**10-04-2024 - Video\_Transcription**

[Attendee 2] (0:30 - 1:30)

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[Attendee 1] (1:30 - 6:48)

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[Gillian Anderson] (6:53 - 7:02)

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[Attendee 1] (7:22 - 7:24)

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[Gillian Anderson] (7:40 - 7:51)

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[Attendee 1] (7:53 - 8:16)

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[Gillian Anderson] (8:18 - 8:37)

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[Attendee 1] (8:52 - 8:55)

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[Gillian Anderson] (8:55 - 29:33)

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. . refer to them.

I'm not going to go into presentation mode because otherwise then I lose your lovely faces. So I'm going to keep it like this. Can everybody?

Oh, I can see that you can see the screen. So let's get going. Well, welcome.

This is a deep dive into GeniusU. And GeniusU consists, the main part is wealth and talent dynamics, but there's other parts of GeniusU that I'm going to briefly go through and cover. So here's the agenda for today.

Very brief introduction. Then I'm going to talk about entrepreneur dynamics, which is the four parts that GeniusU mainly covers. Mainly cover wealth and talent dynamics.

And then how can you interpret those results so that you can use it with your teams, with your family? It's wealth dynamics and talent dynamics is not just for business, it's for your whole life. And as you can see, I actually use it for working with couples.

And that's part of my, one of my businesses that I run. Then I'm going to be talking about leading your team because that's very much building on what Adam and Josh and Rachel would have covered last Wednesday. I should perhaps introduce myself a little bit more.

And that is that I've been through the program and the blueprint and I am on advance. And this is the third time that I've presented this on behalf of PE. Then I'm going to talk a little bit more about how to use wealth dynamics so that you understand your channel and you can actually use the square and customize it for your own business in the own business area.

I've done a little bit on AI and the wealth dynamics square. This is something new that I've added. So this is the first time I've talked about this.

Then the wealth spectrum, we know it as wealth spectrum, genius, you now call it the entrepreneur ladder, impact dynamics, and then a few ways of using wealth dynamics in daily life. And then some resources which have already been made available to you. Quick disclaimer, today's presentation is not on behalf of Genius Group.

I've been involved with them for 14 years and I do certify their flow consultants for them. But I'm not actually a member of the Genius U. And in addition, Steve, who's on the call here with me, he and I, along with Simon Zucci have written the property dynamics supplementary reports, which I will talk about as well.

So I'm involved in the Genius U community, but I'm not part of their team. So just to outline what does the Genius Group pretty much cover? And they call it the entrepreneur dynamics.

So it's the ladder, which is the wealth spectrum. It's how are there different layers and you need different vehicles, depending on what layer you are. Then there's the wealth and the talent dynamics.

And the last part is, is really the equivalent of the game of four quarters. So I'm not going to talk about that at all today. The wealth dynamics came from Roger Hamilton, Roger James Hamilton, who, unlike Carl Jung, Roger went back to the original text of the I Ching, and that's where he found that there were aspects that Carl Jung had missed when he created his avatars, sorry, not avatars, archetypes, which formed the basis of most of the the types of tests and assessments that are used today.

Particularly things like Myers-Briggs, they're all based on Carl Jung's work. So Roger is, his mother is Chinese, his father is Scottish. So he grew up very much with that east-west mix.

And he has also studied a lot of different eastern philosophies. And so it's very much underpinned with his, both his, if you like, his spiritual or his philosophical knowledge, as well as hard for business entrepreneurial practices. So wealth dynamics started out very much for entrepreneurs, for business owners, and then talent dynamics was brought in for teams.

So when, if you're in the future, and I've worked with several companies, businesses now, quite a few of them actually coming out of PE, the owner, we will use wealth dynamics for them. But if they want to look at their team, then we'll use talent dynamics. The actual assessment is the same, it's the report that comes out of it that looks different.

So, oops, let's move forward. So let's talk about wealth dynamics. Wealth dynamics is based on two foundations, that's trust and flow.

So trust is about your credibility with others, how you can be trusted to, once you know your profile, once you can be really trusted to deliver on the areas where you're most in flow. So those attributes, where your strengths are in your personality, in your profile, but also knowing where your weaknesses are, where your challenges are, so that you can be either, if you're leading your business, leading your team, you know which areas you're most trusted to deliver and where you need the most support. So it's also about the confidence, because once you understand your profile more, then you know that you've got that confidence, that that's the area where you're going to feel most in flow.

And when we talk about flow, which I will go on to talk about now, flow is really the balance between anxiety and boredom. So if you're a creative person, if you're a dynamo, you're going to find the data side either boring or it's going to be too much for you. So that's why you're going to be more out of flow, whereas creating, having ideas, doing strategy, that's going to keep you in flow.

You're going to have energy and the idea of flow is one of the ways of really testing whether you're in flow, whether your team's in flow, is do they have more energy at the end of the day in what they're working on or are they exhausted? Do they have to go and lie down or are they watching the clock? And those are the two best ways of testing whether you're in flow, how much energy you have and how quickly time moves.

There's many other ways, but those are the ways that you can pick up with people. You know, if people start yawning or they need to keep going and having coffee breaks, then you know that you've got staff working in areas that really are not the best use of, if you like, their skills. And a way of summaring this up is if you know what their talents are, if you know what your talents are, so you know where you can most create the value and that's where you're going to have the greatest trust and that's where you're going to see an increase in sales.

And you can leverage those talents because either yourself or your team are going to be more in flow and that leads to more profits. So you'll always be more trusted where you're most in flow and that's the same with your team. If you can understand your team better, then you're going to get the greater productivity out of them and the greatest buy-in.

Because what we're really looking at with our team is keeping them engaged because an engaged team is always going to give you much better results. And it basically leverages off each other. So if you have personal flow, then you're going to get team flow and then your business is going to be in flow.

So it builds on itself and that's why the power of work dynamics is really understanding that it's not a label, it's not something that once you've once you've taken your assessment, you've got the knowledge and then you basically put it in the drawer. It's actually, it's the starting point of how you're going to run your business and where you're going to put your time and where you need support. So here's one of the attachments or one of the resources that I've supplied you because there's a lot more that you can read about flow, but I haven't got time to go into it.

So I've put it together and I haven't, Florian very kindly, who's Guillaume's partner. Sorry. Okay, moving on.

If you start to work with your team with talent dynamics and wealth dynamics, you need to understand that the label we try to avoid just using the label of creator or accumulator and such. It's very much dependent on the frequencies. So here's an example of two of the assessments that I've debriefed.

I just took a random two. Both are actually labeled creator, but you can see how different they are. I would not, the one on the left, I hope it's left for you as well.

Yes, I think it is. The one on the left is somebody who you would have in a very strategic creative type of role. You would not particularly want them working closely, doing customer service, doing repetitive tasks.

Now I would indicate that we can all do everything. It's just that energy and that time that I talked about earlier that will become more evident. This person would very quickly not be comfortable in routine type activities.

They wouldn't necessarily be very good at that sort of community because creators do tend to be more, they work more on their own. Whereas the person on the right, whilst they have come out of creator, they have got a mixture of these energies and can be more flexible. The thing is that where we get more of the square type of profiles, they tend to be on people who have over time learned, they have learned skills.

If they were to do the assessment, say after a two or three week holiday, they may come out more focused on one particular profile. Quite often when people take the test, they're thinking as much about their job and their role as they are their life in general. When I'm debriefing people who have a square type of profile, I will try to question them about what they enjoy doing outside of work and things like that.

If you ever have a team where you do the profiles with them, just be aware that square profiles may mean that they've answered the questions, how they want, very much focused on the job they're doing rather than what's their natural skills, their natural profiles. Here's another one, just another example. This has come out as supporter, but very much the one on the right, pointing much more towards the dealmaker.

I'll just quickly skip to the next slide. Here's a whole variety of different ones, but I talked about them pointing more towards the dealmaker. Dealmakers are more about listening, they're the one-on-ones, whereas the star who also blaze energy, they love to speak, they love to project, they love to promote, whereas a dealmaker would not be so much comfortable in that sort of environment.

If you've got a supporter who's pointing more, who's got more of the tempo energy, they're going to be much better at that one-on-one, that building relationships, whereas the stars don't necessarily have that same skill or interest of actually building those real warm relationships. Again, this is another resource for you that's in the Google Drive. The way that each of the energies react to different aspects of life can be quite different.

If you actually get an understanding and build your knowledge more about wealth dynamics and the four energies, you can start to tailor the way that you talk to people, the way that you ask them to do things. For instance, and again, I've got another handout on this, if you are trying to get a new customer, for instance, and you can just through listening to the questions they ask, you can start to identify what's their dominant energy. Say they come out or it seems to be that they're asking a lot of questions, then there's a good chance that they're steel energy.

You wouldn't want to talk to them about the big picture, what's happening in the future. You want to talk to them in a very statistical manner and talk them through a process. It's about learning the different attributes and the characteristics of the different energies so that you can actually conduct your business in a way that's most meaningful to the four different energies.

I'll give you an example that's not a business example, but my daughter is a supporter. When she was having a baby, she went to the hospital for her regular checkup. There was a little bit of an issue.

The nurse was pretty obviously a steel person because she went into all these statistics about how there wasn't anything to worry about because 20% of mothers give birth and this happens and such. Whereas my daughter being a supporter, she just needed somebody to say, it's going to be okay. Give her a bit of a hug, show a bit of emotion.

So I mean, she came away more worried because of the statistics than if she had just been spoken to in a more of a human relationship sort of way. So it's quite honestly, she was really worried after the statistics report was given to her by the very steel nurse. So it does help with interactions because we're not islands.

So it does help to think of everything that we do at four levels and not just one size fits all. And the other side is we all have our secondary profiles. We call them their wings and we're never going to be as productive and as in flow as our primary profile.

But moving into our wings does help us. Sometimes it slows us down, particularly people like creators. We can create, create, create, but we actually need to sell our creations.

We need to actually turn them into processes so they're repeatable. And so as a creator, we can move into either of our wings to actually progress our ideas and our creations. But we and we might have to do that if we've just got a small team.

If there's just one or two of two or three people in your team, then when you're allocating activities, looking at what their secondary profiles will at least help because you don't want to give an accumulator the job of going out and promoting your business. But if they're, if they've got to, if you need someone who is more of a relationship manager who's going to answer the phone, who's going to do follow up, then an accumulator could move into more of that trader role. So that's why secondary profiles are worth taking, taking an interest in if you've if you've got a team or your own profiles as well, because if you're going to outsource, if you're a single person, a single worker, and you've got to outsource, you wouldn't outsource something that's in your in your wings, you would outsource something where you're, which is the opposite side of the square to you. So I've, I've gone pretty fast on that. So I'll just pause for a minute and see if anybody wants to unmute themselves and ask any questions at this point.

If not, I'll move on. No questions.

[Attendee 5] (29:34 - 29:34)

I've got a quick question, Jill.

[Gillian Anderson] (29:35 - 29:35)

Okay.

[Attendee 5] (29:36 - 29:48)

I'm sorry, I missed the first couple minutes. You might cover this already. I've not heard of the talent bit before.

Do I need to take another test to find out what that is? Or because I've got my wealth dynamic, it just sort of relates across and I can see what I would be on the talent.

[Gillian Anderson] (29:49 - 54:22)

It's, it's, it relates across the talent dynamics was created for teams, whereas the wealth dynamics is for the, the leader, the business owner. But it's exact, it's actually exactly the same test is the is the results team document that comes out that's different. So what I said there, Richie was that if you were to ever do this wealth dynamics with your team, then you would ask somebody who's providing the tokens, you'd ask them for talent dynamic tokens for your team and wealth dynamics for yourself.

And I, when I, I mean, I've done this for several PE people, and I always make sure that I know, you know, who they're being issued to, who the tokens are being issued to, so I can choose which, which tokens I issue them. Okay, so leading the team, I, I would imagine that Adam and Josh have already gone through this, but there is a particular formula. When you're the, the leader of the team, when you're looking to outsource, and that formula is two round from where you are, and then three round.

So giving this example, example on the left, as a creator, you're looking for a supporter, because a supporter, they, they can take your ideas, they can, they know who they need to get on board, who needs to help to get that project, get that new idea that whatever it is, started and going. And then the third one is the accumulator, because they will be either the project manager, or looking after the budget, the reporting accumulators are particularly good at keeping, keeping things on track, they're more risk averse. So they're a good balance to the creator who, who speaks first and thinks up, thinks later.

They'll, they'll consider, they'll do research, and such like. A supporter need, later on, will need a trader, because supporters are very good at the relationship building, but not necessarily so, so keen on keeping that relationship going on a, on a continual basis. So they, they want to move on to the next project, the next ideas, and such like.

So that's why each profile has, has a unique secondary. And basically, this covers all four energies. So if you, if you need a small team, then it's, it's best to try to look at this particular model for who, who, who you need to support you.

So if you're a steel, if you're a lord, for instance, having a creator will move you out of being in the weeds, and gets you thinking more of the, the bigger picture, the strategy, how, you know, the, the long game, basically. And I've provided you with a couple of, a couple of documents that show you how to work with the different types of energies. So, you know, as, as you start to implement the, the idea of, of the energies, and the different energies within your teams, then actually having these script sheets as to how to work with them.

And particularly, I think the stressor is understanding what stresses them is really, really helpful. And, and I've used these a lot, I must say. It's also have a version that is not just how to work, but also how to sell to the four energies, because you'd want to, you want to approach it, when you're promoting, when you're selling your products, when you're talking, if you're in the property world, when you're talking to your buyers, where if even just bringing on trades, if you've got a good idea of what that trade, what their, what their predominant energy might be, then you would approach it in a different way. And you want to, you really want to keep them engaged.

And by, by picking, trying to pick up what their energies are, it's going to help considerably. So, as I said, I've done team dynamics for several, several teams, you might know Umesh. And first of all, we just did Umesh, we just, I just did Umesh's profile.

And then he realized that by doing the rest of his team, he could see where, you know, if there were any imbalances, whether there was people who perhaps were struggling in the role that they were assigned, and that whilst they were still delivering, if he's expanding, where, what sort of, what sort of profile would be best to add to his team. And that's exactly what happened. We had a group debrief.

And what, what we realized was that his property manager, very good at some aspects of the work, but he didn't have that, that tempo energy that really keeps, that works very well with the tenants, that has the patience when dealing with tenants and such like. So, as Umesh expands, that he realizes that he needs to give this, this person who's a dynamo, an assistant, and that assistant needs to be tempo. So, his recruitment process is so much simpler now, because he, he knows exactly what he's looking for.

And a couple of, I've got a couple of tips. I think they're coming up. Okay, why is it not moving forward?

There we go. Tips. One of the tips is, if you are looking to recruit, get somebody who is the energy that you want to hire, to actually, ideally, write your job adverts and your job description, but at least review it before you put it online, and have questions that will start to draw out the type of energy, the type of profile that you're looking for.

On Indeed, you can, you can put in, well, you can put in as many questions you like, but we normally recommend no more than three or four. And that will immediately help you to cull the type of person who you're going to interview. It saves time, because you've, you've already identified what energy you're looking for, what the role is, and you're looking for the answers to their questions based, based on what you're looking for.

So, a couple of other tips is, if you already have a team, then you're, you're not going to just, completely get rid of your team, but look at the activities within what they're doing, and, and identify, are they the best activities for, for their type of profile? And can you make some adjustments? So, and also align the staff recognition to their prominent energy.

So, and this comes back to the human needs that, that have been aligned to the, to the square. So, Dynamos, they like recognition. They like, so, you know, just standing up in front, you know, in front of the rest of the team members is, is one way of, you know, sort of rewarding them as such, and recognizing them.

So, it's, it's those little things that make the difference. And as I said, everything you should do, you should recognize the four energies, not just one-size-fits-all. Listen to the language, and try and communicate in, in their dominant energies, because if, if they've got a lot of, a lot of tempo energy, then they like to try things out.

So, if you're teaching them something, that, showing them videos, and, and such like, aren't necessarily going to embed the information in them, as much as letting them actually try it, and then reviewing it with them. And, you know, for, for your blazes, it's stories, it's, it's audio, that they like to talk, I think Adam mentioned it the other day, you know, he likes to talk things through. So, you can send a blaze a whole email, or an instruction manual, or even a video, but if they can't touch, if they can't talk it through, then it's not going to have that same meaning.

And also, if you are looking for yourself, for a mentor, then a mentor who's got a similar profile to you will work much better. But if you're looking for a coach, then someone who's opposite, they will, they will see the blind spots that you can't necessarily see. So, you know, mentors, the same, coaches opposite.

One thing that, that we've done in several businesses now, is we've actually had a Wealth Dynamics chart, an A3, sorry, an A2 chart, printed up, and we put on it the profiles of the different people. So, in the office, so it's a reminder. And it also really introduces that language.

And I've noticed that quite often in the WhatsApp groups, the, the, the language will be used, you know, oh, you know, I didn't think of that, I'm a blaze, I didn't look at the detail, you know, that, that sort of language, it embeds it, and it also gets that curiosity going. How are we doing for time? Okay, halfway through.

So, any questions at this stage? Am I going too fast? Okay, all right.

So, understanding your channel, Wealth Dynamics has been around since 2002. And a lot of people, there's like over a million people who have taken the assessment. And I don't know exactly how many consultants there are, but hundreds.

I know that I've certified over 100. So, there must be, you know, two or 300, 400 consultants. And they've actually customized Wealth Dynamics for their own particular industry or their own particular sector.

For me, I've, I've customized it to relationships to families and couples, for instance, as well as property. So, the more you, and a little bit in recruitment. So, I'll just show you a few examples of this.

So, recruitment, what we did with recruitment was we identified what were the best roles based on the, on the square for the different aspects of recruitment. In the health service, what are the best, best roles for each, each of the different profiles in project teams. That was another one.

That was the first one that we actually did was identifying the different roles. So, whatever your business is, it's, it's really a good exercise to, to customize it to yourself, even, even for trading. We did one that looked at the, the focus of each of the eight energies.

And then, you know, what are their strengths? What are their challenges? Yeah.

Creators, we jump in first. And then, and we forget to put on the stock losses. So, our strengths are, we're very intuitive and we get, we can normally identify which is the right stock, you know, where's it going, but then our timing is dreadful.

So, we'll, we'll jump in, we'll put the trade and then we'll get stopped out because we've, we, if we have remembered to put a stop in, because our timing's wrong and often it will hit the stop loss and then our analysis was right. So, it's, it's really, this one's more of a personal one, whereas these, these ones up here, these are more about your business and understanding your business. And for property, this, we, as I said, Steve and I worked very closely with Simon Zucci and we took 16 of the different strategies, the property strategies that Simon teaches, and then we aligned them to the different profiles.

And it doesn't mean to say that if you're a, if you're a steel, but you're doing HMOs, it doesn't mean to say that you shouldn't be doing HMOs. It just means that you need to make sure that you've got the right people supporting you, or you have a partner who's got more of that blaze energy, because there's a lot more of the relationship building side and a lot more of the dealing with tenants and things like that, something that steels are not going to enjoy doing so much. So, as I've said all along, you can do everything, but it's what, what do you most enjoy doing?

What do you most inflow of? So, with the property dynamics, we did, we also did align to the actual roles for property with the different, the different profiles. And we also worked with, and this is something that we did work with Genius U on and with Simon, because Genius Group now owns Simon's business.

But these are now available through the Genius U website. You can either use the property investor, the free test, or you can buy the supplementary test if you know what your actual wealth dynamics profile is. I think it's $6 or $9, something like that.

And in that it's about a 30 page report, and we wrote some of it is is common to all profiles, but then the back half of the report, we customized it for each of the different, the eight different profiles. So that's available on Genius U, or you can come to me and I can help you with that. So, this is a new part on AI and the wealth dynamics.

And we've looked at it from two aspects, and that's the roles and what what tools best suit each of the roles. And in the resources, there's a 30 page document that takes each of the eight profiles and lists tools that are relevant to each of the each of the eight profiles. And specifically, if you're the chief marketing officer, what tools are particularly useful AI tools that are particularly useful for marketing, or if you're negotiating, there's that's what CNO stands for chief negotiation officer.

And this is chief partnerships officer, very much a dealmaker type of type of role type of attribute, you certainly want either a dealmaker or a trader in a CNO type of role. But there's a myriad of tools that are now available. And the second thing that I've done is I've actually looked at the categories of AI tools.

And typically, what type of tool, what type of profile to those aligned to, there's two ways of, of using it really is who's going to be using the tool, or who is the tool aimed at, or who, sorry, who is the, the results aimed at. So you would decide which, which category you might want to use, and what type of tool are there that available. Now, this, and of course, I use chat GPT to help me put this together.

And there's, there's 1000s of tools out there. So I'm going to be updating this document, as I learn more about different AI tools and, and try and filter up the best basically, that seem to become the market leaders in the in the particular areas. But that's an that's a new use of, of wealth dynamics is focusing on how, how to, how to break down this whole avalanche of new tools, because it really is going to change, change the way we do business.

But it's knowing which tools to use when. So that's, and that's the document that's in the Google Drive. This, there is also genius group has now got a different, a new website called genius teams.

And what they've done there is they've taken the various chat GPTs, and they have, they've sort of customized them to, to the different profiles. And the reason why we have all these people is basically taken off genius teams, that the, these are the different types of people for the eight different profiles, I could only get that's too close. I don't get six on the front page.

But yes, so if you wanted to go and have a look at it, it's, it's just www.geniusteams.com. And the, the URL is in the introduction of this document, that's that I've made available to you. So quick check in.

Any questions anymore? Anybody want to add anything at this stage? Nope.

Okay. I know I'm going fast. But as I said, this could, this could be weeks of training, if I was going to go to any depth of each, each area.

So I've pretty much for 40 minutes now, I've focused on wealth dynamics and team dynamics, sorry, talent dynamics. But the other two areas that are very, very helpful, if you're growing a business, is to understand the wealth spectrum, the entrepreneur ladder, and also the impact dynamics. So with the world with the ladder, the three steps, it's when you the first three here, infrared, red and orange are very much focused at the at the personal.

So infrared is where you've got more bills than you have money. Red is you're just about surviving and orange is where most employees will sit. Yellow is the is the first level of business.

This is for the solopreneurs and small, maybe one to five team members. But as you move up to green and then to blue, then your your approach is quite different. Because if you move to green level, that is where you have different parts of your business where you'll have a number two, who, who you really want to have that that yellow level of thinking.

And then blue level is more about multiple businesses, where you'll have a green person who's leading each area of that business. So Dan, Dan is at the blue level, because he's got the multiple businesses, he's moving into the indigo level, because he's now stepped well away from his businesses. And he's doing a lot more of that angel investing and, and such like, but it's taken but he he moved up these, these levels over his career.

And PE is just one of it's just a green level business, if you like that. But Dan is a blue indigo blue person is is is at the top. There's I do have a booklet in whoops, sorry, I do have a booklet in the drive that goes into the wealth spectrum in a lot more detail, because there's specific steps that you need to do to actually move up the spectrum.

And that's all covered in the books. And things like promotions and, and understanding your market, mastering your market and things like that. I could do a whole webinar just on just on the wealth spectrum, but I just want to introduce you to it.

I've also included these, there's, there's the eight levels. And that just gives you some idea of, of how you actually move up the levels, what you're going to focus on, how you get there, how you stay there, and then how you move up. And so these are the if you're interested in this, then then you can, you can read up more on that.

And I think Steve, you're on the call. I saw you somewhere. I think.

Yes, this Steve. I worked with Steve last year, and we looked at his business and how he can move his business up through the three layers. And the this, the yellow part, eventually, he's looking to become one part.

So he will become a much bigger business. And he has a strategy as to how to move from being yellow to green to a blue business, while still retaining his yellow business, but then adding, adding to it, the different roles that he'll need as he moves up the business, that he's got a few gaps here at the moment. So he knows where he needs to, he needs to fill in order to then grow the business to be a green.

Do you want to make any comment on this, Steve? Oh, there you are.

[Attendee 3] (54:23 - 55:00)

Yeah, no, I found the process really useful, trying to understand the people that I wanted to take on. You know, it gave me some direction with it. And I'll be honest with you, I did ignore it, and it didn't work out hugely well.

And I'm restarting the process of hiring again. So, you know, the person presented themselves to me who I thought filled the need, but they were the wrong profile. And it didn't work out for me too well.

So he's leaving on I'm making him leave. And yeah, he's worth listening to the profile you're looking for.

[Gillian Anderson] (55:01 - 1:08:24)

Thanks. Thanks. Yeah.

So as I said, there is a particular journey to move up that to move up the wealth spectrum. And it's it's a gradual journey. Some of the businesses I work to work with their best what we call bright yellow, and they're moving towards a green, they're getting a greenish tint, and then, you know, moving on to getting a more of a bluish tint.

So it's not like one day you're you're a yellow business, and the next day you're green. It is a journey. And that's why with Steve, we mapped it out.

So he knew what, you know, what steps he could take when to to actually grow his business. Then the next part of the entrepreneur dynamics model is the impact model. And this is recognizing where you are, again, it's it's following the spectrum, which are basically the the rainbow, or the, the chakras, as you move up the chakras.

That's, that's why the color scheme is as it is. And the really, the point to make here is that it's not like you start off and you've got a bicycle, and you can just add a bit of an engine to the bicycle. If you want to move to the next level, you really need to park the bicycle and get a motorbike.

And then when you want to move to the next level, it's about parking the motorbike and getting a car because you can't carry enough people on your motorbike. So it's not a case about just adding things on. It's actually recognizing that as you get more customers, or as you get more HMOs, more rooms, or if you're in serviced accommodation or whatever, you need to change your model, you need to change your processes, you may even need to change your team.

And I think Adam talks about that with his band of brothers, moving into a more structured team. So again, there's, there's some specific steps, there's some specific things that you do, and you don't do based on what level you're on. And this document is also in the Google Drive.

So I've tried to give you a lot of information if it's relevant to you. It'll be sitting there, but it's very useful. I've found that looking at these do's and don'ts is very, very useful to keep you on track and not to go off in the wrong direction.

So we're doing quite well here, better than last year. Wealth dynamics and daily life. There's a few things that you can do now that if you know your profile, if you know your energy is to, to, to use it in your everyday way of life.

And one of them is organizing your week. What tends to happen if you don't have some form of structure like this is you have to keep jumping from one energy to the next. So one minute you're talking on the phone, then you've got to re change your energy to be looking at spreadsheets or to be looking at numbers.

And then the phone rings again, or you've got a meeting. Whereas if you actually have a structure for your week, you can, you can stay in the same energy for a lot longer time. And therefore you'll become more productive.

And if you are like myself, if you're a creator, and you really struggle with the steel type activities, but you know that you've got steel type activities to do, you can always schedule maybe half a day of steel activities. But then you reward yourself by doing something that you love doing, you know, maybe, I mean, I love anything to do with Canva, creating things on Canva. So if I have to reconcile the bank account or do anything with that involves numbers, then in the afternoon, I'll try to do something that that really lifts my energy again.

But I'm not jumping around so much with energy. So that's one use of your profile or your, your energy is knowing which one and organizing it doesn't have to be in this order. This is just this is just one order.

You can, you can customize it to yourself. Another way is to have different areas that you work in. So if you've got a lot of creative type of activities to do, you're doing your strategy, you're reviewing your strategy, you're putting together a presentation, something like that, then surrounding yourself with, with the green, the wood, the wood type of energy will be will get you much more focused.

Blaze, anything, anything red, anything, you know, coffee shops, great for Blaze. Tempos needs to be calmer, steel, that's, that's going to be very desk bound and such, and then spirit, always water. And to show this in practice, Roger Hamilton is actually, he has a resort in Bali where he holds a lot of his courses.

And he's actually divided up different, different areas of the resort for the different energies. So the Blaze, for instance, is near the road. So there's noise, there's activity.

Tempo is where the massage massages take place, it's surrounded by water. So we can't necessarily always have distinct areas in our, in our house or in our office. But just be aware that if you if you need to do something that's very calming, maybe go for a walk, maybe go and sit in the park, you know, near water and such like and you'll find that you will absorb that energy.

It is very, it is something that's going to help, let's put it that way. And another, another thing that you can do, this, this is one of my areas of expertise is family dynamics. The way that you interact with your children, even the way that that you might discipline them is very different.

If you've got a Blaze child, and the more that you learn about the profiling, the different characteristics of the profiles, you can you can actually pick them up. I've got a six year old granddaughter who I know is definitely on the Blaze side, there's absolutely no doubt about it. And one of the ways that we that she's disciplined is we take her out of the situation where there's people and we put you know, she's the classic put her in the corner in another room, because she hates it.

Whereas you do that to a steel child, and they love it, send them to their room, and they love it because they'll get out their puzzles or, or whatever they they do up there. And they're as happy as Larry. So a steel child, you actually want to make them go and apologize to the person or go and talk to the person to somebody and, and get them to talk about what it is that they've done.

So this family dynamics, and understanding the different profiles in your family, and particularly with your partner is so powerful. And Steve, my my partner, who's on this call as well, so I have to be nice to him. He's, he's very much a steel energy.

And we we can have the most animated discussions, because he he likes going to the detail, he likes to tell me the story and all the analysis behind a decision. Whereas I've been with him for 20 years now, I trust because he's a steel, I trust that he's done that analysis. So my favorite line to him is just give me the punchline.

I trust that you've done all the analysis. Whereas, before we understood wealth dynamics, you know, I would get so frustrated with him, because he would, he would just talk and talk and talk about something. And, and I just needed to know, I needed to know the answer, because I could then work back from it.

And that's, and that's very much a dynamo approach. In a, you know, we've, we've got that intuition, we know what the answer is, we can't necessarily articulate it or prove it. And so, so we, it's, but now I understand that he needs to tell me that analysis, because he's actually validating himself.

So really, wealth dynamics in the in the couples world is, it can, it can, it can save marriages, basically. And, and, and that's then reinforced, not just by understanding your profile, but also understanding the different layers. And I call this your identity compass, because if you understand your identity compass, which is made up of your love languages, your, your values, and such like, your, your long game can look very, very different.

And this is something that I do work with clients with is to, to really understand who they are, who their partners are, and then how, how you can forge your joint destinies. So, as I said, there's, there's a whole load of resources. And in the, in the Google Drive, there's another one of the resources is this, which is a quick reference guide.

And I suggest that if wealth dynamics interests you, then print it off, have it, have it on your desk, or have it available, because you'll quickly start to recognize the different strengths and different challenges of the different profiles. So it's a very, it's a very good checklist. And yeah, again, another checklist on how the different profiles they learn, they lead, they live and they love.

And I think that's it. So right on time, right on the hour. If you've got any questions, you're very welcome to contact me.

Here's my email addresses, my phone numbers, and you can, you can take a quick scan. And I'll be more than happy to talk to you and help you with your particular application of wealth dynamics. Or if you just want to know more about yourself.

Last year, Adam, even though he knew he was a blazing fact, he, he was a star, but he's actually moved to supporters since he's left. Since he left his business, he realized that he was acting as a star, but it didn't feel quite right. So he retook his profile.

And he was supporter and he and I had an hour and a half chat where I was able to give him quite a few pointers as he sort of changed his career from being a business owner to what he does now. It's so you never stop learning. I learn every day about what being a creator is.

And I've been doing this for 14 years now. So it's, it's one of those journeys that you'll always be on. And the more you learn about yourself, but in more importantly, the more you learn about others, you can really strengthen your relationships, which strengthens your business.

So with that, I am going to just open it up for any questions. And I will stop sharing. And I'm just looking at the, at the chat.

Okay, so Steve's, Steve's put the correct URL in for the AI tool. I don't think it's that brilliant, to be perfectly honest, but it is quite interesting to have a look at it. So he's put the correct one is dot AI, not calm.

[Attendee 4] (1:08:27 - 1:08:29)

Julian, it's Steve. Can I ask a question?

[Gillian Anderson] (1:08:29 - 1:08:30)

Of course.

[Attendee 4] (1:08:30 - 1:08:38)

See, the family dynamics is something that interests me. Is that a test that the parents and the children do? Or is it just based on the parents?

[Gillian Anderson] (1:08:39 - 1:09:32)

No, there is, there is youth dynamics. It's, it's a separate test that, that you can, you can get your children to take. There's also, if they're very young, I've actually created a separate one that can be, that the parents can take on behalf of their children.

So it really depends on the age of the children. I would say that from 10, 10 to 17 is best to take the youth dynamics one. One of our grandchildren, we've got a whole bevy of grandchildren.

She was eight. And I was trying to talk her through and she said, Nana, I know what I'm doing. So it really depends on knowing your child as to whether they could do their own one or whether you would do it for them.

Okay.

[Attendee 4] (1:09:33 - 1:09:39)

And if I wanted to, if we wanted to do the, the, the one where we do it ourself, is that through you or is that through GSU?

[Gillian Anderson] (1:09:41 - 1:10:04)

If you come, if you want to do the, the full wealth dynamics, I give a discount to PE people. It's it's the tokens of 45 pounds for the token. And if you want to debrief, it's 125, including the token.

Okay. Most, if you go into GSU, you'll see that most people charge about 200.

[Attendee 4] (1:10:05 - 1:10:09)

Okay. Good. Maybe I'll send you a private message.

[Gillian Anderson] (1:10:09 - 1:10:53)

Yes. If anybody's interested in that. And then if you wanted to do your teams at any time, that's, that's different again.

So just send me a private message. Yep. That's, that's probably all I've got to add at this point.

If, as I say, if anybody wants to know more or, you know, just send me a private message, give me a call and I'm happy to talk you through more. So thank you very much. It was amazing.

Any, any final questions? If not, we'll call it a day. Thank you, everybody.

[Attendee 4] (1:10:54 - 1:10:55)

Thanks, everyone.

[Gillian Anderson] (1:10:56 - 1:10:56)

Thanks.

[Attendee 4] (1:10:59 - 1:11:02)

Thank you. Thank you. Thank you.

[Attendee 1] (1:11:03 - 1:11:05)

Thanks. Excellent. Thank you.

[Gillian Anderson] (1:11:09 - 1:11:11)

Just trying to capture the chat.