**16.04.2025 - Video\_Transcription**

[Attendee 4] (5:46 - 5:46)

Hi folks.

[Attendee 2] (5:50 - 6:19)

Hi Catriona. How are you, Danielle? Good, you?

I'm fine, thanks, yeah. Well, I've got a chest infection actually, I'm not so good, but okay, you know. So how are you getting on?

Yeah, fine, the kids are on holiday. Oh, right. So we're halfway through the first week.

Silver ledge sword, isn't it sweet? They've gone out in the garden. I've told them if they need something to eat, they can have some crisps.

Don't ask me. Well done.

[Shiv Haria] (6:19 - 6:20)

Hello team, how are we doing?

[Attendee 2] (6:21 - 6:21)

Hi Shiv.

[Shiv Haria] (6:22 - 7:51)

Hello. Okay, guys, if you're not showing your faces because you're stuck in your face with lunch, then please show your faces for a second so I can say hi to you and so I can take my obligatory pic. There we go.

Sean is stuffing his face. I saw it. I saw it.

So we're all doing 12 o'clock. We've got this half an hour session, we might as well have a bit of lunch. Can you guys hear me?

Give me a thumbs up if you can hear me. Thumbs up. Fantastic.

Very good. Who's not showing their faces? Let's have a quick little look.

iPhone. iPhone is not showing their face. Don't know who that is.

Cool. Perfect. Okay, good.

How are you guys doing? Well, let's take a quick picture before you all disappear. So come to the thing.

Here we go. One, two, three, smile. Perfect.

Very nice. Guys, we are going to do a session today on wealth dynamics. But before I get going, I just thought I'd introduce you guys.

We also have Gillian Anderson on the call today. Gillian, do you want to give us a little wave? Perfect.

Gillian is an absolute expert and superstar in wealth dynamics and talent dynamics and the whole dynamics thing. In fact, Gillian, I might give you a second just to sort of introduce yourself a little bit more to tell them what you do. And then I'll tell them all the stuff that I'm going to tell them.

But ultimately, I'll tell you how I've used Gillian. And also you can perhaps give them a little bit about how they can use you going forward as well.

[Attendee 1] (7:51 - 9:28)

Okay. Thank you. So I've been involved with Genius Group since 2007 when I did my first profile.

But I'm not in any way, shape or form employed by Genius Group. The one thing that I do do for them is I certify new flow consultants. And flow consultants are people who have decided that they'd like to incorporate wealth dynamics and talent dynamics into their business in some form or another.

So they go through a training and then at the end they have to do a debrief and then I certify that. It's just something that I do because I love it, really. But I use wealth dynamics and talent dynamics every day in so many different ways.

And what I do, it's really more of a sideline these days, but I still love to do it is if somebody wants to have their profile or their business, they want to have their team profiled. Then I'll issue them tokens and then I'll do a debrief with them either individually. It can be as a couple.

I do a lot of couples dynamics or the whole team who work together. And Tom Woodcock, for instance, who's on PE Advance, he has had me to do his entire team of about 20 people and they use it. They've introduced the language into their business and they find that it's extremely helpful.

So that's a brief introduction.

[Shiv Haria] (9:29 - 9:50)

And I think for those of you who don't know, I did mention Gillian on the Entrepreneur Programme the other day, last Tuesday. And I said that I got some I said I got some tokens. You can get them online or whatever for a discounted price.

But Gillian actually, when I last got my lot, I got them from Gillian. And she, how much are they? Do you remember?

[Attendee 1] (9:50 - 9:52)

It was like 50 pounds each.

[Shiv Haria] (9:53 - 10:16)

If you buy them online, it's like 100 quid. So you might as well buy them through Gillian. And what I do is I just buy a bulk of five.

I keep them on my on my drive. Whenever I do a recruitment, I just give them a token. And Gillian's actually really good because I just did a recruitment and then she got straight in touch with me.

She says, oh, someone's just used one of your tokens. I said, perfect. And she said, oh, I'll do a whole.

What do you I don't even know what you did. What did you do? A little mapping exercise for the role and the profile.

[Attendee 1] (10:16 - 10:41)

Yes. So I try to just give some feedback based on the reason for taking the test, the assessment. And in this instance, she told me that the person is going to be his.

Well, hopefully it's going to be his managing director. So I gave him feedback based on that role and what she would be excellent at and where she might need support.

[Shiv Haria] (10:42 - 31:39)

Yeah, perfect. So I'm going to talk through some bits. I don't have any slides, but I just wanted to help you understand more about this.

The first thing to tell you, like I said, I use this methodology. As soon as I started learning about it, probably seven, eight, seven, eight years ago. And that's what we did.

You know, the genius you test in the work dynamics. But now I use this methodology, literally everything that I do when it comes to a team. Hopefully some of you will know, John, I know that you know, but some of you will know that my speciality in terms of like what I do really well.

Someone asked me that day, what's your superpower? And I said, my superpower is in building teams, is in building good teams. And the way I build good teams is you've got to have three things when you're looking to employ somebody new.

One is you've got to have the the competence that they've got to have the ability to do the job. And secondly, is they've got to say incompetence usually comes with experience. Obviously, the more experience you have, the technically the more competent you'll be.

The second thing you want to have is you want to have culture fit, culture fit. Do they fit in with your culture? One of the things that we know in our business is that we're very family orientated culture.

That's just the level that we're at. And we love it at that level. I got a new PA a couple of months ago and she was on paper an incredible PA.

She used to work at PWC, the big accounting firm. You know, she used to be head of she used to be a wealth manager or something like that. And I was like, well, that's kind of like what we do.

We sell we source property. So that's the kind of person would really understand what I'm trying to achieve in my business. But because she came from PWC, what I didn't realise at the time was she's not a culture fit because they're a very professional corporate culture.

And so while she was like, I do enjoy working with you, Shiv. She's like, I just don't get this whole like, you know, we've got to come to this team meeting and we all help each other out. But I just want to get on my job.

And that was something to be mindful of. And she no longer works with me. But culture is the second one.

And the third one is the first one that I always do is is they've got to be the right profile. And the reason why they've got to be the right profile. And please take it from me.

If they're the wrong profile, just don't don't employ them. Trust me on this. Having done this so many times, I thought you'd say the same thing.

If you're trying to employ a project manager, they should be a tempo profile. And of course, they can be the wing. So they can be either a tempo steel or a tempo blaze.

But what they can't be is a dynamo. And I gave you that example at the programme last week that I employed a dynamo to do that role. And it just they just have a completely different way of working, a different ethos for what they're looking to do.

The dynamos in this example is looking to make everything better and create new stuff. And I'm like, we've already got a process and a system for doing so. Just follow the process.

And every time I told him to follow the process, he just kept saying to me, yeah, but yeah, but but we could do this and we could do this. I don't care. I've already created the system.

We don't need to do that. If you remember the example that I gave you was we have a one page viewings checklist. It's one page for a reason.

Yeah, I think I was on mute. Oh, let me just put you on mute. Oh, I can't.

Sorry. So, yeah, we have this one page viewings checklist. And for whatever reason, he thought it could be made better and he made it into a three page viewings checklist.

We don't need a three page viewings checklist. We have a one page viewings checklist. It already works.

We put a nice little contingency on there to make sure we always come in under budget. And that's the way to do things. So we want to make sure we're always having the right person.

So those are the three things we want. We want basically competence and experience. We want culture fit.

And then the first one that I always say, which I always say last, but I should say it first is they have to be the right profile. And if they're the right profile, you've got much better chance for them to actually do their job well. Why?

Let's be really clear about this. It's because if they're the right profile, they're in flow doing those tasks. Now, what does flow mean?

Flow is a function of two things. One is where time flies by. We've all had this saying that when we're doing something that we love doing, time flies by.

Well, how many of us want to be doing something that we love doing? And when we're doing something we love doing, we don't sit there and watch the clock going. Oh, it's five o'clock.

I've got to go now. Time just flies by before you know it. Oh, my God, it's six o'clock.

Where's the time thrown away from me? So they're going to be naturally working harder for you because time's flying by. They're loving doing the stuff that they're doing.

If you get a blaze person to start doing spreadsheets, they may not like it. If you start doing a steel person doing spreadsheets, they'll just be in the spreadsheet the whole time tinkering with it, having a great time doing it. And they're loving it.

And we want everyone to be doing the thing that they love doing, because if they do the thing that they love doing, they're obviously going to have a much nicer experience of work. So that's the first thing. So it's where time flies by.

And secondly, the flow is defined as somewhere where you just don't get bored. Like I could be doing one of my flows is sales. I could be doing sales.

And I say sales. What I really mean is building in my specific because I'm a 36 percent tempo. I like building long term relationships, not short term relationships.

I don't like interacting and doing networking events. I like long term relationships. And when I think about my clients, I think to myself, how can I get them as clients for the long term?

But also one of the things that Tempo is like is winning others over winning others over. But when it comes to getting them to buy, like there's a part of them that's like, here are my objections. I'm like, brilliant.

How can I win them over? How can I get them onto my side? My way of thinking so that they can understand the value that we're adding.

So I love doing sales. And when I'm having sales calls, I can have sales calls all day, every day. And I would never, ever lose enthusiasm.

In fact, I'll give you one little thing as well. I've got a Garmin watch. How many of you got a Garmin watch?

Anyone got Garmin watch? Garmin watches. There you go, John.

So, yeah, Garmin watches have this thing called a body battery, body battery. And if you look at my body battery, when I'm doing the things that I'm in flow doing, my body battery increases. So I'll give you an example.

When I am at the Property Entrepreneur Program or the Advanced Program, whatever, and I'm presenting. I love doing that. And because I love doing that, my body battery in the rest of the day goes like this.

It goes down. My energy depletes over time. But this is like a visual way of seeing that actually when I'm in my flow, my energy either stays constant or actually increases sometimes as well.

And that's a really good way of trying to figure out where your where your flow is. The other thing that I wanted to share and I shared it with some of the people at the lunchtime was, of course, it's really good for understanding yourself. It's really good for understanding your partner, understanding the rest of your team.

But when you're trying to interact with anyone, it's really good for understanding anyone. Now, the problem is that you can't always say to your clients, can you take this, you know, hundred hundred page questionnaire for me so I can understand who you are before I start talking to you? But what you can do is you can either ask yourself or ask the other person two questions that will help you to understand where they sit and where they fit.

OK, so this is like a the the quick way of doing wealth dynamics or genius you at the very least. It's a really quick way of doing it. The first question you're going to ask these and you should write these down.

The first question you're going to ask the other person or ask yourselves of the other person is number one. Are you more of a people orientated person or a systems orientated person? It's really simple.

People or systems. Of course, if you're people, if they say, yeah, I'm a people person, then, you know, 100 percent they're going to be on the blade side. If they say, oh, no, I don't like people at all.

I love systems. I love getting to numbers and all that stuff. Then they're probably going to be more of the sort of steel side of things.

Now, of course, if they say, oh, that's a hard one. Of course, that means that they sit somewhere in the middle, like all of us. We all we don't sit in one or the other.

We sit somewhere in the middle for all of these things. But then you say, but which one would you say? Put a gun to your head.

Which one would you say? System or people? And I want you to do this in your head for yourselves right now.

People or systems? Answer this for yourselves. OK, second question, slightly harder question.

That's why it comes second. The second question. Are you more of a thinker or more of a doer?

A thinker would be on the dynamo side. A doer would be on the tempo side. And if you want to know whether you're a thinker, that's really a much harder question.

But if you want to know how to figure that one out, as you say to yourself, when tits the fan, when everything goes tits up, what do you tend to do? Do you tend to roll your sleeves up and go, come on, let's go sort this out? Then you're a doer.

Or do you tend to go, hold on, there must be a way to solve this problem. And then you start to think about how to solve the problem. Is it your hands get dirty or your head gets gets involved?

Then you know whether you're a thinker or a doer. Now, all of a sudden on this three or two dimensional graph, you've got are you a people or systems? Are you thinker or doer?

Because you've got those two coordinates, you can kind of establish kind of where are they? Now, it's not a exact science, of course, because people get it wrong from time to time. What I've also seen sometimes, and I think some of you, hands up if you're a blaze.

Blaze. Yeah. So some people who are blazes, this is the only one that I find a bit of difficulty with, also love like detail and Excel spreadsheets.

So it's not everyone, but some people do. Yeah. So Katriona is saying, yes, that's me.

Therefore, it could be like, well, actually, I get stuck on that one. But in general, it will help you identify where people sit and fit. And that will help you to understand how to communicate with them, etc.

It will also help you understand when you're picking members of your team. I sent this to John, actually, and I shared it with you guys on the let me just get up. I shared it with you guys at the workshop.

It's just opening up. It's my it's my team, basically. And what you want to do is before you start hiring your team, you want to know, well, what should they be?

What profile should they be? Because then when it comes to recruitment, you can effectively eradicate like a lot of the people before you even start to have an interview with them. So the first person that a lot of you will come to recruit will be like a PA or an admin assistant or someone to help you with the admin.

And the problem with that is if you go to Indeed and put PA down, you're going to get thousands, literally thousands of applications that say I want to be your PA. And the problem with that is that they just have to click one button to say apply. And now they've applied and you've got to spend your time reading through all of that stuff to see whether they're right or whether they're wrong.

So instead of doing that, what we do, our system is I know what profile I'm looking for. Let me share with you. This is the picture that I was talking to you about.

Can you give me a thumbs up? You can see it. Perfect.

So I know that in my team, these are the profiles that I'm looking for. Now, you'll see that most of them have kind of two colors because I want them to be kind of a bit of both. I don't want it to be just one thing.

So I'll give an example. If my effect is a good example of my my PA at the moment. So my my executive assistant, I want her to be blue, which is steel, because steels have attention to detail.

And sometimes when I'm being my dynamo self, I don't always have the attention to detail. Like the whole point is I want someone else to go and do it. For example, I'm going to be doing the.

How many of you are taking part in GGB this year? Hands up. Get up, get back.

Perfect. So this year I'm doing the the national three peaks with get up, get back. And we have to organize travel because they take off from Birmingham and I live in London.

So I need someone who's going to go in and say, what time does he get there? What does he need to leave? Where is he going to stay?

And think about all of those things. The blue person who's steel is going to have the details to be able to do that. However, a lot of the stuff that I have, some of the stuff that you guys have will also be reactive stuff, not proactive stuff.

Reactive as in I'm throwing things at that person. I want them to pick them up and do those things. And I want them to juggle some of those things.

A steel person, someone who's just steel, doesn't like reactive stuff. They just like proactive stuff where they are told here's what we need to do. Here's the deadline.

Leave me alone to get on and do that. But a tempo person loves to be in the activity, in the moment. Give me, give me, give me.

Give me the next thing. I'll do it. Give me the next thing.

I'll do it. They love juggling stuff and getting activity done. So what I've said here is I want someone who's going to be ideally somewhere between a steel and a tempo.

Now, hopefully some of you will have already understood that when we do the Genius U profile, we get four answers. One of four answers. So that's dynamo, blaze, tempo and steel.

When we do the Wealth Dynamics, we get one of eight answers. So it's another level of detail. In this picture here, I'm showing you effectively just the first level of detail, which is I want either a tempo or a tempo yellow or a steel blue.

A tempo yellow or a steel blue in the in the Wealth Dynamics is called an accumulator. So I'm like, OK, I want someone that's an accumulator. And of course, I've got to temper this with remembering that people aren't just one thing.

They're going to be a mix of different things. And in fact, the better they are doing lots of things and that'd be better. But that's what I'm looking for here.

A tempo steel type person. That means that when I go to recruit this person, if they do the Genius U profile, which I ask everyone to do before I even look at their CVs, do the Genius U profile and send it to me. If they do the Genius U profile and they come out as a dynamo, they're not my, they're not my person.

I'm not looking for a dynamo. I'm looking for a tempo and a steel. If they come out as a blaze, they're not my person.

Now, I want to give you a word of warning here, guys. Really, really. This is really important.

You are going to find somewhere in your recruitment process a blaze that you're like, this is the right person. A hundred percent. My God, they're amazing.

I get on so well with them. Trust me when I tell you if they're not the right profile, you should not pick them. I've done it so many times where I've just picked the right person.

You know, I get on with them really well. They must be really good. Don't do that.

Just pick the ones that are the right profile. So the executive assistant for me in my job should be steel, maybe some tempo, because I suppose I've got a team. I'm a little bit advanced.

I've got a team that are doing a lot of stuff. So a lot of this work that I've got to do is kind of more proactive than reactive. So I want a steel that's got a bit of tempo in them.

For some of you guys, if your teams are smaller, you might find that you're doing a lot more of the reactive stuff. And if you are doing a lot more of the reactive stuff, then you might want your EA, your PA to be more tempo than steel. A tempo, if you're interested, it will also be the right personality profile for a project manager, a portfolio manager, a property manager.

So anything to do with property kind of goes in there. I find that tempos, me included, are all about long term relationships. And those people, you know, tempos and steels, I think, tend to sort of stick in one place for a long term because they like the security.

Do you remember, I think I said to you on the stage that I normally tend to group Dynamo and Blazes together and tempos and steels together. And the reason I do that is because, in my opinion, Jillian, you can tell me if I'm right in this or not, Dynamos and Blazes are like the optimistic, excitable people and tempos and steels are like the cynical kind of, not cynical, but like more realistic, more like I'm going to ask you a few more questions before I believe what you're going to do. Another way to think about this, I think I said this on the, in fact, I said this to a couple of people at lunchtime.

Josh called me up. Josh Keegan called me up about a month ago. He says, Shiv, I need your help.

I said, what's up? He said, I'm trying to sell my services to this guy. He's got a great business.

He's very similar to you, the tempo personality. I know 100 percent we can help him in his business. You know, we can help him save thousands, tens of thousands.

I think he said hundreds of thousands, actually, of pounds by doing the things that we do. And I've given him all the information, but he's just been really slow to make the decision. He said, what can I do?

And he asked me because he said this person I'm trying to convince is like you. And I said, Josh, that's where you're going wrong. You keep telling me about the upside.

I don't care about the upside. I'm trying to minimize my downside. What does that mean?

He's telling me, oh, my God, I could save you hundreds of thousands of pounds. It's going to be amazing. We're going to have a great time working together.

I don't care. What I care about is where's the guarantee? How can you make sure that the 10,000 pounds that I'm going to pay you, that I'm going to get at least 10,000 pounds worth of value?

So I said to Josh, what I would do if I was you, Josh, is if you are 100 percent certain that you can absolutely 100 percent at least say, I don't know what the numbers were, but let's assume it was 10,000 pound package. You can at least save him 10,000 pounds. Say to him, I guarantee you that I will save you 10,000 pounds.

If I don't, I'll give you your money back. Because if you do that, you've minimized the downside. Does that make sense?

Not a pence, please. Yeah, that makes sense. And when we do our sales pitch, remember the same with you guys.

You have to be selling to the dynamo's blazes, the vision, the excitement. Oh, my God. How much money could you make or how much money could you save or where could you be in 10 years time?

But you've also got to be selling to the steals and tempos who are looking at how can I manage my downsize? How can I make sure that, you know, I get my guarantees in there? What happens if this goes wrong?

What do you do when that goes wrong? Yeah. So that's really important to manage both of those things together.

The other example that I had for you. Well, I think I've talked about it now. The the project managers and that.

Yeah. So I think that's really, really important. Let me just have a quick look.

If there's anything else that I wanted to cover with you guys before we go to questions. Oh, yes. And I very quickly mentioned it at the end of the last session.

When you're building a team, you don't go from one person to two people. You go from one person to three people because it's like a stool where you have a stool. It needs three legs for it to stand up on its own.

And so the way that you do that is you take whatever wealth dynamics profile you are, not the genius you profile, the wealth dynamics profile, the one that's in more detail. And you then I this is the way I remember it. You move towards the right and you skip one, pick one, skip to pick one.

OK, so, for example, and I want you to just imagine this in your head. If I am the creator, which is bang straight in the middle and I'm going to move towards the right. The one towards the right is a support is a star.

Sorry. Beg your pardon is a star. I'm going to skip the star and I'm going to pick the next one.

The next one is a supporter. So a creator should have a supporter as one of the main team members. And then I'm going to skip two.

So I'm going to skip the dealmaker and the trader and I'm going to pick the accumulator. So skip one, pick one, skip to pick one. That's the way that I choose team members.

And when you're looking at which is your primary energy, you want to skip one, pick one, skip to pick one. That will form the basis of your team and that will mean that you have a solid team to to to build your business going forward. Let's have a look at some of these questions.

John would make a cracking EA. John, you probably would, because you just crack on and get on and do the stuff. Would an org chart and therefore specifying the role profile be better with the level of detail from work dynamics rather than just genius you?

You don't need to necessarily. So John's question is, when you do this org chart, is it better to use the wealth dynamics profiling rather than the genius you? Sometimes the wealth dynamics for what you're looking at could be too detailed.

Now, here's what we think about when people are filling out personality profiles and they're filling out the questions. Sometimes they're trying they're trying to answer them in a particular way. Right.

So they know, for example, you're looking for someone that's detail focused. Even they may not be detail focused. They might be answering them in a specific way.

So that's why you've got to be careful of these personality profiles, because they can be gained a little bit. As a result of that, we want a little bit of a broader category. So let's say you want a category called steel rather than a category called accumulator or load.

And then from there, we can then have a look at what people are. Remember, everyone is probably a mix of a couple of things, not just necessarily one thing. You can be one thing, but usually we have a few more flows.

Jillian, one of the questions I wanted to ask you, and it'd be really useful to get your insight on this, is I am 36% dynamo, sorry, 36% tempo, so trader, and then 32% dynamo, so creator. And then I've got bits of other bits of me as well. I found that when I used to work with my business partner, my ex-business partner, he was a creator, throwing through, arrow pointing towards creator.

Because of that, I...

[Attendee 1] (31:44 - 31:48)

Have you frozen for everybody or just for me?

[Attendee 4] (31:49 - 31:50)

No, me as well.

[Attendee 2] (31:50 - 31:52)

Yeah, me as well. I thought it was me.

[Attendee 1] (31:54 - 34:07)

Well, we'll wait till he comes back on. A couple of things while Steve's dialling back in. We call that the formula, the three-legged stool that he talked about.

And another way of remembering it is just two rounds and then three rounds, if that helps. Another thing is each of these energies has a primary question. So if you're talking to clients, you can quite often pick up the...

You can sometimes pick up their profile, their dominant profile, just by listening to the questions that they have. So dynamos are very much about what? They're the...

They want to know the big picture. They want to know basically a to-do list. The blazes, they're about people.

They'll want to know who's involved. Everything about them is people, quite emotional and such like. The tempos are about when and where.

So never be late for a tempo person because that will really irritate them. Whereas a dynamo person wouldn't even notice if you were late. And then the steels are about the how.

So that's... They don't... They're not worried about the big picture.

They don't want to know the big picture. They want to know how is it going to work. So if you listen to the questions that are being asked by your clients or your team, you'll actually be able to work out fairly easily how they...

What profile they are and also how to communicate best to them. Because if they are a dynamo and they're asking the what type questions, then they're very future focused. Blazes are quite future focused.

But tempos are in the here and now. Whereas the steels are very much... They want validation.

So they look back to the past. They're quite backwards looking in order to make the right decisions going forward. Sorry, Sian.

[Shiv Haria] (34:08 - 34:35)

That's fine. One of the points you said there was really interesting, which was that tempos, you know, don't be late to a tempo meeting. I used to constantly always be on time.

I used to get really frustrated with people being late to me. Now, I don't know what's happened. Honestly, over the last year, I've just completely flipped that.

I'm late to everything. One of my objectives this year is to not be late because I don't know why. I feel like I've shifted into dynamo.

That's the question I wanted to ask you. Is it possible to shift? Does your flow stay the same throughout your whole life?

How does it work?

[Attendee 1] (34:36 - 35:25)

It's quite rare to jump to the other side of the square. But you can move into your wings and you can change the energies. When I do debriefs, I don't focus on the label of accumulator trader.

I focus very much on the four energy readings that make up the profile. In your case, Shiv, I don't think you're a trader, quite honestly. I do wonder whether when you took your assessment, you were in a different space, a different time.

I think you've got a lot of tempo energy, but I think your dominant is very much the dynamo energy there.

[Shiv Haria] (35:25 - 35:51)

I was thinking to myself before I got into property and that, I used to be spontaneous, wacky, enthusiastic, all the dynamo type of things. Then I got into property and it was almost like I was like, right, let's batten down the hatches and make financial security. It was like a really big drive for me.

I did that for the best part of a decade. And then now the other side of the decade, I'm still kind of going, oh, maybe I don't need to sort of focus on that anymore. I can sort of just come out a bit more.

[Attendee 1] (35:51 - 36:53)

Because we do have learned skills and people who come out fairly square often are more in the administrative type of role. So they are focusing on their learned skills. But what I always say to people is when you're going to take the assessment, try to take it on a Sunday afternoon when you've had a great time or you've been on holiday, something where you're away from your work.

Because that's going to influence you. And never take it when you're sitting at your desk at work. But one of the things that you said, Shiv, that really made me think that you've got the dynamo energy is when you said you love presenting and you could present, present, present.

That means that you've got that blaze, that dynamo blaze energy. A tempo person could still present just as well. But at the end of the day, it's like, oh, give me a cup of wine or let me lie down.

[Shiv Haria] (36:54 - 37:15)

The reason I thought it would be tempo is because the thing that I like doing is not so much the presenting, but I like sharing my knowledge. Because, you know, I've done all of the stuff that you guys are getting told to do. I've been doing this for the last nine years now.

So I've been through all of that. So now I'm like, how can I help other people? So it's the tempo of the service.

That's what I was thinking. But maybe you're right.

[Attendee 1] (37:15 - 37:36)

It's what that is, is dynamos like to don't feel like they're serving their clients. Because if you see, we call it dynamo and we call it creative, but it's really innovation. And we don't feel like we are actually serving people if we don't give them all our knowledge.

[Shiv Haria] (37:37 - 37:37)

Yes.

[Attendee 1] (37:37 - 38:11)

And what we can what we do is we overwhelm. And you'll see the eyes go glaze. It's what tempo people would do is they actually they actually are very good at following processes.

They can't create them so well, but they can follow them. And they would be they would be able to actually ask more questions and see what the person needed. Whereas the dynamos, we just want to give them everything, whether they need it or not.

[Shiv Haria] (38:12 - 39:06)

Yeah. OK, so that that is more me. I want to give it to you.

I don't really care what you need. Yeah, fair enough. So sorry, I went over, by the way.

But yeah, so that's how you pick a team. And then the other thing that I wanted to mention to you was. Yeah, in fact, Gillian mentioned it in her workshop last year.

But one of the books that I have found the most interesting book for me is what's it called, Gillian? My Life, My Legacy or Millionaire Master Plan. Yeah, it's called The Millionaire Master Plan.

It's a reference book rather than a reading book. So if I was you, I'd go online right now and order it. And basically it's got a chapter for each of the levels in the wealth hierarchy or not wealth hierarchy, wealth lighthouse.

Sorry.

[Attendee 1] (39:07 - 39:09)

It's wealth spectrums.

[Shiv Haria] (39:09 - 40:10)

Yep. And you will identify which wealth, which level of the wealth spectrum you're on. But then you just read that one chapter and it says, OK, well, if I may say a dynamo in that level, these this is what I need to do to get to the next level.

And then it gives you a checklist at the end. And I've been now using that for probably the last five years. And I'll tell you that I just did this yesterday.

I did a little review of what our business finances, revenue and profits have been. And it all kicked off six years ago. So before six years ago, we were making kind of about 100 grand.

And then it was only after six years in that year that everything jumped massively. And it was when I started reading that book because it said it helps you to basically move up the levels and say, how do you get excuse me? How do you get yourself from being, say, a yellow level to a green level to a blue level?

These perhaps don't mean anything to you right now, but that book is really, really useful. Ginny, do you want to say anything about the book at all?

[Attendee 1] (40:10 - 41:12)

Yeah, well, all I'll say is that finding out what level you are is is very, very useful. Whether you're already in the corporate world, if you're in the corporate world or you're self-employed, it doesn't matter. Finding out the level you are and how to get to the next level.

But what I would say is that the wealth is very much tied to the wealth dynamics and we see it as a square, but it's actually a pyramid. And and the wealth spectrum comes in is actually at the top of this pyramid is your why or your goal. And by understanding your wealth dynamics profile, it's telling you how to get up, which side of that pyramid will be your path of least resistance.

So following that spectrum with knowing what your profile is will actually move you up towards your why, your goal, whatever you want to call it at the top of your pyramid. So they are very interchanged.

[Shiv Haria] (41:12 - 41:30)

Fantastic. Just so that you understand what we are talking about, I just Googled it for you. Here it is.

And this is what it looks like. So you've got these different levels of this lighthouse. You start off at this infrared level.

Can you all see this?

[Attendee 1] (41:31 - 41:36)

Yeah, we could also see women's panties. Oh, sorry. Sorry.

[Shiv Haria] (41:37 - 41:59)

I don't know why women's panties are coming up on mine. But anyway, you start off at infrared level and then you move. Sorry.

Everyone who's well, I was going to say everyone who's here is going to be probably higher than here, but perhaps not. So you start off at these initial levels, infrared, red and orange, and then you move into the, is it called the enterprise level, Gillian, the yellow, green and blue?

[Attendee 1] (42:00 - 42:06)

No, the top levels are the enterprise level, I think. I've forgotten what it's called.

[Shiv Haria] (42:07 - 42:51)

The point is, you move on to this next level, which is yellow, green, blue, which is kind of where I think property entrepreneur lives. That's where we're trying to get everyone to. And then you end up in indigo, violet, ultraviolet.

And this is where you find the people that influence. So, for example, Dan might be somewhere between a blue and an indigo right now where he's where things will start to come naturally to him. So, for example, if you had a good deal, you might say, well, let me go to Dan and do the deal with Dan because I want to work with Dan, not with anyone else.

So there's no competition because you'd like to work specifically with Dan. So, yeah, this is a really good book and I would highly recommend it. It's a very short read because you're only reading your chapter and you're only reading your profile bit on it.

And like I said, at the end of every chapter, it tells you like a checklist of nine things you've got to do to get yourself to the next level.

[Attendee 1] (42:51 - 43:36)

The majority of people will be in yellow. And and it's OK if that's where you want to stay. That is where you're very much working in the business.

What you've got to be careful is is what we call yellow octopuses, which is where you've got to have a tentacle in in every part of your business. And by moving to blue, sorry, by moving to green is where you start to become the conductor, where you have others who you trust and you can actually leave them to run that business. So you want to get green.

If you want to go and have a holiday and not be not be on your laptop or the phone, then that's part of your goal is to move to green. But most people in PE will start off in yellow.

[Shiv Haria] (43:37 - 43:50)

Yeah, perfect. Cool, guys. Yeah.

Being my my dynamo nature. I know that I'm sharing everything with you and it's probably being a bit overwhelming. So I'm going to stop there and open the floor to two questions.

[Attendee 1] (43:50 - 44:16)

Can I just say one more thing? I have quite a few checklist documents, diagrams and things like that that may be able to help. So I will I will put them into the Facebook page over the next few days.

And then it's entirely up to you whether or not you go and access them. But, yes, there's there's a load of stuff that I can load up that will.

[Shiv Haria] (44:17 - 44:35)

And actually, if you if you go to the the post that talks about this midweek mentoring, if you can post your details on there as well, because if you want to get the tokens, I can just get in touch with you. Thank you. Thank you.

OK, guys, questions. What have you got for me?

[Attendee 4] (44:42 - 44:52)

So just to pick up on something that you mentioned, Shiv, you are directly relating your step change six years ago, I think you mentioned as a result of implementing Wealth Dynamics.

[Shiv Haria] (44:53 - 47:21)

That's one of the main things that I think realistically, my entire journey has been as a result of implementing all of the things that we do on Property Entrepreneur. I mean, I know now and I say this truthfully, like I wouldn't be where I am right now if I hadn't been doing Property Entrepreneur for the last eight years, nine years. But as part of Property Entrepreneur, Wealth Dynamics and this whole profiling thing forms a big part of it.

So, yeah, I'm not saying that that was directly related to this, but I know that I bought the book around the same sort of time and I started reading it. And and then, you know, things start to change. Well, John, for your information, actually, the thing that really flipped the switch for me actually was.

I thought, well, I was in the board and Dan said, basically, you've got to start building your profile. And I didn't know what building your profile meant. It had no meaning to me.

And I'll tell all of you right now, you have to start building your profile today. Not in a year from now. Some of you will say, oh, my product's not ready yet.

I don't really need it right now. Don't worry. Start putting your profile.

Because as you start to build your profile, what I mean by building a profile, just to be really, really specific for some of you is to start posting on social media in a regular fashion. As you start to do that, people will start to know, like and trust you over the course of the next few weeks, few months, few years. And then as and when you need it, those people already be there.

They'll know what you do. So then you can just turn on the tap. And so what I started to do, literally, I did this yesterday.

Our flick switched in 20, six years ago. What have they been? 20, 19, 20, where we went like before 1920, we were making kind of like sub hundred grand profit.

And then after 1920, it was just kind of like rocketing past that. I was saying to my mom yesterday that I was at her house for dinner. And I said, I remember the time where a hundred grand profit was like my pinnacle.

That was like, oh, my God, one day we're going to make a hundred grand profits can be amazing. And then, of course, you get past that and you make the next goal and the next goal and the next goal. And, you know, it's nice to go back and remember that.

All right. Remember, like that was a big that was a big goal for us. And we we ticked that box.

Quite nice. Any other questions on this wealth dynamic stuff? If you don't tell me, I'll keep sharing with you and then you'll be mind blown.

[Attendee 2] (47:23 - 47:24)

I'll share something.

[Shiv Haria] (47:24 - 47:25)

Yeah, go for it.

[Attendee 2] (47:27 - 48:00)

So I got my husband to do just the genius you won. And he sent me a very excited message saying he was a blaze. And I was like, no, you're not.

So, you know, I was just really surprised. But he went and did it again. I didn't realize he was going to do it again, but he did it again.

And then he said that he was came out of steel and he doesn't know what any of this means. So I'm thinking now, should I really try and get him to do the full wealth dynamics profile to really try and see what's going on there?

[Shiv Haria] (48:01 - 48:39)

Yeah. So what we do is we get all of anyone new that we recruit or anyone that want to know, I'll get them to do the free genius you test. And then once they've once I kind of narrow them down more to like the one that I'm going to hire.

I then tell them to do the full wealth dynamics test. And like I said, I remember when I was doing it and the first few, I'm still beat myself about it. The first few had to buy it like ninety seven dollars or whatever it was.

And I was like, ah. And then I found out the genius doesn't for half the price. But now, like I said, I've just bought myself a package of five and just keep them there on my drive at any time, because any time I get someone new, as we get down to the last, I'm going to hire you, take the test.

And then, you know, we can do it that way. So, yeah, I would, in your position, get him to do that. Have you done the full test?

[Attendee 2] (48:40 - 48:41)

I have. Yeah.

[Attendee 1] (48:41 - 49:12)

Can I say that the because the genius you test is only five questions. If somebody answers one question just in their particular mindset for that day, it can skew it. That that's why I've actually using Dan Priestley's score app.

I actually have created my own that that is an equivalent, if you like, for the genius. You I think, John, you've used it, haven't you?

[Attendee 4] (49:14 - 49:20)

I must admit, Gillian, I haven't actually used it yet, but I'm asking you for it. So I've got a list of things to do. I am going to do it.

[Attendee 1] (49:21 - 49:58)

Yeah. So if if it comes out, it just doesn't feel right. Yes.

Get them to take it again or just ask them a few questions and you'll work it out whether or not it's accurate. But the best way to to really get an accuracy is by doing the full test. And it's surprising, actually, how different each of the each of the eight profiles actually are.

You think they're next to each other. So they're going to you know, it doesn't matter, but it does. Yeah.

OK, thanks.

[Shiv Haria] (50:00 - 50:07)

Anyone else? Perfect. Oh, yeah.

[Attendee 3] (50:07 - 50:08)

Yes.

[Shiv Haria] (50:08 - 50:09)

Hi.

[Attendee 3] (50:09 - 50:35)

I'm asking a question on behalf of Francine because she's too shy to ask. OK. She runs a pharmacy and I always comment that she's a high turnover of staff.

OK. Particularly in the cashiers and the people, etc. What should she be looking for if she was doing the genius you test with potential cashiers and sales staff?

Should my guess is they should be temples.

[Shiv Haria] (50:37 - 50:38)

I'll let you go for it.

[Attendee 1] (50:39 - 51:43)

Yes, they get tempos would be OK, depending on whether it's whether the role is very much about talking to the people and and finding out, you know, as as a pharmacist, what's the medication that they're looking for and so forth, because they're they're they're they're caring, if you like, they're taking that that care. If it's more of a cashier where it's much quicker and it's just paying for things and such like them, probably more of a blaze because you want them. You want that that high energy turnover.

I would say that a lot of pharmacists, as with anybody in that sort of medical care type of world, tend to be tempos and particularly traders. That that is one of the key, key things that you look for in somebody who's actually in that care world is that they've got that tempo energy.

[Attendee 3] (51:44 - 52:05)

No, the pharmacist who deal with that, he would be the the tempo. But the blaze, we're looking for the people who are dealing with the customers and obviously to be in to be in their flow, to still be excited to be behind the tail and deal with that. OK, blaze, I was thinking the opposite.

But yeah, well, thank you, blaze.

[Shiv Haria] (52:05 - 53:10)

And also we talked about beginning, like how to keep people as well as like it's your culture as well. Now, it doesn't sound like that's the problem because all the rest of the people are staying. But you want someone that's going to be the right profile, but also fits with that culture.

And then they want to stay. I mean, I'll share something with you. Obviously.

So I've got a team, I don't know, 14 odd people now. There are people on the periphery, but the core team, let's call it the core eight. They have if you if you interviewed them, Touchwood, they would tell you that they have no desire to go anywhere.

They want to be here for as long as this company is here. It's because they are. They're in like they're in the part of the core team, the part of the culture.

They we've been doing this long enough that they know. Friday, weekly wins. Monday, we say hello to everyone.

You know, we help each other out. We're part of this. No problems.

Only solutions. Culture under promise. So we deliver all of these things that we start doing.

They know every quarter we're going to have a team get together. They know we're a fully virtual company. Obviously, these kind of things help.

So the culture, I think, is quite important as well.

[Attendee 2] (53:11 - 53:12)

Yeah, that's a good point.

[Shiv Haria] (53:12 - 53:20)

Thank you. Perfect. If there's no more questions, then I'll see.

Do you want to share anything else before we go?

[Attendee 1] (53:21 - 53:24)

No, I think you've probably overwhelmed them with.

[Shiv Haria] (53:24 - 53:24)

Yeah.

[Attendee 1] (53:25 - 54:02)

With a lot of information. All I would say is recognize that we're not all one profile, that the more that you can think in at least the four levels, you can come down a level to the four levels. Your communication, your team, everything will improve because still see the world.

I use the analogy of a soccer match. It's the same soccer match. But depending on where you're sitting in that stadium, you'll see a very different game.

And that's exactly what we are with our with with our different profiles.

[Shiv Haria] (54:03 - 58:40)

I'll share one last story with you guys before you go. So the story is of my marketing department, of my marketing manager specifically. I had a marketing manager.

Well, she applied for the role 2020, January 2020, as my my PA. That was what I was recruiting for. And at that point, I'd already kind of made a decision.

I was going to go with this person. But her CV looked really good. And I was like, this is really good.

And I said to her, look, I'm looking at a CV. You've got a little bit of marketing experience. I'm also looking for someone to help me out with marketing.

The PA role, I think I'm going to fill with this other person. Would you like to come and do the marketing role? She says, yeah, of course.

Made her do the Genius You profile, the Wealth Dynamics, etc. Put it all away in the folder ages ago. And in my head, I was like, yeah, she's for whatever reason.

I had it in my head that she was a mechanic. A mechanic is between a steel and a dynamo. And for my for what I'm looking for, a mechanic, what I'm looking for now, a mechanic is exactly what I needed.

But what I did was I let that blind me to see what she actually is. And what she when I looked at it again, literally about three months ago, I realized, oh, my God, I've been treating her like a mechanic. But she's actually a lord.

A lord is a pure steel. Now, there's a very big difference between a mechanic and a lord. A lord is hates being put on the spot, really thinks in the past, doesn't think in the future, doesn't start looking at creative solutions, knows what they know.

And we were trying to find new ways of getting more leads in. And no matter what she tried, she just kept failing at it. And she was very slow to implement new changes.

And I was like, what the hell's going on? Like, she's a mechanic. She should be able to get all this stuff.

Anyway, long story short. She after a number of years, she left the business in January this year, middle of January. I've got a new guy in the middle of January.

He's also a mechanic. Also, I should say he is a mechanic. He's an actual mechanic.

And the difference between these two people is miles apart. This new guy is like can be seen as more of like a dynamo creator type person. He's all over AI.

He's all over new technology, all over the new trends on social media, all over. We should do this. We should do this.

We should do this. But and here's the important bit about him being a mechanic. He also has the ability not just create the ideas of what we should do.

But he's very clear about I need to have a way of measuring, analyzing and measuring the results so that I can improve. Mechanics are really good at saying, how can we see what we're doing and improve it and improve it and improve it? Continuous improvement.

And I realize that that's exactly the person that I need in the business right now in that specific role. Because we have maxed out like organic social media and blog posts and podcasts and that kind of stuff, the normal stuff that we do. What we now need to do, as he came in and told me, he said, Shiv, it's really simple what we need to do.

We've maxed out organic. We need to do more SEO, more paid ads. And it needs we need to have a CRM system.

And I was like, why do we need to have a CRM system? You know, we only need 40 clients a year. We were running our entire business off Excel for the last 10 years.

And he's like, but then how do you know where your clients come from? He says, I said, we asked them. That's not reliable.

That's not reliable, because they're going to tell you that they heard you. They heard about you on Facebook. But where on Facebook?

Or they're going to say that they came through the website. But how did they know to go to your website? Is it because they saw a Facebook post?

Is it because you sent them there? Like what happened? So anyway, first couple of months of this year, first thing that he's done, he's come in, he's implemented a new CRM system.

He's started doing ads, started in SEO, and he's just reorganizing the entire thing. And he's a very impressive guy himself, because he's got the experience. But he is in his absolute element right now, because he's saying, how can I take what's already working and improve it with new things and metrics and analysis and make it like put a rocket up it basically.

So, yeah, just a little story to share with you there. The moral of that story is it's good to do the test. Don't just file it.

Make sure you like actually keep looking at it, reminding yourself, oh, this person's a lord, not a mechanic. Therefore, I'm going to make sure that when they do show me the signs that they're a lord, let me take those in. Let me realize, oh, this person doesn't like doing these things.

Let me stop giving her those things to do. Perfect. Good, guys.

Thanks very much for your time. Really appreciate it. Jillian's going to put her details into that post where it says about this midweek mentoring so you can get in touch with her.

I would recommend all of you just get in touch with her, buy the five tokens. It's going to be sitting there. Jillian, am I right?

Did they expire? They don't expire, do they? They don't expire.

So perfect. As your business grows, even if you use them.

[Attendee 1] (58:40 - 58:43)

They could do, but I put no end date on them.

[Shiv Haria] (58:44 - 58:59)

Fantastic. Yeah. So even if you find new people over the next two, three, four years, you can still use the same tokens.

And no doubt that, you know, as inflation increases, the price of the token is going to increase. So buy them now. It's like buying stamps.

Buy them whilst they're cheap. Good, guys. I'll see you guys later and hope you had a good one.

[Attendee 1] (59:00 - 59:01)

Thank you. Thanks.

[Shiv Haria] (59:02 - 59:03)

Cheers. Bye.