

## Profile Report



YOUR WEALTH PROFILE IS:

# Lord





The profiling system for entrepreneurs to find their flow

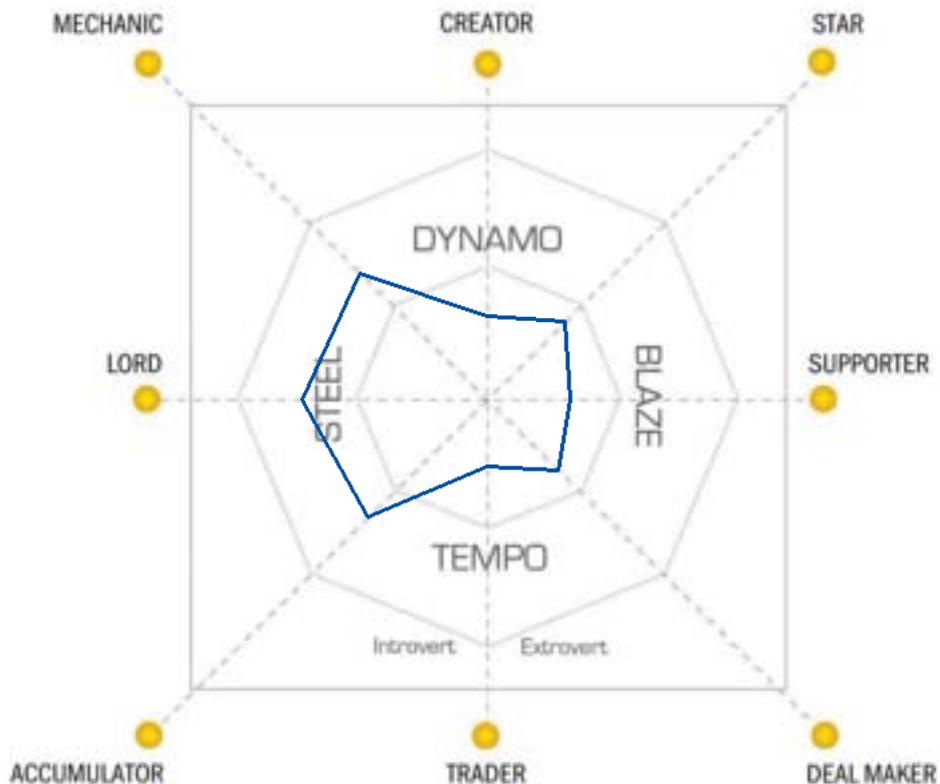
## My Wealth Dynamics Graph

Name: **Jonathan McDermott**

Primary Profile: **Lord**

Secondary Profiles: **Accumulator, Mechanic**

WEALTH FREQUENCIES			
Dynamo: <b>20%</b>	Blaze: <b>20%</b>	Tempo: <b>16%</b>	Steel: <b>44%</b>





---

## 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 Lord 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:

$$\text{WEALTH} = \text{VALUE} \times \text{LEVERAGE}$$

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.



# Lord

## Your primary profile in a nutshell

### Wealth Creation Key: Controlling cash generating assets

THE LORD		
Dominant Frequency	Action Dynamic	Thinking Dynamic
<b>Steel</b>	<b>Introvert</b>	<b>Sensory / Intuitive</b>



**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)



# Lord

## Your primary profile description

### Summary



**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. When you need to keep count or keep score, give the job to a Lord and they will always be the most reliable to keep track.**

Lords love the detail, and are renowned for their thrift. One of the world's most successful Lords, John D Rockefeller said when reflecting on his life, "How well I remember the words of my mother, willful waste makes woeful want!"

While extrovert Supporters value people over numbers, introvert Lords value numbers over people, and don't have time for politics or niceties. They would rather deal with simple legwork than fancy footwork. Lords love certainty and hate risk. They also prefer to keep to themselves, and those who have not yet found their true value have often failed to see their analytical skills, risk aversion and need for control as their greatest strengths.

When momentum grows, many Lords also cannot resist their tendency to micro-manage, to which numbers and detail respond well to but people do not. For this reason, Lords need to be managed well and valued for what they are good at so they don't get voted off the team for all the wrong reasons, with the team ending up with no one watching the details. Successful Lords include Andrew Carnegie, John D Rockefeller, Jean Paul Getty, England's richest man, Lakshmi Mittal, and Google co-founder Sergey Brin.

### The Lord is in the Detail



**Lords sit on the left side of the square, Introverted and analytical. Successful Lords are not seen, and rarely heard – until they emerge in control of an entire industry. Lords such as Carnegie in the early 1990's, and Mittal in the early 2000's, emerged in control of the steel industry after quietly building their empires for years.**

Successful Accumulators are happy to stay out of the limelights and let the numbers do the talking. They work best when supported by strong teams who appreciate them for their careful management of all the details of the project. Lords often succeed at academic work because they prefer quiet study to the chaos of the playground. This makes them excellent study partners and the go-to person when the team is short on facts.



# Lord

## Your primary profile description

### Keeping the change

Successful Lords are not seen, and rarely heard – until they emerge in control of an entire industry. Lords such as Carnegie in the early 1990's, and Mittal in the early 2000's, emerged in control of the steel industry after quietly building their empires for years. Lords can be found wherever there is a fixed asset that is generating cash, whether it is a rented property or a leased vehicle. They become the aggregator for the cash flow of an industry, whether it is diamonds, oil or steel. Lords have become billionaires by quietly controlling every aspect of the delivery chain, whether in oil, steel, property, consumer rentals or a website called Google.

In any industry's winter season, products become commodities where companies compete on price. This is where Lords shine, weathering the peaks and troughs of their industry pricing by the unassailable position they have built by being in their flow. Andrew Carnegie, Jean Paul Getty, John D Rockefeller and, more recently, Lakshmi Mittal and Sergey Brin, dominated their markets by the yield-per-dollar they could generate from their scale and efficiencies.

### How Lords lead best



Successful Lords not only know they can be replaced, they want to be replaced. With their assets working for them, they have the time freedom to do whatever they want. Lords are great at finding inefficiencies because they analyse the detail and stay in fanatical control. While this works for hard assets, it doesn't work so well with people. For this reason, Lords are best at leading through the numbers instead of through conversation and collaboration. Lords almost always value process and policy over people, so take care in the position a Lord has within a team, and set them up for success using their strengths.

### How Lords communicate best



Lords will be the first to put things in writing, and want to see all the detail and instructions in writing. Giving a Lord a big picture concept or ask them to think on their feet is the fastest way to lose a Lord's interest. Lords need time to think about their communication, and will often work through many drafts before being comfortable to present their final results or ideas.

### How Lords get into flow



Lords love certainty and are most comfortable with routine, where they know what comes next and they have a chance to check the results to see if they came out as predicted. Lords love to get things right and they love it even more if the team or the system gets things right. This means they are great score keepers and test takers and get into flow when they are given clear feedback and results that they can improve on.



# Lord

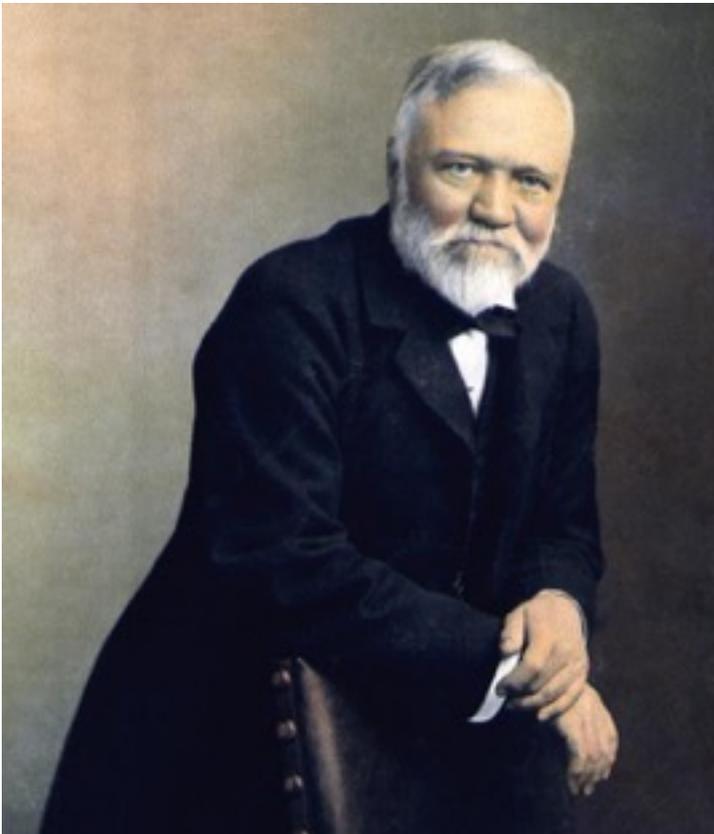
## Two Case Studies

### Andrew Carnegie

*“Man of Steel”*

**Lords thrive on finding efficiencies in cash generating assets. Andrew Carnegie extracted margins by capitalizing on economies of scale in the age of steel. His cash management and margins were the cushion that enabled him to weather the American Civil War, 19th century banking collapse and crises in the early industrialization of America. Modern American cities, built on steel, are his legacy.**

Carnegie’s family moved to America from Scotland when he was 12 years old, and Carnegie began working at a local cotton mill in Slabtown, Pittsburgh. Graduating to a messenger boy at the Pittsburgh Telegraph Office, Carnegie came across James Anderson, who was setting up free libraries for “working boys”. Having had no formal education, when Carnegie entered his first ‘library’ of 400 books, he said, “The windows were opened in the walls of my dungeon through which the light of knowledge streamed in.” Carnegie credits Anderson for his success, saying, “To him I owe a taste for literature which I would not exchange for all the millions that were ever amassed by man.”



Carnegie was soon noticed by Thomas Scott, a superintendent of the Pennsylvania Railroad at the time. Scott made Carnegie his secretary for \$50 a month, and began to mentor him. He rose up the ranks and then, in 1862, Carnegie got his lucky break. Scott and Carnegie, seeing the success that an engineer, Linville, had had in constructing iron bridges, proposed to him to form a company together with Piper and Schiffler, who owned the bridges on the Pennsylvania line. Each of the five took a 20% share of the company for \$1,250. Carnegie borrowed the money from the bank for his own share. At the age of 27, he was in business – entirely through the resources of others. Having the right team is critical for every profile, and Carnegie relates, “We had the best talent of that day – Linville the engineer, Piper a hustling, active mechanic, and Schiffler sure and steady.”

The following year, with an extensive network and know-how in the rail industry, Carnegie put his Lord profile to work, moving from iron bridges to manufacturing rails in 1864 and locomotives in 1866.

This began a trend of vertical integration that is typical of successful Lords. By controlling each step of the supply chain within an industry, cash remained in the control of the Lords and margins could be built through economies of scale.

It was a small step from iron rails and bridges to iron manufacturing, and Union Iron Mills was formed in 1867 in partnership with three others. This was when Carnegie's Lord profile sparkled. He found that financial controls in the industry were lax, saying, "It was a lump business, and until stock was taken and the books balanced at the end of the year, the manufacturers were in total ignorance of results. I felt as if we were moles burrowing in the dark, and this to me was intolerable." Carnegie set to work on an accounting system that ran throughout the process until "we began to know not only what every department was doing, but what each one of the many men working at the furnaces was doing...our strict system of accounting enabled us to detect the great waste possible in heating large masses of iron."

By 1870, Carnegie had found his flow by extracting from his one iron smelting furnace. "The Lucy furnace became the most profitable branch of our business, because we had almost the entire monopoly of scientific management. Having discovered the secret, it was not long before we decided to erect an additional furnace."

As the Civil War ended, high import tariffs and new technology from England, made steel manufacture in America viable. To underwrite the risk of starting a steelworks, Carnegie sent his men to get forward orders from railway companies for steel rails, giving him enough bookings to cover his risk and start the steelworks before the competition knew what he was up to. Carnegie began buying into iron ore mines to feed his furnaces, and coke companies to heat them. As he grew, he bought the management with the company. Henry Frick, the owner of the Frick Coke Company which he bought in 1882, eventually took charge of all of Carnegie's manufacturing.

Carnegie's steel empire continued to grow. Output swelled from 600,000 tons in 1888 to 2 million tons in 1897. Profits grew from \$2 million to \$40 million. It was not, however, through the peaks in the markets that Carnegie made his reputation, but in the troughs. While speculators and businessmen were caught wrong-footed by the early financial crises in the American economic system, Carnegie's caution at speculation and debt had led to him always remain credit-worthy.

Carnegie said, "I have adhered to the rule never to purchase what I did not pay for, and never to sell what I did not own," adding, "The losses men encounter during a business life which seriously embarrass them are rarely in their own business, but in enterprises of which the investor is not master." As a result of his safe hands, he was able to attract financing far easier than his competitors.

After writing his book "The Gospel of Wealth" in 1900, Carnegie stepped away from his business. J.P. Morgan bought Carnegie Steel for \$500 million and renamed it US Steel in 1901. It was the largest buyout in history at that time, and the company was the first to exceed \$1 billion in valuation. That year, US Steel produced 67% of the steel in America. US Steel remained the largest steel producer in America for the next one hundred years.

For the last twenty years of his life, Carnegie turned his attention to philanthropy and the creation of free libraries. The impact that James Anderson and the "working boy" libraries had on him stayed with Carnegie throughout his life. His entire fortune went to the creation of over 2,800 libraries in America and Europe.

# Sergey Brin

*"Do no evil"*

**Lords create their wealth once a market has become established and resources can be consolidated through ruthless efficiencies. While the steel industry took 120 years to churn through two cycles of creation, fragmentation, percolation and consolidation, the Internet has sped through a full industry cycle in ten short years.**

Out of the carnage of the dotcom crash, Sergey Brin, together with Larry Page, have emerged as the present victors, aggregating global online traffic through Google, and taking a slice of each transaction as they go. Born in 1973, Brin has already built a net worth of \$17 billion. Born in Moscow, Brin moved with his family to America in 1979. With an affinity for computers and mathematics, Brin took a masters degree in Computer Science at Stanford University. There, he got interested in data-mining and pattern extraction and met Larry Page. The two of them started "Backrub" in 1996, a search engine based on ranking sites based on the back links to them from other sites. This then changed to "Google", named after "Googol", the mathematical term for a 1 followed by 100 zeros. Working out of Page's dorm room, the two tried to find a buyer for their system without luck.



Their luck changed when they met Andy Bechtolsheim, co-founder of Sun Microsystems. Brin recalls, "We met him very early one morning on the porch of a Stanford faculty member's home in Palo Alto. We gave him a quick demo. He had to run off somewhere, so he said, 'Instead of us discussing all the details, why don't I just write you a cheque?' It was made out to Google Inc. and was for \$100,000."

The cheque sat in a drawer as the pair set up a company, bank account, and realized they had a business on their hands. The search site was now attracting 10,000 searches a day, and others began to see the same potential as Bechtolsheim. Friends and family added to the first cheque and Google Inc launched in 1998 with \$1 million. Within a year, the site was up to 500,000 searches a day and the team grew to eight staff. Taking advantage of the dotcom frenzy, Brin and Page raised \$25 million from Sequoia Capital and Kleiner Perkins Caufield & Byers, giving them the funds they needed to grow. The deal also secured them the expert help and network they needed in Mike Moritz and John Doerr, two venture capitalists who had the track record to support them.

By 2000, the site had risen to an incredible 100 million searches a day, and Brin and Page hired ex-Novell CEO, Schmidt to take over the management of the business, with Brin becoming head of technology and Page becoming head of products, suiting their natural Lord and Mechanic profiles. Google was still looking for a revenue driver that could leverage this burgeoning traffic. Display ads were not the answer, as they slowed down the searches. Finally, the team found the magic elixir: AdWords. Simple links paid for by advertisers on a pay-per-click, results-based model, AdWords didn't even need a sales team to grow, with advertisers tailoring their campaign and paying for their usage online.

By now, it was clear that Google was aggregating content and viewers at a pace that enabled it to entirely dominate online search – without users even needing to visit the Google web site. The Google Toolbar allowed viewers to search without visiting the site; Gmail gave users free email storage in return for featured AdWords; and AdSense enabled website owners to earn income by featuring targeted AdWord links on their sites. The combination of AdWords and AdSense meant Google was now controlling searches – and profiting from each one – throughout the Internet, by effectively becoming the ‘toll collector’ of sponsored search traffic between sites.

With revenue continuing to grow, Google's IPO took place in 2004 raising \$1.67 billion and giving Google a market cap of more than \$23 billion. Today Google has a market cap of over \$460 billion.

While Carnegie consolidated the steel market and Rockefeller consolidated the oil market – both through control of flow through out the industry, how is Google achieving this on the flow of information?

Beginning with its search engine, Google has used its growing stock price and cash flow to create and collect a series of companies that are all inter-related in the information and innovation they are progressing. This includes Blogger and YouTube, Calico (extending life), Google Energy (renewable energy), Android, Motorola, Waze and DeepMind Technologies (artificial intelligence) and a string of investments in robotic companies. Google X was created as an investment incubator for “moon shots” including Project Wing (flying drones), Project Glass (augmented reality) and their self-driving car.

In 2015, Sergey Brin and Larry Page renamed their listed holding company from “Google” to “Alphabet”, saying “We liked the name Alphabet because it means a collection of letters that represent language, one of humanity’s most important innovations, and is the core of how we index with Google search! We also like that it means alpha-bet (Alpha is investment return above benchmark), which we strive for!”



When Google first listed, in their prospectus the pair gave their mission as, "Don't Be Evil", adding, “We believe strongly that in the long term, we will be better served — as shareholders and in all other ways — by a company that does good things for the world even if we forgo some short term gains.” In an interview with Time, when asked how their wealth was affecting them, Brin replied, “You always hear the phrase, money doesn't buy you happiness. But I always in the back of my mind figured a lot of money will buy you a little bit of happiness. But it's not really true. I got a new car because the old one's lease expired.” Page added, “If we were motivated by money, we would have sold the company a long time ago and ended up on a beach.”



# Lord

---

## Leaders that share the Lord 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:



### Larry Page, Alphabet / Google

Co-founder of Google with Sergey Brin, with a net worth of \$34 billion, Larry has taken on the role of CEO of Google's new holding company, Alphabet.



### Robin Li, Baidu

Robin Li co-founded Baidu, which is modelled on Google for the China market. Baidu became the first Chinese company in the NASDAQ-100 in 2007



### Angela Merkel, Politician

Angela Merkel is a former chemist and scientist who became Chancellor of Germany in 2005. She has been named Forbes most powerful woman 7 times.



### Janet Yellen, U.S. Federal Reserve

The Chair of the U.S. Federal Reserve, Janet Yellen oversees the financial system of the world's largest economy.



### Indra Nooyi, PepsiCo

Indra Nooyi became CFO and President of PepsiCo in 2001. Today, she is Chairperson and CEO, using her detail focus to keep PepsiCo growing.



### Mukesh Ambani, Reliance Industries

Mukesh Ambani is India's richest man, having built his company, Reliance Industries into a Fortune Global 500 company.



### Sri Mulyani Indrawati, World Bank

Born in Indonesia and rising to be Indonesia Minister of Finance, Sri Mulyani Indrawati today leads the World Bank as Managing Director.



### John D Rockefeller, Standard Oil

John D Rockefeller was America's first billionaire through the growth of his company, Standard Oil, controlling 90% of U.S. oil at its peak.



# Lord

## 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 happy enough on your own and with those that you are close to, but by being so you are closing the door to your wealth. You must open your mind to the wealth waiting for you, and find the mentors who can guide you. This does not mean you need to be knocking on doors. Find yourself a Supporter who will be your front man to a network of opportunities and resources. Also look for Deal Makers to seek out the best cash flow streams for you.

### 2. Moment of Wealth Creation



Your time has to be invested in selecting and financing the assets that will generate the cash flow you want. Invest time in learning the skill of seeking low asset prices from sellers to convert to high cash income via tenants or customers.

### 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



You do not have to own the asset at all. You simply need to own the right to the cash flow that it is generated from the asset. A car rental company, or a photo library, creates cash flow while the asset is financed by others.

### 5. Leverage



You will create leverage by multiplying your assets through the same leasing system, where you can leverage on your knowledge, your history and your system. This allows you to leverage further by financing more assets for further cash flow.

### 6. Secure Cash Flow



Unlike other wealth profiles, your job is made simple in that what you own is the cash flow, and so your cash flow is already secured. However, you do not have control over interest rates and future asset purchase prices, so control over cash flow also means the ability to control the amount that you are charging.



# Lord

## 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 Lord each week is dedicated to analysis? Redesign your time to increase the amount of time in your flow. Set your milestones based on how much you are converting your precision into profits.

### Use your secondary profiles

Your secondary profiles are like wings. If you need to slow down, because you are 'over-analyzing' and the team can't keep up, shift your time to play in your secondary profiles: Your secondary profiles are Accumulator and Mechanic. As an Accumulator, focus at timing. As a Mechanic, focus at the system.

### 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 Accumulator is to have a Creator (2 steps along the square) to set direction and a Deal Maker (another 3 steps along the square) to take care of the people side. 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, Lords are very valuable in contributing analysis and detail 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' 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.



# Accumulator

## Your secondary profiles in a nutshell

**Wealth Creation Key: Buying and building appreciating assets**

THE ACCUMULATOR		
Dominant Frequency	Action Dynamic	Thinking Dynamic
<b>Tempo / Steel</b>	<b>Introvert</b>	<b>Sensory</b>



**Strengths:** Reliable, careful, delivers on time, organised, looks for a time and place for everything, sees what can go wrong, keeps the team together.

**Weaknesses:** Often finds it difficult to decide, easily distracted by detailed, worried about getting things wrong, collects clutter, walks away from chaos.

**Successes:** When left to work at their own pace, Accumulators are the tortoises that wins the race. They are slow to get started, but pick up the pieces others leave behind. They deliver results by putting the leg work in.



**Failures:** Accumulators will often wait for enough information or direction. Like a goalie in a football game, they are the best defenders because they are so careful, but they don't see the need to lead up front.

**The best roles in teams:** Keep the project on time, keeping the team detailed research, organisation, activity-focused leadership, learning through measurement and observation, communicating through data and reports.



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

**The best roles in life:** Project management, scientific research, market research, calculation, organisation, time keeping, jobs that require accuracy.



**The worst roles in life:** Networking, negotiating, creative design, creative writing, strategic leadership, public speaking.

**Accumulators to learn from:** Benjamin Graham (Graham Newman Corporation), Warren Buffett (Berkshire Hathaway), Carlos Slim Helu (Telmex), Li Ka Shing (Cheung Kong Holdings), Gina Rinehart (Hancock Prospecting), Helen Clark (UNDP), Leonardo Del Vecchio, Joseph Safra, Aliko Dangote, Wang Jianlin



# Mechanic

## Your secondary profiles in a nutshell

### Wealth Creation Key: Creating a better system

THE MECHANIC		
Dominant Frequency	Action Dynamic	Thinking Dynamic
<b>Dynamo / Steel</b>	<b>Introvert</b>	<b>Intuitive</b>



**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, motivation.

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



---

## 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 highlights a formula 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 Eight Wealth Profiles



### **CREATOR**

*“Creating a Better Product”*

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

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

Many Creators fail because of their 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 Rowling, Sara Blakely, Jack Ma and Elon Musk.



### **STAR**

*“Creating a Better Brand”*

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

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

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

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

## The Eight Wealth Profiles



### **SUPPORTER**

*“Leading the Team”*

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

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

Many Supporters struggle to find the right business to start, despite their fabulous network. This is because they are asking themselves what business they should start, when they should be asking themselves which value creator they should support. Steve Ballmer has led Microsoft, giving Bill Gates the space to create, and his shares in Bill's company now give him a net worth of over \$1 billion. Some of the most successful Supporters can also be found in their own businesses – such as in public relations, headhunting and consulting where others will pay big bucks for access to the people they know. Where others would take months to find the right person, it often takes Supporters just one phone call.

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



### **DEAL MAKER**

*“Bringing People Together”*

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

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

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

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

## The Eight Wealth Profiles



### **TRADER** *“Buying Low Selling High”*

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

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

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

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



### **ACCUMULATOR** *“Collecting Appreciating Assets”*

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

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

Steady and dependable, if the profiles were compared to a football team, the Stars would be the strikers while the Accumulators would be the keepers. While Stars are quick to spend, Accumulators are quick to save. Accumulators often fail as a result of keeping too much to themselves, rather than building the advocates who will network on their behalf. They rarely act on impulse, and fail if they have not set the criteria to take action. Accused of procrastinating, they simply need more data to make an informed decision.

Once Accumulators connect to the right team, they are quickly uplifted while keeping the team grounded. They ensure that everything is in order and that what needs to get done gets done on time. Successful Accumulators are happy to remain down-to-earth, holding the kite strings while others fly.

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

## The Eight Wealth Profiles



### LORD

*“Controlling Cash  
Flow Assets”*

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

Lords love the detail, and are renowned for their thrift. They can squeeze out the cash flow from assets without needing to own the assets. Rockefeller became a billionaire in the oil industry without needing to own a single oil well. Mittal became a billionaire in steel without needing to own a single mine. Whether commodity Lords or land Lords, they have the patience to collect and crank up every cent of cash flow they find.

While extrovert Supporters value people over numbers, introvert Lords value numbers over people, and don't have time for politics or niceties. Lords love certainty and hate risk. They prefer to keep to themselves, and those who haven't yet found their wealth often fail to see their analytical skills, risk aversion and need for control as their greatest strengths.

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

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



### MECHANIC

*“Creating a  
Better System”*

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

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

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

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

## The Five 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 difficult 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. You are currently going through this natural cycle with each relationship you have and each journey you embark on.

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

## 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 its 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.

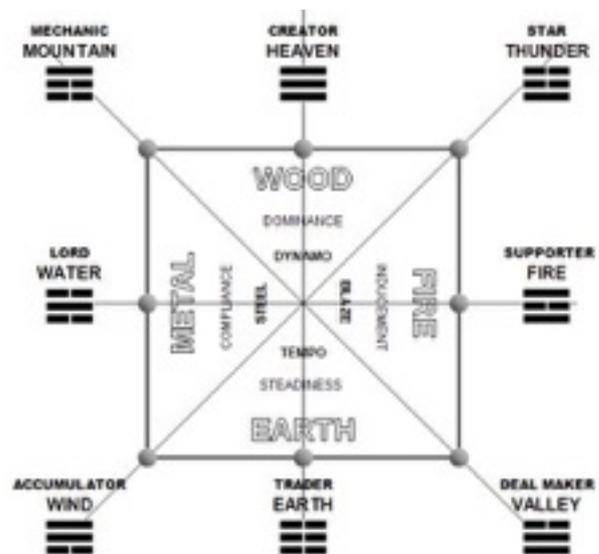
### The history of personality profiling

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 Clark 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](http://www.entrepreneursinstitute.org)

Links to all our sites, events and products



[Roger's Youtube Channel](#)



[www.rogerjameshamilton.com](http://www.rogerjameshamilton.com)

Videos, links and updates direct from Roger



[Roger's Twitter Page](#)



[www.geniusu.com](http://www.geniusu.com)

The world's No.1 entrepreneur education platform



[Roger's Facebook Page](#)



[www.wdprofiletest.com](http://www.wdprofiletest.com)

The Wealth Dynamics website for entrepreneurs



[WD Youtube Channel](#)



[www.tdprofiletest.com](http://www.tdprofiletest.com)

The Talent Dynamics website for organizations



[WD Twitter Page](#)



<http://affiliate.wd-central.com/affiliates>

The Entrepreneurs Institute Partner Center



[WD Facebook Page](#)



[www.fastforwardyourbusiness.net](http://www.fastforwardyourbusiness.net)

Roger's 2 day workshop on the Top 10 future trends



[EI Facebook Page](#)



[www.ilabforentrepreneurs.com](http://www.ilabforentrepreneurs.com)

14 day and 30 day business accelerators in Bali



[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 banner features a teal background with a blurred image of a person. The text 'Welcome to GeniusU' is prominently displayed in white, followed by the tagline 'Join the world's number one entrepreneur education platform'. A central orange button reads 'Start learning now'. Below this, a tablet displays a user profile for 'Roger Hamilton | Creator' with statistics: 3,665 social genius, 532 genius friends, and a 'Dynamo' badge. The profile also lists 'Top Talents' and 'All Genius Rankings'. To the left, a smartphone shows a 'Community' page with a grid of user avatars. To the right, another smartphone shows a 'GeniusU' app interface.

The feature grid below the banner consists of eight icons in a 2x4 grid, each with a corresponding text description:

- Learn through personalized missions**: Represented by a green rocket icon.
- Free assessments to track your progress**: Represented by a yellow notepad and pencil icon.
- Discover your natural genius and passions**: Represented by a glowing yellow lightbulb icon.
- Your own personal dashboard and profile**: Represented by a blue person icon with a red tie.
- Connect with entrepreneurs around the world**: Represented by a globe icon with three blue people icons around it.
- World class mentors and genius guides**: Represented by a blue person icon pointing at a screen.
- Global and country genius rankings**: Represented by a green laurel wreath with a yellow star in the center.
- Latest news for entrepreneurs**: Represented by a green newspaper icon.



## 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 screenshot shows the GeniusU profile for Roger Hamilton, Creator of Wealth Dynamics. The profile includes a bio, a location (Unknown), and statistics: 2,665 social genius and 532 genius friends. There is a 'View profile as others see you' button and social media links for Twitter, Facebook, and LinkedIn. Below the profile is a 'Missions' section with several icons. The 'About Wealth Dynamics Mission' section contains a video player with a video of Roger Hamilton. To the right, there is a 'Mission Steps' list with 12 steps.

**About Wealth Dynamics Mission**

You are on the Wealth Dynamics Mission. Wealth Dynamics and Talent Dynamics have been taken by over 500,000 people around the world to follow their flow. Download the guide, take the test and follow this mission to follow your natural path to entrepreneurial success. Learn how to build the right team to support you.

**Mission Steps**

- > 1. Download the guide
- > 2. Wealth Dynamics
- > 3. Take the test
- > 4. Your flow factor
- > 5. The flow playbook
- > 6. The eight profiles
- > 7. Your team flow
- > 8. Get connected
- > 9. Your flow circle
- > 10. Your company flow
- > 11. Next steps
- > 12. Congratulations

## The Wealth Spectrum

Now that you have 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](#).

## Top 10 steps

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 Consultant**  
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!