

Imagine waking up on purpose every day feeling an inner thrill to be going to work or doing business.

Imagine knowing that throughout your day, you will be making a difference and helping others to get and stay in their flow too – where time passes with ease and your happiness and job satisfaction is so great no amount of money could take you to a position where you are out of flow again.

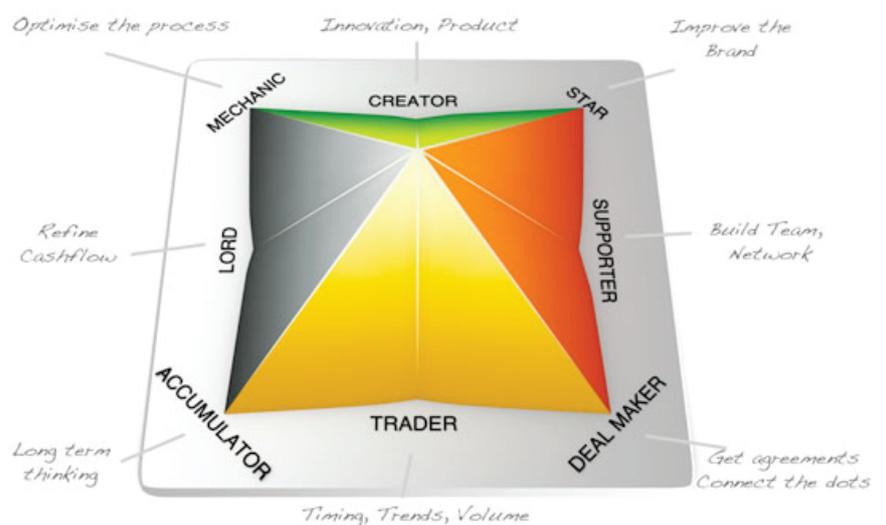
This is not a pipe-dream. It's real – and it works.

We have experienced it for ourselves and now have seen countless clients go through our training and emerge in flow at the end – with a greater sense of fulfilment over all areas of their lives.

Talent Dynamics allows every enterprise to collaborate at a bigger level and give a powerful vision and WHY to every individual in the team. Every team player understands “It's not about being right; it's about getting it right.”

The Talent Dynamics system empowers any enterprise to grow its profits and productivity by measuring and increasing both the **trust and flow** within its leaders and teams. It includes a profiling tool that measures the level of **trust and flow through your enterprise** at the scale of the individual, team and enterprise. It then delivers a series of powerful tools that empowers each individual to increase their effectiveness!

This is not about being right or wrong. It is simply a case of: “Why do we behave as we do, when left to be our natural selves”, and understanding how we can harness our natural abilities and flow to work with others to compliment all our strengths – instead of focusing on weaknesses and making them bigger weaknesses.



WHAT IS COVERED IN A TALENT DYNAMICS PROFILE

The Talent Dynamics Profile assesses your personality, strengths, productivity, values and behaviour in order to determine which game you should be playing to be more in Flow and why.

Knowing your value means you can concentrate on your strengths and allow others to use their strengths in areas that you aren't inspired by – or proficient in.

The Talent Dynamics Profile provides you with a guide to help you on your 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 also more than likely raise some questions to ask – which of course we are more than happy to help you with.

Using it can help you with finding people to fit and fulfil a role, restructure a team or even change and transform an entire enterprise to increase team productivity. On an individual level, getting a profile can help you find your value and show you how to give it to others. Talent Dynamics shows you how to unleash the gift that is your value.

**“Your value is like a smile –
it's not worth anything until it's given away.”**

Talent Dynamics is a also very powerful communication tool. As a manager, leader or business owner, Talent Dynamics will give you insights into how you can best communicate with the team members in your enterprise who are profiles other than your own so that they feel connected to and understand the message you are delivering.

Naturally, this will ripple out and improve the culture and morale within your enterprise as a flow-on effect.

WHAT'S IN YOUR TALENT DYNAMICS PROFILE REPORT?

1. YOUR TALENT DYNAMICS PROFILE

This shows you the most natural activities you should focus on to get into and stay in flow.

2. ROLE MODELS WHO SHARE YOUR PROFILE

Which famous role models you can study and learn from.

3. YOUR STRENGTHS & WEAKNESSES

What gets you into your flow and what are your distractions and opportunities.

4. HOW TO CREATE VALUE USING YOUR PROFILE

How to channel your strengths in a way that the world responds favourably to.

5. TALENT FREQUENCY BREAKDOWN

You will 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 that increase / destroy trust and flow.

If you are the leader of a team in an enterprise or your own business, you can discover to profile your team profile based upon the individual profiles within the team. This can help you assess where the holes are currently and identify the types of profiles you need for a particular role based on the people who are most successful at that role.

For example, Star profiles make the best sales people and Supporters make the best team leaders. It can also identify how to treat the team as a whole, what language to use and how to get the best out of them. Every time you place a team member in a position where they are in flow – the entire enterprise gets into flow.

A team that is in flow is more productive!

Talent Dynamics is all about using and concentrating on individual and team strengths, passion and natural talent – every team member deserves to do what they love and experience fulfilment in business and career.

HOW DOES FLOW WORK?

“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 enterprise.”

As we have mentioned the strong underlying premise behind Talent Dynamics is ‘Flow’:

Put simply, flow is the path of least resistance. The greater your flow, the greater your fulfilment is. It takes focus to learn the basis of creating flow, and practice makes it second nature. Once you know how to stay in flow, you can enjoy life with ease and grace.

The experience that your staff, your customers and your stakeholders have of and within your enterprise – and their collective efforts to grow the success of your enterprise – is determined by this one guiding principle.

This principle determines the overall health of your enterprise, and the personal effectiveness and fulfilment of each staff member, as well the collective retention of both your staff and your customers over longer periods of time.

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

Fortune follows Flow. Living your FLOW is living a life of good fortune. Flow is a life-long process that is rich with rewards all along the way.

TALENT DYNAMICS MEASURES THE FLOW OF YOUR ENTERPRISE OVER FIVE LEVELS

Talent Dynamics measures trust and flow through each individual, each department and team, the division, the corporation and, finally, through customers, clients and stakeholder – and delivers the tools for each of the five levels to help you to improve flow with regards to communications, resources and of course, profitability.

Key ideas within this process are the development of identity, inherent sense of responsibility, and finally, trust and sustainability. Each of these are both measurable and controllable elements within the enterprise.



WHERE DID TALENT DYNAMICS ORIGINATE FROM?

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 Profile Test has now been taken by over 30,000 owners of small and medium sized business right around the world.

Wealth Dynamics has established itself as the leading profiling tool for entrepreneurs – and rightly so. Talent Dynamics now delivers the proven principles of this powerful system to larger enterprises globally – because every business also has the fundamental right to be in flow.

WHY TALENT DYNAMICS WORKS

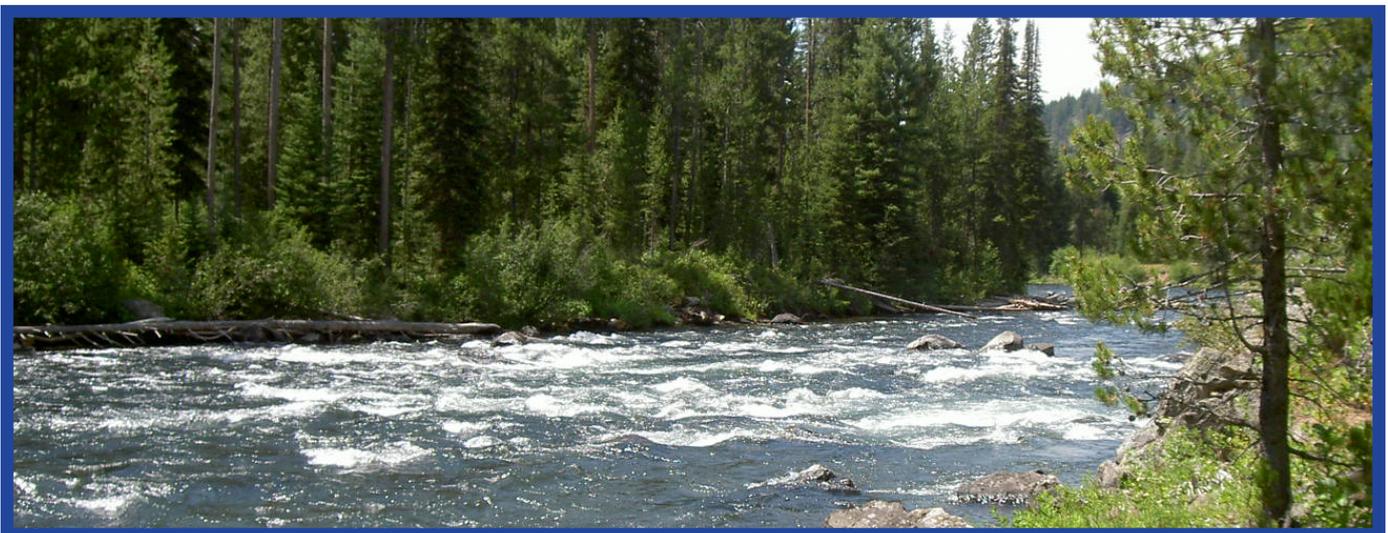
The Talent Dynamics culture is simple:

We believe everyone has a fundamental right to understand the best way that they can increase trust and flow in whatever they do.

We also believe that individual team members – and units and enterprises – will only perform to their maximum when they understand ‘flow’ and how to utilise it effectively to their advantage.

Being in flow means not only performing the role you are naturally talented at but also enabling flow for each one of your colleagues. By doing this, you can powerfully leverage each other towards any outcome and, as a team, start breaking through the performance barriers to new heights – and go far beyond what you or your team initially thought to be possible.

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



WHAT HAPPENS WHEN A TEAM GETS IN FLOW

“Making magic is a team sport.”

Roger James Hamilton

What teams can achieve when they first measure and then guide their enterprise to tap into and create trust and flow is extraordinary. Massive results become possible and goals that once seemed unachievable suddenly become realistic. The following two stories share just a small part of the magic that Talent Dynamics has facilitated for enterprises by helping them access **flow**:



“Facing dramatic government cuts in spending, we might not be here today if we hadn’t discovered Talent Dynamics six months ago! That day, everything changed. We discovered how we could make our vision a reality. Not only could we sustain but we could also scale our service.... The team was inspired in a way like never before.”

Nicola Hall – Head of Enterprise Education for Blackpool

The department HERO – previously funded by Blackpool Council – provides young people with access to skills and knowledge that they wouldn’t have otherwise had, and inspires them to start careers in business and entrepreneurship. HERO looked to Talent Dynamics to find a sustainable and scalable solution to continue its outstanding work in spite of a government cut in their spending.

After completing their Talent Dynamics Profile Reports, the HERO team quickly began to understand how to create value in their team – and more importantly how to leverage it! Team members were open to change, more flexible in ideas and approach, more committed and having more fun!

HERO is now a Community Interest Company – no longer funded by the government and standing on its own two feet and achieving great feats month after month. Offers have already been placed for programs by schools that will be run by the ‘new company’ – with an estimated revenue of £70,000 in 12 months! HERO are now focused on an ambitious expansion plan to go above and beyond to brand new heights.

“Talent Dynamics has greatly accelerated our performance as a Head Office team. This has been a major contributor to our company growth with our leading brand doubling in size in 12 months in what had been a challenging trading environment for most.”

Helen Urwin, MD The Halthean Corporation

The Halthean Corporation consists of a portfolio of brands that service the Corporate Market globally in the arena of Brand, Culture and Leadership Transformation. In October 2009, The MD sought-out Talent Dynamics to help with restructuring their head office operation to support the growth of the Xanobia brand in 2010/2011. The Xanobia brand is known for *Full Potential Branding” with clients such as Mars Inc, Wrigley, General Mills etc and several opportunities had been identified to expand the products and services Xanobia provides. Xanobia Team needed to blend with an external group of consultants to operate as a larger team.

Talent Dynamics worked with Halthean and took every team member through Talent Dynamics profiling – so they could see their own and that of other people. Teams were able to measure their **trust and flow** within their enterprise and apply tools and strategies to improve these over the next 6 months. They could now see who should be accountable for what, and where they could create more value with new team members and associates.

After facilitating training with Xanobia Strategic and Operational Teams to continue the implementation, the forecast growth was achieved. The team:

- **Developed a unique language to describe common tasks and operational styles**
- **Significantly increased both productivity and results**
- **Created new product lines – enabling them to get into flow – doing what they love**
- **Has a brand new rhythm and routine with clearly defined milestones**
- **Focuses on what matters!**

The team now know exactly who to pass the ball to **with confidence, trust and certainty** and resulted in an opportunity for the Managing Director to focus time on the strategic, business-building side of her customers’ brands and has created the space for everyone to be able to **raise their game!**

THE TALENT DYNAMICS PATHWAY – IN ACTION



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

THREE STEPS, FIVE LEVELS

The Talent Dynamics Pathway is a progression of three steps that apply at each of the five levels – **personal, team, division, enterprise and stakeholders** - within an enterprise. Depending on the size and needs of your enterprise, there will be a pathway that is most suitable for you – we can help you decipher what this is!

STEP ONE: INTRODUCTION TO TALENT DYNAMICS

The introduction to Talent Dynamics Workshop gives your team – in a **one day workshop** or ‘Taster Session’ – clarity on where its strengths and weaknesses are, and leads to solutions to achieve immediate improvement in profit and productivity. The entire team understands the principles of Talent Dynamics and how it applies to their enterprise, beginning with Primary Purpose and how it links to value and leverage, trust and flow.

Components of the One Day Workshop include:

- 1) Creating 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 weaknesses
- 4) Insight into how the resulting trust and flow (or lack of) is impacting productivity
- 5) Discussion and actions that lead to simple, high impact improvements

HOW STEP ONE PLAYS OUT ON THE FIVE LEVELS OF ENTERPRISE

Personal – While most companies begin at the Team or Enterprise level, some choose this first programme at the Personal Level. This occurs in the form of a consultation with the CEO or a workshop with leaders of various teams throughout the enterprise. This option is best for companies with priority focus on an individual’s performance prior to focusing on team performance.

Team – This is the most common entry point of Talent Dynamics training. One team within the enterprise is introduced to Talent Dynamics and soon becomes a model for improvement. After the training has been completed and the full effect starts to flow within the enterprise, Talent Dynamics is integrated into other teams in the enterprise.

Division – For larger corporations with divisions or regional offices – each with multiple teams – this one day workshop is effective after individual teams have understood their Talent Dynamics profiles. It highlights the overall gaps in the division based on Talent Dynamics

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

Stakeholders – The end point for companies who recognize the power of Talent Dynamics in building 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 for staff and customers, and lead to incredibly collaborative solutions.

STEP TWO: MEANINGFUL, MEASURABLE, PROFITABLE CHANGE (MMPC)

The second step of the Talent Dynamics Pathway allows the strategic team to create a fully functioning and practical strategy. This step can be run as 3 days together or 3 days over the course of a month. This process covers the following fundamental building blocks:

Setting the schedule: 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 enterprise.

- 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 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. This is to be 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 are viewed daily, reviewed weekly and renewed monthly.
- e) Your **Flight 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.

Some companies choose to run a series of one day workshops and others choose to go deeper before they go wider – this is where Step Two takes the Talent Dynamics process from facilitation to implementation.

Components of the Three Day Implementation include:

- 1) Insights from the Talent Dynamics 360 Assessment – conducted on each team member
- 2) Clarity in the specific areas of each member's trust and flow
- 3) Training on the five frequencies and the 'Review & Renew' Rhythm
- 4) Creation of the Enterprise Promise, Team Charter and Personal Compasses
- 5) Alignment on measurable performance goals for the next 12 months

HOW STEP TWO PLAYS OUT ON THE FIVE LEVELS OF ENTERPRISE

Personal – For companies who prefer to invest in executive coaching, the three day training can be conducted specifically for the CEO or Senior Management. This training can be uniquely tailored, and the result is specific individual targets that integrate life and business goals together in harmony.

Team – This is the next step that is commonly taken after Step One. This level includes a full 360 Assessment and the three day workshop to build strategic capability for the team as part of the overall enterprise Flow

Division – This level is most relevant to larger corporations with divisions or regional offices – each with multiple teams. Step Two at this level provides a programme for the selected division to follow, after the various teams have become familiar with their Talent and Team Dynamics.

Enterprise – Level Four of Step Two is effective for enterprises that are ready to implement a enterprise-wide Talent Dynamics programme with common measure and reviews throughout the year. This provides and generates a common language of trust and flow throughout the entire enterprise.

Stakeholders – This level is a natural continuation of Step One into Step Two where staff, customers and partners co-create a roadmap for the enterprise that includes all stakeholders in the creation and review of critical metrics for the enterprise.

STEP THREE: FULL IMPLEMENTATION PROGRAMME (12-18 MONTHS)

Step Three of Talent Dynamics is a partnership where we work with you side-by-side on a weekly and monthly basis to integrate the principles of Talent Dynamics into all aspects of your enterprise. Step Three transforms entire enterprises into high-performing corporations through flow, including:

Creating the environment: By understanding the five frequencies that occur in a high performing enterprise (and that form the basis of the Talent Dynamics system), you will define distinct environments in your work place 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 continually engaging 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, organized, 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 enterprise's key leadership team, aligned to primary purpose. It is visual, inspiring and surrounded by the measures, principles and promise of the enterprise.

INTEGRATION OVER THE 12 MONTHS COMPLETES:

- 1) Organizing your workspaces to match flow to function: the most effective environment of your finance team is different to the sales team and/or leadership team.
- 2) Turning your plan into projects and processes: Empowering your team to visualize and map out all trust and flow as a tapestry they control will create a culture of pro-active problem-solving where breakdowns in processes and policies are continually and automatically self-corrected.
- 3) Aligning time management to the five levels: Understanding what is appropriate to be reviewed and renewed on an annual, quarterly, weekly and daily basis gives everyone a common template to shorten meetings and align actions.
- 4) Recruiting, reviewing and retaining staff: The integration programme 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 of 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 enterprise to ensure trust and flow is continuously increased by the design of communication protocols and systems.

HOW STEP THREE PLAYS OUT ON THE FIVE LEVELS OF ENTERPRISE

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 leaders in this way provides a robust foundation for a team to excel from.

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

Division – Beginning with an entire division – whether a regional office or entire department – is the way for larger enterprises to step up their commitment to and involvement in the Talent Dynamics process. This provides a visible and measurable shift in the environment and empowerment which occurs with the Talent Dynamics integration.

Enterprise – The final step for an enterprise is to align internally to the principles of Talent Dynamics within all areas of the enterprise. This step provides a full implementation into how the enterprise organizes its' people, culture, schedule, environment, processes and training around Trust and Flow as well as Corporate Social Responsibility.

Stakeholders – This is the final step for an enterprise to align both internally and externally to their true flow and success. This level provides the leadership and staff of an enterprise with clear measures on 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.

TALENT DYNAMICS AND YOU

Our intention is to continue building success stories behind Talent Dynamics by ensuring each single one of our clients embarking on a path which is most effective for them.

Learn the different options and our recommended pathway for you by meeting with us in a **one hour introduction session**, when we will provide you with an insight into Talent Dynamics as well as help you pinpoint the best path for your enterprise.

Thank you for reading our e guide!

**As a special thank you we will also be sending you a bonus Report
“Happiness increases Productivity?”**

YOUR NEXT STEPS...

So what are you waiting for?!

Now it's time to take your profile test.

**Log on to www.tdprofiletest.com, and take action
Today!**

Take the profile test!
Get into flow within an organisation



**It's time for both you and every enterprise
you are part of to be the best you can be!**

Contact info@talent-dynamics.com to find out more!