**PPN Session 1 03.04.2024\_Transcription**

[Rachel Davies] (0:00 - 2:06)

Two and a half minutes, take your seats. Ladies and gents, this is your two minute warning, grab yourselves a drink, finish up your conversations. We're going live on stage in two minutes time.

Ladies and gents, please take your seats. This is your one minute warning, ladies and gents, this is your one minute warning, we're live on stage in one minute's time, please take your seats. Ladies and gents, this is your 30 second warning, get ready to put your hands together, we're going live on stage in 30 seconds.

[Speaker 6] (2:34 - 3:10)

Ladies and gents, this is your 30 second warning, get ready to put your hands together, we're going live on stage in one minute.

[Rachel Davies] (3:10 - 6:55)

Ladies and gents, this is your 30 second warning, get ready to put your hands together, we're going live on stage in three, two, one, go! The seasons are changing, it's all very exciting. So, have you had a good month?

Has it been productive? Hands in the air if it's been productive? Yes, look, Graham's got two hands up.

But having said that, have some of you had quite a challenge this month and found it hard? Hands in the air if you found it quite difficult? Oh my God, nearly all of the room.

And I just wanted to reiterate something. If you're at a point where you're feeling behind or you've had some curve balls, things that you weren't expecting happen, don't be worried because at this point, you should have done some of your objectives and you might not have even started others. It's really, really normal to be feeling a little bit behind.

And I just wanted to reiterate that we're at the start of spring and we've got six months left around the track with Property Entrepreneur. You've got plenty of time to get on track and get your goals smashed. So, I just wanted to reiterate that sentiment.

Who here's got the kids off? It's half term time? Yeah, a few of you.

Yeah, two out of the air. My advice to you on doing Property Entrepreneur whilst having children at home is to be really realistic with what you're doing and also be laser focused when you do work. It's the best advice I can give you.

The rest of it, I'm going to tell you what my husband used to say to me when my kids were little. When we went to bed, he used to say to me, we'd look at each other and say, good luck. That's all.

Yeah. Good luck. That's what you need from me.

Yeah, because it was like Piccadilly Circus at night. We'd be up all night. One would wake up, one would go to sleep.

It was a nightmare. Right. So, we're coming out of winter now and we're going into spring.

So, you can all breathe a sigh of relief because the winter hit list is nearly over. Yes. Let's do a little happy dance.

Yes. We're now going to have spring and summer. You've got lots to look forward to.

The next six months are going to be absolutely amazing. You know the drill. Switch off your phone.

I am told that this is boardroom etiquette, isn't it, Adam? Absolutely. In the boardroom, they switch off their phones for those 90 minute sessions.

So, let's do what Dan Hill does on the board. Let's switch off our phones and enjoy the content and be completely present. Everyone okay with that?

Yeah. Excellent. Right.

So, you've done this morning marking your homework with your buddy. Yeah. How did it go?

Good. Okay. Right.

So, now, I want some brief accountability. So, I want you all to stand up. Everyone stand up for me, please.

Oh, look, you're so unenthusiastic. Come on, stand up. Everyone's really worried now, Adam.

Right. So, I want you to stay standing up if you've done at least 50% of your homework. 50%?

Have you done at least 50% of your homework? If you haven't, sit down. That's okay.

So, 60%, stay standing up. If you've done 60% of your homework, stand up. If you've done 70% of your homework, stand up.

If you've done 80% of your homework, stand up. 80%? I'm not quite sure.

Yeah. So, 18 or stay. If you've done 80%, stand up.

If you've done 90% of your homework, stand up. I wonder who's done 90% of their homework. Let's give her a round of applause.

Come on. I loved it. Yeah, I will.

Right. So, let's have some audience shares. Who wants to tell me how their experience has been on their homework this month?

Sounds like it has been a challenge. Anyone want to share? You can also let your buddy, get them to share if you think they shared it really good with you.

Anyone want to volunteer how their experiences have gone this month? Brilliant. Ready?

Oh, it hurts all over.

[Speaker 10] (6:57 - 7:21)

Yeah. So, after Billy's session, I took some notes and then took that to the accountant. It was quite amazing how much stuff they knew of, but weren't actually implementing.

I think Billy's sentiment of almost their job is just to make their life easy for them and still make them feel like they're doing a good job, whereas you have to challenge them. It's been a massive, well, yeah, quite a big tax saving as part of it.

[Rachel Davies] (7:21 - 7:22)

Wow.

[Speaker 10] (7:22 - 7:23)

Well done.

[Rachel Davies] (7:23 - 7:37)

That's amazing. So, you saved money. Well done.

So, saving money after Billy's recommendations, it doesn't get better than that. Brilliant. Well done.

Anyone else want to share their experiences? Natalie? I'm going to let you do that.

[Speaker 9] (7:40 - 8:07)

Good defender. Bulletproof business model for me, not being strong with finances, which I put in my presentation, I asked Anthony to book a day with me, which is quite difficult, just to go through it. I thought I'd have a go myself first, and actually I'm better than I thought, and I've done all right.

So, I'm quite proud of myself for that, but also I am now ready to play the game.

[Rachel Davies] (8:08 - 8:08)

I'm ready.

[Speaker 9] (8:08 - 8:11)

Ready to rock and roll, but yeah, that were a game changer for me.

[Rachel Davies] (8:11 - 8:20)

Yeah, that was really good. So, Natalie, you've literally done your business plan, weren't very confident, not your business plan, your business model, not very confident, but you've got it done, and you were better at it than you thought.

[Speaker 9] (8:20 - 8:21)

Absolutely.

[Rachel Davies] (8:21 - 16:02)

Brilliant. Well done. Let's give her a round of applause.

Right. So, you know, on Property Entrepreneur, we like to walk the talk. So, while you're busy working hard, I am too.

I want to tell you about two big achievements of mine for the month. The first one is this bad boy. Right.

So, I've been on Property Entrepreneur for five years, and in all of the time I've been on Property Entrepreneur, I've been avoiding this one, because it's literally, frankly, too steamy for me. So, it's a My House spreadsheet, but then I started working with Property Entrepreneur, and I actually seen this in practice, and it's actually really, really, really good, and I thought, you know what? I need a Rolls-Royce rhythm in my team this year.

In my autumn reflection, I realised I was the linchpin, telling everyone what to do all the time. I needed something else to replace me, and this is it. So, it's been really, really difficult graft, but all of the proactive tasks in my HMO business are now on this My House spreadsheet.

I tested it out for the first time on Monday, and it worked perfectly for once. My one-to-one went really smoothly, because my virtual assistant knew exactly what to do. Absolutely amazing.

So, now every team member is very clear on what they have to do every week of the month and every month of the year. It's all done and dusted, and all of this stuff, all of it links back to a Loom video and a steps guide, so I've got a process for each column. So, that's done and dusted, and then the second thing I did was this thing.

It's called getting some training and document library together for my team. I wanted to become, it's one of my professional objectives, and it was me being a coach more than a micromanager, and so I've done this. It's been absolute agony doing it.

I love talking. I really like talking, but doing videos, I absolutely hated every minute of it, but I've gone from a free Loom package, and had about 10 videos before I started, to 41 videos. All of those folders correspond with the My House spreadsheet.

I've got 41 videos done and dusted, absolutely hated it. I'll tell you what, I had to think deeply about this, because why did I not enjoy it, and then I realised I've got two kids, a dog and a husband, and I got interrupted so many times, I couldn't tell you. Honestly, I had to redo so many of them, but it's done and dusted.

That's me. Thank you very much. Thank you very much.

So, that's two of my objectives done and dusted. So, the 28-day challenge was the winter hit list task tracker, and getting our winter hit list done. So, this is just me, to let you know where I got to.

I've finished on 91%. I actually wanted to get to 100 before the half term, but I didn't manage to do it. I've got five tasks left to go.

They'll get done this April. And then, how did you get on? So, I just wanted to give a shout out to some people who've done really well with their winter hit lists.

We've got, top left, we've got Lindsay Ewell. She was brilliant at telling us every week of the month how she was getting on with her winter hit list and coaching her team towards it. She's finished on 86%.

That's absolutely fantastic. Mark and Mina, you guys have done brilliantly. You've been chipping away at your winter hit list, and you finished on 88%.

Well done, you. And then, Phil, you finished on 88% as well, so well done. And everyone else in the room, for getting on with your winter hit lists, well done to you all.

Can we give those guys who've done a really good job a round of applause? Right. Where are we in the seasons?

Well, spring is here, and it's a beautiful time of the year, isn't it? This is when the natural world comes back to life and everything starts to grow again. We've got all the signs out there at the minute that spring is here.

This is the time of the year when we want you to be in sync with the natural world. This is where you will bring your new business systems and processes and test them out. You'll bring on new team members and train them and test those out.

When the energy rises and the lights get lighter, I'll try that again, and the spring energy and everything grows, so do your businesses. And that's the idea here, we're all in sync with the natural world. And where are we?

We're on workshop seven. So workshop seven is called building the dream team, and today you're going to hear a few concepts talked about regularly. One of them is do nothing, delegate everything, and the other one is leverage.

We want you to be highly lucrative and highly leveraged, and the way that you get that is by building a dream team. The idea is that you buy back your time so you can spend it on higher value activities. And where are we in the methodology?

Well, we're at workshop seven, I nearly forgot, and this is the first workshop of spring. And where are we headed? We're headed to the championship season, which is when we will go full steam ahead and start smashing those targets that we set ourselves in our 2024 strategies.

So the championship season is coming and we are working towards it. So the next port of call is your QGM. So right now it's April and you should be thinking about finishing off or doing your AGMs and having your New Year's Eve parties.

Once that's all out of the way, the next port of call will be the QGM, which is your next chance to check in with your team before the start of the championship season, which is the summer sales season, right? We want to have your teams on board and completely focused on what they need to achieve for you in the summer season, okay? And where are we headed?

Where's the ultimate goal in this championship season? This is summer sales, everyone's full steam ahead, working really hard, delivering on the goals in your business. And this is the season that you can really get that aha moment, right?

So why did Josh and Adam make us work really hard in winter? Does everyone feel like they nearly killed themselves over winter doing winter hit lifts? What's the point of that?

Well, in the summer, you will start to see your hard work bear fruit and you'll start to work out why that's so important, right? And it is the moment that you see your business step change and you see a big result like I did recently with the My House spreadsheet, you'll think, ah, this is why I've been working this hard. I get it and it makes sense.

That's really, really important. But by the end of the summer season, you'll have one of the best years on record. The spring and summer are the best seasons ahead.

You're going to have an absolutely phenomenal time. It's going to be worth the hard work, I promise you. Right, workshop seven is called building the dream team.

I went from landlord to highly leveraged in under 12 months following this blueprint and you can too. So as session one, we are taking wealth dynamics to a whole new level. It's really easy to understand this for ourselves, but it's easy to underestimate this for our teams.

Business grows where energy flows, yeah? So session one, ladies and gentlemen, is on the perfect profile. Session two, we need to flip the switch from being desperate to find team members to having team members desperate to work for us.

We want you to be a talent magnet, no matter the size of your business, no more poor performers, only stars. So session two, ladies and gentlemen, is on talent magnet. And session three, this is going to be life-changing for some of you.

Behind every world-class entrepreneur, there's a world-class personal assistant or assistant doing an absolutely fabulous job. Most entrepreneurs think they cannot afford this, but we are going to show you in this session how you cannot afford to say no. Session three, ladies and gentlemen, is on world-class PA.

Sound good?

[Speaker 14] (16:02 - 16:03)

Awesome.

[Rachel Davies] (16:03 - 19:34)

Excellent. Are we looking forward to workshop seven? Are we?

Say yes. Marvellous. Brilliant.

So let me introduce you to Genius U. So Genius U is all about finding the right person with the right energy and placing them in the right role. That's the key to it.

And it's a mindset shift from traditional thinking. So when we're at school, schools tell us to focus on our weaknesses, don't they? They tell us if we're not good at maths, to focus on maths.

But in the real world, in business, this is just not how it works, is it? Because if we focus on our strengths, then we find our flaw, and if we focus on them, we tend to do really well in business. A really great example of this is Oprah Winfrey.

So Oprah Winfrey focused on what she really loved to do, interviewing people and interviewing people on TV. Spent her whole career doing that, and now she is one of the 10 richest women in America, and she's a billionaire-ess. That's a great example of someone who's found their flaw.

So what we need you to do is play to your strengths. We need you to put the right people in the right roles with the right energy to take all of the work that you don't want to do or have the energy for and get that done for you. That's the whole idea behind this.

But most entrepreneurs don't do this. Most entrepreneurs recruit whoever is easiest. They're anti-recommend someone, they get family and friends in, they recruit quickly and easily, and they just feel grateful, right?

We've all been there. It's amazing. They want to come and work for me.

I can't believe it. And then the other reason that entrepreneurs recruit is because they're thinking, will they be a good drinking buddy? Can I take them down the pub?

Will I get on with them? Anyone recruit? Hands in the air, be honest.

Who's recruited? Because they thought, yeah, we'll get on down the pub, it'll be fine. I love it.

I love the way people are like that, just half-hand, half-hand up. That's just reality, isn't it? Yeah, yeah.

Well, we obviously, we spend more time hiring easily, and it's easy to be lazy, right? So we just hire quickly and easily, anti-recommend, so we just take them on. But that's not where we want to get you to because it quickly becomes a problem when we hire fast.

Because when they end up not being very good performers, and we find it really difficult to work with them, we don't see any big step changes in the business. They're not really getting the results that we need. What happens then?

It's really awkward to get rid of them, isn't it? Especially if they're a family member or recommended to you by a friend. But where we want to get you is to a place where you find the right person, put them in the right role, and they've got all the energy.

They've got the right energy for it, and then your business starts to thrive, and you get them to do the work that you don't want to do and that you don't have the energy for. Can we have a raise of hands here? Who has not got the energy to do certain jobs in their business right now?

Can you think of a job where you've not got the energy right now? Yeah, well, there is that. Stop gloating.

It's absolutely true. I haven't got the energy to be a property manager anymore, and I'm handing that on very shortly. There is always roles that we don't want to do.

What we're going to do today is we're going to show you how to recruit a world-class team, recruit the right people with the right energy, put them in the right roles, and they're going to take on those tasks, and they're going to make it look absolutely easy. Sound good? Yeah.

So, please put your hands together and give a massive round of applause while I welcome to the stage your head trainer, Mr. Adam Gough.

[Speaker 13] (19:44 - 19:50)

Good morning. Morning. Are we good?

Say yes. Yes. Is everyone else good apart from Grant?

Say yes.

[Adam Goff] (19:54 - 19:57)

Okay. Who else is feeling good that winter's over?

[Speaker 7] (19:57 - 19:57)

Yes.

[Adam Goff] (19:58 - 20:31)

Man, I hate that. I hated it. I hated loads of it.

I really didn't enjoy it. I feel like a new man. I feel happy, light.

I woke up this morning. I was like, why? Why is it?

And I was like, yeah, it's spring now. There's all these frogs that I had to eat, all this hard work, this detail, steel, brainpower, and it was just horrendous. Honestly, it was horrendous for me.

It really was. So, I'm smiling again. I'm happy.

I'm no longer depressed. I'm back. So, here we are.

Anyway, so hopefully, who else feels a little bit like that? Is it just me? Yeah.

Is it just me? Yeah.

[Speaker 14] (20:31 - 20:32)

Good.

[Adam Goff] (20:32 - 30:00)

At the end of the day, this is your first year. So, you're still getting to grips with this, but when you've been doing it for a few years like Rachel, you really have to embrace winter. You know it's coming.

You go deep like she did with her My House. You're doing the things you've put off for years that I've been talking about, that Josh's been talking about, that Dan's been talking about, and you go, no, this year's the year. I'm really going to do that thing that I really don't want to do, and that's why I think there's a relief when it comes to an end, because we've finally got it off of our plates.

It's like a genuine aha moment. So, you might have it a little bit now, but trust me, every year you'll get it more and more, and I honestly do feel like a different person. I'm not just saying it.

I literally am happy it is over. We did a week together in Bali, Dan and I, and it honestly almost killed me. It honestly almost killed me.

Non-stop winter work with Dan is hard, but even he admitted that he fell asleep in the taxi on the way to the airport. So, even he got tired, which is good, because he can pretty much outwork anyone. So, that made me feel a little bit better, but a little bit of behind the scenes about what I've been doing.

So, personal update first is, if you remember, one of my objectives is to try and convince, hypnotise, woo my girlfriend to move over to Bali. It's like the dark arts of relationships, but this month we signed a long-term lease in Bali together. We've now got a long-term place.

She doesn't know it yet. I've forced her signature, but she is on the contract, and that's what counts. So, we were celebrating that.

That's awesome. So, that's definitely a step in the right direction. Our winter hit list, we are on 85% by last count.

We have done a tremendous amount of work. Bianca isn't here today, sadly, but she'll be listening. Lauren, everyone that has worked absolutely bloody hard at this deserves a real hats off and credit, which I gave them yesterday at our AGM.

There are still some things to do, but to be honest, the things now that are on our list are no longer the big urgent things. They're things that, frankly, we've probably got a bit of time to do. We're no longer under that pressure.

We will get it right up to 100% in the next couple of weeks, but some things probably will spill into next year. But, yeah, that little picture is like the tip of the iceberg, the amount of work that we've done. So, that was really good.

And the business plan. So, obviously, I wrote our business plan. It has been published, printed, and done.

So, this is proof. It is finished, and for those of you that are joining me in the AGM tomorrow, you'll obviously get to see this. So, yeah, this, again, is like the tip of the iceberg, but when you actually have it...

Now that I have it, I just feel like I know... All the hard work and thinking has been done, and I think that's what winter is for. If you think about the analogy that I always use about planning the battle before you go on the battlefield, it's like if you're the general and you go out and you've got a plan, you feel good.

I feel good today standing on stage because I know what I'm doing. I know what I'm talking about. If I got on stage and tried to make it up, I'd be really stressed and it would probably go badly, and I think that's what it's like with business.

It's like I now know. We know when we're launching this product, when we're doing that, what we're doing at the super event. We know who we're hiring and when.

We know what's changing. We know the budgets. We've got the forecast.

It's like that has been done. All we've got to do now is show up and play the game and put the ball in the back of the net. So, that's why this thing is so important, and that's why we do a whole day on it tomorrow.

What else has been going on? There's been a lot going on in the company. Obviously, this is our headline strategy, New Team, New Dream.

It's to really take property entrepreneurs to the next level and hire this small elite team of A players that are going to take us to the next six championships. The objectives were to have a world-class finance function, to hire a new finance team, to create a marketing machine, to get away from Dan just doing it all the time on his Instagram. So, we had to make a hire in that department, which we've done.

Sophie is our new marketing manager. Josh is our new FD. We want to create more layers of memberships for you guys, ultimately, like different ways that people can receive training from us.

That really culminates in a members-only brochure, a brochure you'll all get, which basically just outlines everything that we do, all the training we do. It's kind of like a menu. You can choose what you want to get involved in and what you don't.

I've hired Yolanda Everton to help us with that. So, Yolanda, a fantastic world-class deal to give us the extra capacity because we just didn't have enough capacity in the business. We were just full, basically.

So, lots happening, ready for spring, new people in new seats, ready to absolutely go smash it out of the park. Moving away from that now and moving into today's session, which is all about building the Dream Team. It's all about leverage.

It's all about getting it out of from you doing things to empowering your team to do things, which is obviously what I've just been doing with Property Entrepreneur. This is going to take a mindset shift. This is the mindset shift from landlord to investor, from job to business owner.

It's like there's going to be a lot of things in here today which you might come against your own mindset, which is the mindset of no one can do it quite like me. I can't hire anyone good these days. So, if I want a job doing, I do it myself.

It's much quicker if I just do it. I'm too busy to hire. It's like all of those things are going to stop you in your tracks.

They're like brakes. They're like trying to drive with the handbrake on. So, one of the things we need to do today as we go into this recruitment session, well, team building session, is just to open our mind up to the possibility of leverage.

We need our team for leverage so they can execute more than we can. We're never going to get past a simple job unless we are able to engage with world-class talent, have them work for us, motivate them, keep them happy. They don't have to be full-time employees.

They don't have to sit in an office next to you, but you need to be able to attract and work with high performers to get the job done so that you don't have to because there are people out there that are much better than you, and they will do a far better job than you. So, you need to learn these skills so you can attract them into your business and they can go and help make your dreams come true. So, that's what it's all about, and that's why I put so much effort into hiring these A players into Property Entrepreneur.

We had our New Year's Eve party. Yesterday, we did our AGM. We talked about New Year's Eve and trying to make it feel like a new business year.

So, one thing we did was we just refurb the office a little bit. It looks a little bit sad, to be honest. We just freshened it up, put a drink station in, new table, chairs, just made it a little bit more cosy for Bianca and Lauren and the people in the office.

It's just little things like this that actually make a big difference. They can genuinely make a big difference to the team, and this was us at our AGM yesterday. Unfortunately, Bianca was sick.

Yolanda was beaming in from Zoom, but a very high-valuable day, a really high-value day, lots of shared experiences, getting together, and not only just breaking bread and that whole kind of social element of it, but just sharing our aspirations, our dreams, everyone presenting what they were doing. You can't put a price on natural-flowing conversation. It can't always happen on a Zoom call.

It's not the same. So, really would encourage everyone to get together for their AGMs. Take your team out, put your hand in your pocket, and just have a nice day. Let's make it a fun thing, not a boring thing.

We did a tremendous amount this year. I won't list it off. I did in my mastermind WhatsApp.

It was like 30 things that we'd achieved this quarter, but it was monumental. So, yeah, talking about rewiring your brain, we want everybody in here to be highly valuable and highly leveraged. There's only so much leverage you as one person can generate, and this is all about raising your hourly rate and using things like money, which we covered last session with fundraising, and people, team, to create more leverage in your businesses.

All right? You've got three types of leverage, tech, team, and money. They are the three things that you need to do more in less time.

So, this is what we want to do. Now, we've spent winter building systems. My house is a system.

Rachel's built it, but she's not going to be the one that actually implements it. Now, you've got to bring team in to actually implement those systems. So, right now, you might have written a system that you're currently doing, and now you're ready to hire someone to actually take it off your desk.

That's why you wrote it, or you might have written a system that a current team member's doing, and now they're going to run with it better, or in fact, you realize that that team member probably isn't up to scratch, and you need to re-recruit them, or maybe now you've brought this new system in. The team member's thinking, well, I don't like this. How come I now have to fill in a scorecard every Friday?

That's new. I didn't sign up for this. When I first started working for you, it was just, hi, mate, how you doing?

Now it's like scorecards, and you want to have reviews, and so they might already be thinking, wow, this culture's changing. It's probably not for me, and if they haven't handed their notice in, they might soon, because you're changing your business. You're making it a business, not just a collection of people who you pay to hang out with, all right?

So, GeniusU. Obviously, everybody in here has heard of GeniusU, correct?

[Speaker 14] (30:01 - 30:01)

Yeah.

[Adam Goff] (30:01 - 35:35)

Yeah. This is not our IP. This is obviously Roger Hamilton's IP, but we absolutely love it, and it deserves that kind of credit, because it really does answer a lot of life's mysteries, to be honest.

When we're thinking about leverage and bringing team in, we must understand people. We've got to understand humans, and human nature, and these different energies that people fit into, so that we can actually do better for them. It's not just a business thing.

This is also now a bit of personal development, because there's a lot in here as well about how you can do better and bring this into your lives. So, we are looking for this perfect profile, and as Rachel said, in our society, actually, and at school, we obviously tend to look for what we're bad at. So, for example, if you get a school report and you get six As and a C, guess where all the focus goes?

On the C, it's like, well, why is Adam failing at French? Who cares about French? Why am I talking about French?

I don't care about French. I'm never going to speak fluent French. I don't want to speak fluent French.

It's not my energy, but for some reason, it's like I'll get told off because I got a C in French. Actually, what we should be doing in business is just forget French, pick the one subject that you're really good at and fly with that, become a superstar in that one thing. But unfortunately, that's not the way our society works.

So, we want to pick that thing that someone's good at and let them run with it and have them absolutely enjoy and be in their flow and nail it rather than trying to focus on all the things they're bad at or potentially give them something to do which isn't in their flow and then wonder why they're not good at it. And the reality is when it comes to recruitment, and I'm sure lots of people can resonate with this, most people when they recruit, they won't have a process and they'll hire based on who they like. Rachel touched on this in her introduction.

It's like if you've got something in common with someone, you'll hire them. Who here has had a similar experience to that? You've got rapport, you find common ground, and you're like, you know what?

Yeah, they feel like a good person because you found that common ground. Well, that really is not a recruitment process. That is dating.

That is looking for a friend. And you don't have to pay your friends. You can find friends that you don't have to pay as employees or pay their national insurance or pensions.

That's really not what we're in business for. We want people that can actually really do the job and that you can work with. And so genius you is like a science that you can help use to help you decide who best to pick rather than go off your gut feeling emotions.

So, I mean, no one knows this better than me. I learned this the hard way. I remember literally hiring a property manager because he liked techno and I like techno music, which was like so stupid.

And he was so bad. He was genuinely bad. And it took me two years, two years of him being bad before I just said, Jack, honestly, it's time.

It never should have happened, but it's time. I had a blaze in property management, which was horrendous. And as soon as I replaced that blaze in property management, it was literally unbelievable.

The number of jobs went down, the hours they worked because they were billing me per hour went down by like 40 percent. I was like, wow, all I did was just hire a steel. It wasn't even I just hired the right profile.

And it went from me struggling with a blaze trying to get into the property management and fill the scorecard into a steel running with it and having less jobs and doing it in less time. So all these things are real. I've made all these mistakes.

I had quite a lot of dynamos as well. And really, to be honest, you don't need to be hiring dynamos in your business unless they're doing something creative. And it took me a few years and a lot of money, but I did reorganize my team.

And you don't have to go through those mistakes because we're going to go through it with this. So the goal of today is to teach you how to use this in recruitment, but also help you in your life use these wealth dynamics to be a better leader, to learn, to help you learn better, to help you love better and better in relationships. And there's some lessons at the end.

And whether you're leading or whether you're living or whether you're loving, it's not just you. It's the other people in your life because they also have their own energy. And if you want to help them learn better, you need to know their energy.

So, for example, if you're training a member of your team, you can train them using their energy because you know what type of content and how they're going to receive it by their energy. So this is something, this is like a real leadership piece today, and it doesn't just cover business. It covers the whole thing.

So first of all, what's the logic of this? Well, Albert Einstein said that everybody is a genius. Everybody is a genius.

But if you judge a fish by its ability to climb a tree, it will live its whole life believing that it's stupid. And this really is what I was talking about, the whole French thing. You could see that really touched me.

There was a bit of trauma there, wasn't there, about the French? I need to see a therapist about that. I need to get that out.

But it's like, this is the whole point around why does it matter? And if you're asking someone to do a job they're genuinely not genetically qualified to do, then they're going to struggle. And so it's much better to ask the fish to swim and the monkeys to climb trees.

And that's really what it's all about. So this little short video from Roger will just summarise that question.

[Speaker 3] (35:35 - 37:34)

According to Einstein, you are a genius, and him, and her, and well, all of them. Einstein said everyone is a genius, but if you judge a fish by its ability to climb a tree, it'll go through its whole life believing that it's stupid. We're all born great at something.

But as we grow up, we find out all the things we're not so good at. So we spend our life feeling bad about those things, working on our weaknesses, while we take our strengths for granted. But wait, how about him, and her, and them?

They focus on the one thing they were great at. They went from ordinary to extraordinary. And you can too.

Did you know there are four types of genius? And you're one of them. There's dynamo genius, who loves to create.

Blaze genius, who loves to connect. Tempo genius, who loves to serve. And steel genius, who loves the details.

Each has a energy that links the four seasons and four elements. Great minds from Confucius and Plato to Isaac Newton and Carl Jung studied these four types. Each has a different natural path, different passions, different strengths and weaknesses.

Your winning formula is someone else's losing formula. You have a natural way to learn, to lead, to live, to love, a natural strategy that suits you in relationships, in your work, in social media, even in the design of your day. In fact, if you do anything that feels like hard work, you're already doing the wrong thing.

When you know your genius, you can get in your flow. And when you know the genius of your friends, your workmates, your boss, children, family, you can appreciate them for what they are best at. And that brings out the best in them.

As for the things you're not so great at, well, there's a genius in your network waiting to do those things for you with half the time and double the happiness. So take the genius test, discover your genius, then find the genius of your friends and grow your social genius. It will help you to live the life you love and love the life you live.

The genius test is free and it will set you free.

[Adam Goff] (37:37 - 1:01:06)

Really nice video. It just sums it up really well. This stuff is absolutely game-changing.

We all have a primary energy, right? We all have a primary energy. Yes, there's nature versus nurture.

Some things can change. It will shift. But I think the most important thing to recognise as leaders is that we can't just talk to everybody in the same language.

Just because I'm a blaze doesn't mean everyone wants to high-five me and take the top off, you know, get excited. It's like not everyone is going to respond to that, all right? Steel is just not going to appreciate that.

So you really need to learn to speak the language of the people in your team. That's your skill. If you can, once you understand this and you go through the levels, you can start to speak all these different languages.

And the reality is that 75% of people in the world are not your energy, which is the vast majority, okay? So who thinks their energy, by the way, is the best? Just out of interest, who thinks their energy is the best?

Yeah, blaze, all the blazes put their hands up, the steels didn't. Yeah, but it's like, you know, everyone thinks theirs is the best, but it's like 75% of the room isn't your energy, actually. So it's quite an interesting statistic.

And these energies are also good in different seasons. So this links to the seasons really nicely. And obviously dynamo is spring, and it's when things are getting started.

And the blaze is when it's like forest fire, magnification, summer. Autumn is when things start to calm down and things go into the ground. And then the steel is the winter genius, you know, when things are colder, and it's a bit more about the detail, it's slower, right?

And these seasons, they don't just apply in the year, right? They apply in life. You have different seasons in your life, which could take numbers of years through each season.

You have seasonality in relationships. You know, at the beginning, you're dating and it's spring and everyone's happy. And then you've been in a relationship for six years and you're watching Netflix every night in the same routine, you're in steel mode.

You know, it's like literally the same thing over and over again. So it's like everything follows these patterns, these energies. And so it's just a really nice way to see the world, I think.

So yeah, so the logic behind it. So dynamo genius, obviously, they're smart, they're genius is ideas. The dynamos are all about the ideas.

They are great at starting things, but by their nature, therefore, they're not good at finishing things because all they want to do is go on to the next shiny penny, the next thing that glistens, and they come up with another idea, but they haven't finished the 33 other things that they started that are on their desk. Examples of this, Albert Einstein, you know, the nutty professor. Richard Branson is complete dynamo.

You know, he's all just ideas, talk, and everyone else just kind of follows his lead. Blazes, they're smart is people smart. So they are all about the people.

They're people, people, and they will get distracted. So they're going to love people. They're going to, for the most part, you know, enjoy things like meeting people, being out and about.

They're not necessarily going to be intimidated to be in, you know, public places, and they don't have that social awkwardness, et cetera. But they will get distracted as well because they're blazing. You know, they're going to be pulled in different directions with people.

Examples of this, good examples, you know, anyone who's a performer is a really easy example, I think, but like big business, a lot of like, I say a lot, it's actually not that true, but generally people that are in those positions where they're like public figures, so not just in business but in life, like Beyonce, Oprah, Winfrey, people who are hosting podcasts like Joe Rogan, blah, blah, blah, probably that blaze genius, right, because they're interviewing people because they're interested in them because they've got that people smart.

Tempos are senses smart. They are kinesthetic. They are aware about how everyone is feeling.

They're grounded. They won't have like the head in the clouds like a dynamo. They're the complete opposite of that.

They like to be on the ground and in work. That translates to like rolling their sleeves up and getting things done. They will definitely be on the ground doing things, and examples are, and you heard Roger say they're people of service.

You know, it's the service energy. So if you had to generalise, and by the way, everything I say here is a generalisation, so please don't take offence at anything I say. These are just vast generalisations, but typically those people that are serving are tempos, and that's why Mother Teresa and Nelson Mandela are good examples because they just will happily sacrifice their life for service because that's what's going to make a tempo happy, actually.

So they're good in customer service. They're good general managers. They like having people report to them, emergency services, things like that, and lastly, a still genius.

Well, their smart is detail. They will read the instruction manual. They're the ones that read it, ladies and gents, for the blazes, the tempos, the dynamos in the room wondering what are these bits of paper that come with everything that I buy?

They're for the steals. The steals love it. They take them away.

They read them before bed. They take them on holiday, and they can't wait to get through those instruction manuals. They love the detail.

They really enjoy it. They pore over it. They'll ask questions about it.

They'll get frustrated when blazes, which are their opposite, don't give them enough detail. They'll be like, that sounds great, but what about the, it's like, can I actually have the dates? It's like, yeah, but just trust me.

It's all going to be fine. But because of that, they will sometimes be a bit overcautious. So, their crutch could be a little bit analysis, paralysis, because they literally want to know everything before they make a move.

So, that's a nice, that's a really nice summary. They're going to love data, and yeah, I guess a classic example, Mark Zuckerberg. Developers, coders, you'd probably think they're going to be in that steel bracket, because it's literally no human, very little human contact.

All the information is there in front of them. They can do it. They can pore over it.

They can lose themselves in it for hours. It's hard. It's challenging, but it's all about the detail.

Whereas, like, yeah, I can't tie my shoelaces. It's the complete opposite, right? So, zooming out, we then have this, these other layers to this.

It's not just four things. It's actually eight different profiles within this Genius U matrix, where you can have, like, another layer of detail, basically. So, to go to another layer, and who has done the full wealth dynamics test?

I'm really glad to see that everyone's done it. If you haven't, there was a couple of people who were perhaps writing. If you haven't done it, I would recommend it, and I'd recommend doing it every three to four years.

Yeah, I really would, actually. Yeah. Yeah, I would, because things change, actually, and I'll show you an example now.

So, on my right is the first time I did it. So, it was about four or five years ago. So, I came out as a star, blaze, a bit of creator.

I remember answering to some of the questions about steely in operations, because I'd just built that huge bit of tech software. Do you remember that terrible story? And I was really into that, so I remember answering some of the questions, going, yeah, I do love systems, but I really didn't.

Yeah, I was kind of like, but I love what systems give me. They give me freedom, so I am happy to work at them, but it is not my natural energy. It really isn't, and then I did it four years later, and you could see the steel's completely disappeared, and whereas here, I had absolutely no empathy, zero.

Zero empathy, but now I've got like 5% empathy or something. So, I am becoming a better person. It is genuinely, you know, the blueprint I said, I'm proud of myself.

This is what I'm proud about. I am not such a narcissist anymore, but yeah, so it's definitely shifted. It's shifted for whatever reason.

It's shifted, so I would recommend, if you're interested, doing it every now and again. So, yeah, this is what it will give you, for those who haven't done it. It's going to give you this, and we've all done it, but we should do it for our team, right?

Like, you're going to hire someone. Before you hire them, you really want them to have done this test, because if you're going to spend even a day of your time training someone, why wouldn't you want to know what you're getting into before you sign on the dotted line, and it's, you know, I made Bella do this, you know, before I asked her to be my girlfriend. Like, I'm not even joking.

I didn't make her, but, you know, she did it, but it's like, I like this stuff. I think it's great, and families do it together, and we'll talk more about that on the midweek. Mentoring host, Gillian Anderson, who does this, she does it with families, she does it with companies.

We can understand each other better through this metric, so I really do think there's a lot of value in this. Right, so how can we use this to help us learn better, our team learn better? Well, if you're Dynamo, you're going to like visual learning.

So, Dynamos love to write right on a whiteboard. I had a non-exec director, he was like, Adam, you know what we need to do? We need to get the whiteboard out.

Let's get into a room, let's get the whiteboard. I was like, why? Why do we need a whiteboard?

You know, he just loves a whiteboard. Dan, if there isn't a whiteboard on the side of the stage when Dan presents, he gets really upset, because he loves to get his pen out and do the whiteboard stuff, because he's a Dynamo. He absolutely loves it.

So, yeah, so that is Dynamo genius, to be shown like that. Blazes like to talk it through. We need pictures, so we like the Dynamo to draw us the pictures, thank you very much, but the picture doesn't do enough for us.

We want to talk about it. Like, I need to talk it through, and actually, I learn by talking. Like, me and my dad are Blazes, and we'll just have a conversation about something, and we'll figure it out on the phone.

You know, it's like, that's how I figure things out. I have to talk about it. I need to, like, if someone sends me a document, it's like, that's fine, but where's the loom video explaining it?

It's like, I need the loom, you know, it's like, I just, I need that, which really upsets a steal, because a steal would be like, it's all in the document. Blazes would be like, but I need to talk to you about it, but everything's in the document, you know, and it's like, you've got this kind of, this crazy dance going on. Tempos, you know, they're obviously, they're this kinesthetic.

They like to feel their way into things. I think probably the easiest way for me to describe this is a tempo is going to be good if you actually just kind of just throw them into the deep end and ask them just to get on with it. They would probably rather start doing and, like, learning that way, generally, so on-the-job training is good for them, like, you know, apprenticeships, being there, doing it, just getting started.

That's how they're going to thrive, and a steal has got this analytical way of learning, so they will want to understand it all first before they make their move. They're going to want to take the time to learn it, have the detail, and for them, a big detailed document is very important. In fact, it's a prerequisite, whereas a dynamo would probably just do it on the back of a fag packet.

A blaze would do it, you know, if you just said, come with me, okay, where are we going? You know, I'm off, like, you just get them excited, a blaze is going to do it, and then a tempo, just say, hold this, can you start, they're like, I'm in, like, great, like, whatever. It's like, I'm there, so this is how these people like to learn, so you need to understand this when you're delivering things or training them on how to do things.

This is really, really, really quite important. If you give a blaze a huge ops manual, they're just not going to read it. They're literally not going to read it.

They just won't read it. It's never going to happen. So, yeah, so something to take into that.

So, yeah, Loon videos really are very important in our business. Any content that's going around, anything we do always has a Loon video attached to it. It's just how I particularly learn, and obviously all the trainers pretty much have this strong blaze energy, so it's very, very important to have that visual and the audio.

Okay, so leadership. So, we're all leaders in our business. We're all leaders in our families.

We're all leaders in our friendship groups. Like, leadership is not something that we can deny or try and reject or shy away from. It's why you're all in this room, because you are high performers.

You stand out from the crowd. You want to be different from everyone else. We're all setting an example, basically.

We're all setting an example, and that's quite our responsibility, isn't it, sometimes, that responsibility that we all carry, but we want to do a little bit better. So, how can we do better? How can we lead to our strengths and then help other people perhaps do the same?

Well, if you're a dynamo, you're going to be really good at task-based leadership. So, dynamos will write to-do lists. They'll know exactly what the plan is.

They'll just be able to write the five things that need to happen next, and that's why entrepreneurs are very good as dynamos, because they're able to set the direction quite quickly, and some of the other profiles really struggle with that, to be honest, me included. So, they're like, this is what we need to do. Great.

Fantastic. A blaze won't be so much in terms of the what do we need to do, but it's the who do we need to do it. So, a blaze is going to be like, right, we need to get Ashley on the team.

We need Gareth on the team. We need Claire on the team, and then we'll all do it together. Then we can get in a huddle and talk about it, and then we'll work it out as a team, and then we'll get everyone excited and go and do it, and they are blazes.

I mean, that is absolutely where they're going to thrive. So, a tempo will sort of lead from the front. They are very good with things like project management and deadlines.

They'll get involved, and they will just, this whole thing I'll keep saying about rolling their sleeves up and getting going, it's like they will, yeah, they'll lead from doing. They'll happily get in the mixer. They'll be right in the middle of it, and then they'll be able to direct from there, because they'll feel like they're involved, and that's their position of strength, because they now know what's going on.

They know everything that's working out, and they're able to feel what needs to happen. They'll know who can take this and who can do that, because if they're in the middle of it, they can sense how everyone on the team is doing. So, tempos don't want to be ostracized away from everything.

They like to be in the middle and know how everyone's doing, so that's why they make quite good managers, leaders, team leaders, and a steel will lead through the facts and figures, the numbers. They will love a scorecard. They will look at that detail, and they'll lead through that.

They won't want to just be hoodwinked into doing something by a blaze. They'll want to show me the numbers, and the facts don't lie. So, the facts are there, like, for example, in a P&L.

For example, if you were a steel and you were an MD, you'd be running the business a bit like an accountant. You'd be looking at all the numbers, because the numbers don't lie. That's why steels make very, very good leaders and CEOs and MDs of businesses that are well-established, because when you've got a well-established business and it is the 1% here or there, a steel is in his or her element, because it's those little things that make a big difference, so they'll be pouring over the data.

When you're in startup phase, it's like, we just need to get going. When you're a blaze and you've got through that initial startup prototype and you just need to market and multiply what you're doing, a blaze is going to be in their element. Then when you've been in this storm phase for a while and you need to calm things down, the tempo is going to be able to calm everyone down, start to get a rhythm, and get the business into that last perform stage.

It all links up to the four storm norm perform that we've talked about before. This is an organization chart, which I had for one of my old businesses. The important thing about this was that I had already predetermined which profile each position would be.

Now, being a blaze, I couldn't always make my mind up, so it was one or the other, but I had the different positions in my company, and I was very clear these are the profiles that suit that position. Yes, sometimes a property manager could be a steel or they could be a tempo. There is some flexibility in that, but at least they're not going to be a dynamo or a blaze, which meant during the recruitment process, anyone that came through that was red or green would just not make it through to the next phase.

This level of clarity in my company was a game changer, and I'd recommend you all do the same. This really will help you get very, very clear about what you need in the right role. Let's talk about how we can get in touch with our genius and how we live like a genius.

If we're a dynamo, in life, freedom is going to be very important to us. Freedom to grow. We want to think that we haven't got limits, we're not cooped up, we don't necessarily want the nine to five grind.

That dynamo energy isn't going to thrive in that. They're going to feel trapped. They're going to want the freedom to grow.

They're going to want the headspace whereas a blaze, kind of similar, just wants variety. A blaze does get bored quickly. They want to be a member of three different gyms because they get bored.

It's just the way we are. We just like to keep mixing it up. We don't want to do the same thing day in, day out.

We find it monotonous. We find it boring. We want that variety, that spice.

I'm not saying it has to be all crazy all the time, but we'll be better off when ... Going to an office all day is also not good for a blaze. Managing different people is exciting for a blaze rather than just working with the same one person all the time, et cetera.

That variety keeps us fresh, keeps us glowing. Think about the fire. That keeps the oxygen going in the fire.

When we've got variety, we're amped up and we're roaring. Tempos need connection. In life, they don't want to be isolated.

They don't want to be on their own. They like regular meetings. They like to know they've got access to you.

If we're talking about in a friendship group, they want to feel connected. That's what a tempo's ... A tempo can be a little bit isolated if not otherwise.

They get a little bit lost, isolated, et cetera. They need to feel surrounded, supported. I think supported is probably a nice way of putting it.

Steals need certainty. A steal is not going to join your exciting startup in crypto that's going to make ... Well, crypto maybe might swing it, but a steal professional is probably not going to join your flashy startup that's high risk, high reward.

They're not going to get so sucked in. They might do. They're human beings.

They do have emotions, believe it or not, steals. They might get excited. The thing is they'll see it as risk.

They will look at it and go, this is risky. Just tell me how long have you been in business? Well, five minutes.

It's like, and how much money do you have? Well, we raise fundraising right now. It's like, eh, eh.

They're not going to like that. That isn't their thing. Same in dating.

If you've dated ... How many dates have you been on in the last three months? That sort of searching date question.

I don't know, 10, 15. It's like, uh-uh. They're not going to like it.

They want a steady hand. They just want to know ... If they're going to commit to something, they want to know that it's the right move and it's for the long term, I think, generally.

These are generalizations. I am making jokes. That's what they want.

You need to be certain when you're talking to a steal. Confidence is everything. You can take notes.

Okay, so love. How to love like a genius to connect using these natural energies. How does this work then?

Well, this is going to be an interesting one, isn't it? I'm not really sure I should be teaching this. I don't think I'm qualified at all, but I'll give it a go anyway.

Why not, hey? Dynamos, they like thrill and excitement. They'll be romantic.

They might forget your birthday, but then they'll come back with this amazing gift the next day to say sorry or whatever. It's like they like that. It should be quite exciting dating a dynamo, like fireworks, spontaneity.

That would be how they show up when they're having a good time. That would be very typical for a dynamo. Blazers as well.

Blazers are going to be all about the fun. They're going to put on a show. They might take you on really nice dates and they're going to take you out.

As we know, blazers are the life and soul of the party. They're talkative. If two blazers go on a date, it goes on for three hours and no one really knows what they were talking about.

They're just talking at each other the whole time. They both had a really good time. That was the best day ever.

I just spoke the whole time. Where do they live? I didn't ask.

What do they do for a job? I don't know, actually. I didn't ask.

They just don't transmit the whole time. They forget to ask questions. You're on a date with a blazer.

They're going to be dancing. They're going to be fun. They might be all over Instagram.

They like the attention. They like that thrill. Well, not so much the thrill, but the fun.

They're hopefully going to be a good laugh. Tempos have this empathy. This is what I love about tempos.

They're very tuned in. They care. They won't always be the first to speak.

They're quite happy to let someone else speak, perhaps even take the stage. They're wondering how everyone is doing. They're quite interested to find out about the other person.

They're considerate and compassionate. All the things probably that blazers aren't. That's quite nice.

They're going to probably have that nurture, perhaps, a little bit more. They're going to not just think about themselves, which I think is a very admirable quality, which is why, again, they're so good when they lead your teams, because they're in tune with how everyone's feeling. Steals value comfort and reliability.

So from what I can tell, a steal is going to be probably slower to let their guard drop in this kind of area of life, but then they're going to be incredibly... You can hang your hat on them. They're going to be stalwart with you through the tough times, because that's their profile.

They're going to stay with you. So perhaps steals is the way to go. I'm not sure.

Yeah, so sound familiar?

[Speaker 8] (1:01:07 - 1:01:08)

Yes.

[Adam Goff] (1:01:08 - 1:17:53)

Generally. Careful what you say, Grant. You're going to be in big trouble later.

But yeah, so this is it. It's like... Yes, it's interesting.

Who's heard of love languages? Okay, if you haven't heard of love languages, again, you're missing a massive trick here. A bit like GeniusU, love languages are...

It's a very, very... I think a very powerful concept, how we like to communicate in love. So how do we like to show love for other people, and how do we like to receive love through these five different languages, like love languages?

And they are time, so quality time, spending time with each other, acts of service, so doing things for people, words of affirmation, like, oh, you did a really good job, or oh, you look really nice, or thank you for this, or thank you for that. And these are words of affirmation. Gifts, so buying things for people, or making things for people, like little gifts or little things.

Some people absolutely love that. They love doing it for people, or they love receiving it. And touch, so physical touch, so hugging, being near people, like that sort of stuff.

So actually, this is really... Honestly, if you haven't read this book or listened to it, you really need to, because you need to know what your love language is, and you need to know what your partner's love language is, because if your partner's love language is gifts, and you're a dynamo, and you always forget to buy your partner a gift, you've got big trouble coming. It's like you need to kind of go out of your way to actually make an effort to communicate to your partner in their love language.

And then they will feel like you love them. You're going to... For example, acts of service, if one is acts of service, that is one of mine.

And if my mom and my dad always used to make me a cup of tea when I was waking up, it was just something they always used to do, and I always used to think that was really great. And it was like, that was just how they showed love for me. A small thing like making me a cup of tea, but for me, it's an act of service.

I'm like, oh, that person loves me, or cares about me, or whatever. So these are absolute game changers, so get that on your action list. But also, it also kind of applies...

I mean, this is kind of a bit weird, but it also kind of applies at work, not physical touch, just to be clear. But I found this, and I thought it was really fascinating, because I think that if you're trying to really understand someone that you work with, then you can... I know that one of Dan's love languages is acts of service.

I know that. So... And he'll show it and like to receive that way.

So if he does something for me, I know it's because he loves me, but it's because that's his... That's him doing something for his team. He's doing it to be a good person.

I'll do that for you. It's like he's going out of his way to show that he cares enough to do it, whereas gifts for him aren't just irrelevant. So it's really nice to kind of understand this in your partner, yes, but also in the people that you work with, because then you can, again, adjust your behavior accordingly.

If tempos like to have that connection, then always make sure you make time for the SCS, and you have a bit of a social call every now and again, or you do take them for a coffee, and a tempo's going to like that. It's just like... These are important, and the more you get to know your team...

Anyway, you can spend a lot of time getting to know your team, and the more you spend time with them in things like QGMs and socials and things like... You'll get to know them, and you'll know what floats their boat, and you can serve them better because of this, and that's what we all want. We all want to be happy.

We want to feel valued, and we all... There's no point buying someone gifts if actually all they wanted was a well done. A well-timed thank you or well done is so much more powerful than an expensive gift to that person, so you just want to understand this stuff.

Okay, so some lessons from each... I'm going to go through each profile now, and then we're going to go through some key lessons which you can drop down to take away with you, which is going to set you up really well for the rest of the day when we start talking about hiring and everything else. So, number one, Dynamo.

As I said, Dynamo, this is what they're good, what they're bad at. Really good at starting, visioning, starting, et cetera. Really bad at finishing, so this is where they need to be held accountable.

You've got to make sure they get things over the line, and they're not so good at paying attention. If you send them a voice note and expect to get it, it's probably not the end of the story. You need to write it, follow up, et cetera.

Their winning formula is innovation. They love to come up with new ideas, right? So you can give them a challenge, like a task, and then they can innovate.

They can... Architects, for example, like my land in Bali right now, my architect's absolutely loving it. She keeps texting me.

She's so excited because she's got all these amazing ideas. She's doing all these pretty pictures and stuff like this. I'm like, good for you, you know.

She's absolutely loving it. For me, it sounds like hell on earth. But she's absolutely, she's genuinely excited.

Why? Because she's got a blank canvas that she can create. Good for her.

But their losing formula is going to be things like timing, where tempo is also very strong, by the way, and service and sensory. They're not going to be as tuned into those other elements that need to be done, because they're just excited by the idea. And for them, every idea is a good idea, and every time is a good time.

So how this shows up for entrepreneurs is we introduce new ideas at random times, and our team completely freak out. Because they're like, oh no, not another idea. It's like, ah!

Adam's just been to Property Entrepreneur, and he's got three new ideas. Great. And they start dreading the second week of the month, because they know on the first week of the month you come here.

It's like, I've got all these new ideas. And that's why we run the business in seasons. We can have our ideas in autumn, and we can launch them at strategy day.

Then we can just focus on executing, so we don't drive our team absolutely nuts by changing strategy all the time. And obviously, their opposite genius is a tempo. So those two are going to be at loggerheads.

They are very different, and they will find it harder to communicate. Equally, if you're a dynamo, you may well need to get some tempos around you, and vice versa. All right.

Blazes are good at conversation and communication. They are the communicators. They should be very natural at that.

It should just come easy to them, but they're not so great, obviously, at the analysis and the detail. They're just not going to be strong when it comes to that type of thing. So you are really setting them up for a failure if you're asking to do anything too detailed and not supporting them through it.

Their winning strategy is to magnify things. A Blaze, like I said, about the storm phase, storm is all about growth, marketing. They can shout something from the rooftops.

They might be really good at social media, very good at networking. They like to promote. That's really what they're good at.

That's why salespeople are very good as Blazes, because they can bring that kind of people energy to a business and really get it going. Their losing formula is calculation. So whilst they want to take something, and they can take something that already exists and scale it, if they've got to start it from scratch and calculate how it works, or if they're left to, like, if they're in the spreadsheet, that's a problem.

If they're going to do the business model for a new product and then sell it, you're asking for trouble, because the Blaze won't probably do a good enough job on the numbers. This is general. Obviously, as entrepreneurs, we'll have to wear different hats.

But we're certainly not going to do as good a job as a steel, for example, on the model. But we then might go and sell it, and then realise it's not making any money, because all the Blaze wants to do is go out and sell the thing. They really don't care about the business model.

So our opposites are steels. And again, if you've got a Blaze and a steel in a business, or you're working with a steel, they're going to be not difficult conversations. But if you don't understand the two energies, and perhaps you take it personally, you can kind of, again, get this loggerhead situation.

Like, you and your FD, if you're a Blaze, could have some sort of challenging conversations, because you're just not speaking the same language, frankly. Tempos. So they're obviously great at being calm, very calm, very cool, very collected, very grounded.

As I said before, they like the activity. They are quite happy to deal with things as they come up. They really don't mind a problem, but they'll take it in their stride.

They don't panic. They're just very, very steady hands. And a lot of the very successful entrepreneurs that I know are actually tempo, because they're able to just keep going.

Things don't phase them. They don't get flustered. A Blaze gets completely maybe flustered, whereas a tempo will just literally just take it in their stride.

No problems, only solutions. And they'll just get on, and they'll start fixing the problem, which is very useful to have in a company. However, if you ask the tempo to come up with the strategy for the business, they're going to struggle.

They're going to be a bit lost. They're not necessarily going to know what to do. So tempos are going to be better when they can team up with a Dynamo or a Blaze, because then they can follow them.

You know, like, show me the way, and I'll do it. That's absolutely fine. But I don't actually know where I'm going, or I can't.

So they're a little bit worse at visioning, basically. So they'll win with timing. They'll be able to execute the right thing at the right time.

Again, that's why they're so good with managing teams, because they, like I said already, they won't upset your team, because they'll know what everyone's got going on. But they will lose, as I said, when you ask them to be creative. Don't ask them to come up with the answer, but they'll definitely implement the answer.

That's, like, the thing I've learned about tempos. And their opposite genius is Dynamo. Yeah.

Tempos are very good at distributing workload as well. That's why I like them as managers. They're very good at distributing workload.

They're very realistic. They know what can get done by when. Same with steals.

So steals are very good when it comes to this calculation. They're very good at pouring over the detail. You can rely on them to make sure that, you know, the ship doesn't crash.

It's like, when you've got a good steal in your business, I just feel comforted, because I know that someone is taking care of all the details. It's very, very important. They're very good at systems.

They will get a lot of their leverage through systems. So they'll understand that the system is how they can get their multiplication. They're not so good at small talk.

You know, that's not going to be their natural flow. They don't want to be bombarded all the time with communication. They don't probably like the WhatsApp groups that are buzzing all the time.

When you work with a steal, when they're a really good steal anyway, you do an SCS, they won't talk to you other than the SCS. They'll just get on with it, because they'll have asked all the questions they want in the setup, and they can just go, and they're actually happy to be left alone and to crack on with it. And actually, the best thing you can do with a steal sometimes is, if you're not heard from them, is just leave them alone, because that means they're fine.

You know? So they're not going to appreciate constant bombardment. Like I said, their win is when they get to multiply things, so they can scale something through the systems.

That really will help a steal feel very fulfilled, because the way they see it is they get better at something, and they get more efficient at it. And the more efficient at it they get, the more they can do. So they like becoming more efficient at something.

It's like they like to master the same thing over and over again, whereas a blaze would find that maybe monotonous, the same thing over and over again. It's not variety. A steal would like to master that thing, become really good at it, and then perhaps implement some more systems, and then they'll see it scale.

So that's how they work. Yeah, you'll lose with a steal if you ask them to stand on stage and deliver their bit of content, although Billy did pretty well last month, didn't he? You know?

So he did pretty good. That was a really good session. I must admit, we do it every year, and every year updates it really, really good.

But I'm friends with Billy, so I can say this. He's not a natural orator, I think that's fair to say. He's probably not going to run for president one day, Billy, but he's got great content.

The detail that he goes through, it's overwhelming, actually. There's a lot in there. It's like that is him in his genius.

Absolutely loving it. And their opposite is Blaze. So Billy and I were exchanging WhatsApps.

This is actually funny, I should have put the screenshot up. I was laughing to myself, because I was asking about the 12,500 pounds per company. Does anyone remember what I'm talking about?

So to try and save, it's cheaper to pay. Well, I've got three companies, and I was like, well, that's a new one. So then I asked my accountant, and they're like, you know, they come back with all this detail.

I didn't really read the email, so I asked Billy. In fact, I left him a voice note. So there's me, Billy, I need to talk to you about those things.

It's 12 and a half grand, how does it work? So I've got three companies, accountant's saying this, blah, blah, blah. Do you know what he does?

I get like an essay back. So then I'm like, okay. So Billy, blah, blah, blah, blah.

And it's actually six exchanges, me voice notes, him detail. It was like, he's typing it out. It must have taken him an hour to type this thing out.

And I'm on the go doing a voice note. I was like, this is classic. We didn't resolve it.

We didn't resolve it. It was like, I got bored, and I was like, I'm so bored of this. Like, genuinely, I'll show you my phone.

It was like, this is too hard for me, you know. I was like, I'll just pay the tax. I really don't care.

I was like, it's like making my head hurt. So I'm in the middle of my accountant's and Billy, I was just like, oh. No, you know, that's me with my losing formula.

It's like, I've got to go toe to toe with two steals on detail. Forget it. You know, it's like, just tell me what to do, and I'll do it.

I really can't actually do this. So yeah, so this really is a bit of an inside track of how to live, love, learn, lead like a genius. And it will serve you well in your business.

It will serve you well in your life. It will serve you well in your relationships. And the more you can get the people in your life to get on board with this, the easier the conversations are as well.

So you'll understand people much better, be able to manage them much better. It's absolutely crucial when it comes to building your dream team. So we obviously use this in the recruitment process, which Josh is going to take you through after the break.

We use this to shortlist people. Like I said, when you've got your organization chart and you know that you want to steal in finance, then straight away, every blaze and dynamo and tempo that applies, you can just discount them. So we can use it as a shortlisting tool, and we can start to put those colors next to those key roles.

We know if we've got a sales exec, we need to hire blades. We know if it's like a customer service, tempo. You know, we know if it's like EA, support, detail, finance, steel.

Like it's, we now have a roadmap. We can use it, but we can't forget it. We really can't forget it.

And we really shouldn't make exceptions. We really shouldn't be making exceptions. So try as hard as you can not to make an exception.

I'm not saying that everyone who's a blaze has to be a sales, but I would say when you're hiring your dream team now going forward, play it safe, stick to the profiles, and it will honestly serve you incredibly well. Are there any questions about genius? Anything?

Any observations? Any thoughts? Louie, yeah, we get Louie a mic, please.

Where's the mic? Okay, Lauren's coming to your rescue. Thanks.

[Speaker 5] (1:17:55 - 1:18:47)

Yeah, I think one of the things I realized is that the roles can be quite interchangeable. And if I look at my executive assistant that I've got at the moment, so she's a dynamo, and so she shouldn't fit in that role. But when I took her on, I said, you're in this role for a year, and that's it, it ends.

And so, but she will move somewhere else. The end. How long has she got?

She's got about another six months. But we're already looking at a new project for her to come in and take over. But what I found is that she's really good at coming up with the systems.

So she's building all of the systems, managing my diary, how that looks, how that's built out. She's been really good on going through the winter hit list and pulling all that together. And so I don't think if I'd have gone for a tempo, it would have been too much of my time required to build that out with her.

[Adam Goff] (1:18:47 - 1:18:55)

Yeah, so the point is, because she's obviously dynamo, so my natural reaction is, ooh. But is she dynamo? Did you do the wealth dynamics test?

[Speaker 5] (1:18:55 - 1:19:02)

Yeah, I did the wealth dynamics test, and she did mathematics at university, so she's got that ability to finish as well.

[Adam Goff] (1:19:03 - 1:21:10)

Did she come out as a proper creator, or did she come out a bit on the left? She was a proper creator. Okay, well, interesting, interesting.

Well, I mean, Louis makes a good point. It's the real world, isn't it? I mean, you can't put everyone in a box, and there's nature and there's nurture.

And Tej is a blaze, but he's also a pretty average accountant, would you say? Tej needs to give her the mic, Louis, doesn't he? Throw Tej under the bus.

Yeah, yeah, four out of 10. But Tej is a good example. I had an FD who was also a blaze but became an FD.

It's like, yeah, you can definitely learn to be an accountant if you're bright, right? But it's not his natural energy. I mean, all Tej wants to do after every advanced workshop is just chat to me.

He just wants to chat and be involved. He loves it. He's a blaze.

He's a blaze. So, yeah, what's the point? Well, obviously, she's done mathematics, so she's obviously good.

I guess when you're going to hire again, I mean, I'd say play it safe. Well, good point. So we're going to do world-class assistant in session three.

I'm going to do it. Short answer, steel or Tempo. If it's proactive, detailed work that's kind of already systemized and you know what's coming and it's very heavy, like steamy detail, repetitive, steel.

If you're in a business where it's a bit more reactive and it's like you're fast-paced, you're chucking things at them, you're giving them voice notes, it's like Tempo. They're going to be better at handling it. So, yeah, so steels generally is the advice unless you're a bit all over the place, in which case Tempo might handle it better.

Steels don't like having things thrown at them from different directions. So that's the short answer. But I'm really glad it's working and the reality is that of course she's going to be better at the winter hit list than you because you're a blaze and you're a busy entrepreneur.

But when you really do find, maybe you found your person, when you do find that steel broker, they just run with it and you go, wow, that's great. Gary. Yeah, Mike, well done.

[Speaker 7] (1:21:10 - 1:21:15)

You got the diagram up there because I want to... Which one? The one that shows all the profiles, all the eight ones.

[Adam Goff] (1:21:15 - 1:21:17)

The eight? Oh, the eight's right at the beginning.

[Speaker 7] (1:21:17 - 1:21:36)

Okay, don't worry about it. So I use a different tool called Contribution Compass, but they're all based around the same thing. We all know they are.

But interestingly, one of the things that they teach us in how we use it is wherever your profile is in the eight, choose one, two to the right and then go diagonal. So it basically creates a triangle and that's a high performing team.

[Adam Goff] (1:21:37 - 1:21:38)

Roger does the same, doesn't he?

[Speaker 7] (1:21:38 - 1:21:39)

Yeah.

[Adam Goff] (1:21:39 - 1:21:41)

You go two over.

[Speaker 7] (1:21:42 - 1:21:55)

Yeah, two to the right and then bottom corner. So I'm obviously top middle dynamo, so I'd go for a coach, a blaze in that right hand corner. But then you'd go bottom left corner where the fish with the crown is.

That creates your triangle that creates that high performing team if you're small.

[Adam Goff] (1:21:56 - 1:22:26)

Actually, yeah. So Roger does the exact same thing because all this stuff is based off ancient Chinese teaching, teaching the ancient Chinese texts. It's wisdom.

This is genuine wisdom. It's wisdom that's been westernized and marketed effectively. They've done a good job.

Yes. Who's got the mic? Jamie?

Thank you. Natalie, you're in charge of distribution, aren't you? You're at the centre in netball.

You're just giving it... Hi, Adam.

[Speaker 4] (1:22:26 - 1:22:34)

Great session, first of all. Two things for me. So my PA did this and she's an absolute square on there.

[Speaker 14] (1:22:34 - 1:22:34)

Steel, you mean?

[Speaker 4] (1:22:35 - 1:22:41)

Square. I mean the shape. Oh, right.

As in 25% all the way through.

[Speaker 13] (1:22:41 - 1:22:42)

Is it?

[Speaker 4] (1:22:42 - 1:22:57)

And I can't work out if she's broken or does that mean she's highly adaptable? I've no idea what to make of that. She's confusing at the best of times, yeah.

But genuinely...

[Adam Goff] (1:22:57 - 1:22:58)

So she's still your girlfriend?

[Speaker 4] (1:22:58 - 1:23:04)

Yeah, yeah. For now. I'm not sure now, actually.

No, but genuinely, what do you do with that?

[Speaker 13] (1:23:04 - 1:23:08)

Don't ask me.

[Adam Goff] (1:23:10 - 1:23:17)

No, that is an interesting one, yeah. A couple of other people have that. It's not as unusual as you think.

[Speaker 4] (1:23:18 - 1:23:18)

Okay.

[Adam Goff] (1:23:19 - 1:23:39)

I would say that that means that she's very balanced and actually like, yes, it's an all-rounder. It's like, although I'd say, yeah, I guess you could see it as a strength and a weakness because she's not going to have perhaps one thing that she's fantastically amazing at. Equally, what an asset, because if she's that well-rounded, then, you know, she's married.

[Speaker 4] (1:23:41 - 1:23:43)

Well, balanced isn't the word I would use.

[Adam Goff] (1:23:44 - 1:23:52)

Is she so steel that she, you know, she sort of calculated and answered the questions? Because sometimes you can game the test as well.

[Speaker 4] (1:23:52 - 1:24:29)

No, to be fair, the way you're saying that, like I would say in the business, it is exactly that, where we would, if there's a task that comes up and we're like, I'm not sure who would be right for this, she can do all of them. And so, maybe it is like that adaptable person. So, okay, that's great.

And then the other question is, I've got 35 staff members already. How would we utilise this now? Because there's some people where I'm like, yeah, they're definitely the right person.

And now that we've gone through this, I'm like, hmm, kind of makes sense why I'm getting really annoyed with that person in that position. How would you approach that?

[Adam Goff] (1:24:30 - 1:26:55)

Well, this is the hardest thing, isn't it? About change management in the business. This is why I say it's much easier to start a business than to change a business.

So, ultimately, what you're trying to do is change culture. I would, well, I mean, you're going to have to test everybody. You have to dress it up in a way that is just exciting or just part of, I mean, people are pretty used to personality tests now, so I'd start by investing in the test and then you've got some data and then you can do with it what you will from that point.

I mean, do you really need a test to tell you if they're, you're probably a bit, because you're at 35, you're at the point where you don't know everyone really well. You probably won't be able to know everyone really well. You've gone past that kind of 20 person mark.

So, now you have to start managing using things like this because it's data. You're going to have to start driving by the dashboard. So, I'd be getting everyone to do it and then doing the accountability chart, the job, and the ideal profile and then you match up the two.

Then you can see where you've got a mismatch and then when it comes to performance reviews, monthly reviews, quarterly reviews, renewing their package, you know whether have you also done the thing, the star, rat, terrorist, puppy. So, if you've got your team, these systems are great when you've got a big team because you can have, right, we've got 12 stars, you know, we've got, and then which ones aren't in the right profile and you start to maybe look at who you might need to, because you can't exit your whole team and it'd be a slow and steady process of the people who are not a star in the wrong profile and they're having performance issues, they're the ones you can replace and you just work your way. I've just probably worked my way up the list until I just had everyone in the right seat, everyone who's a star. It's going to take you a while, but you can use these metrics, right?

It becomes less personal. It's like, oh yeah, but I like, you know, I like Jamie. It's like, yeah, but Jamie's a blaze and he's in finance.

It's like, yeah, it's the personal bit is the bit we struggle with because we have, we're human and we have these relationships and we like people, but they're the hardest people to get rid of. So, you know, your business will go through a big shift and step change when you start applying it and then it becomes the norm going forward. Claire, did you want to share something?

Because you've got a similar size team, huh?

[Speaker 12] (1:26:56 - 1:27:08)

We actually did that exercise that you're talking about doing, Jamie, so happy to have a catch up with you and we did have to shuffle a few people and my God has it paid off. So, yeah, I'm happy to have a chat with you about that.

[Speaker 4] (1:27:08 - 1:27:09)

Thank you.

[Adam Goff] (1:27:12 - 1:27:14)

I'll talk about this later, but do you have HR?

[Speaker 4] (1:27:15 - 1:27:16)

Yeah, I've got HR manager now.

[Adam Goff] (1:27:17 - 1:27:58)

Because, I mean, you don't want to be like plumbing your own gas, you know, this is something you can set direction on and then HR can figure that out. If you give them these metrics and say, look, I want everyone tested, I want an organisation chart with the different energies, which maybe you might have to do. And then it's like, and then I just, I want to know, I want to know who, I want you to put people in these four brackets, terrorists, staff, and I want a list, you know, and I want to review and then I want a process and you basically give them the formula to start using.

Yes, Liam, chuck us the mic, please. Jamie, steady, one hand. Here we go.

Oh, dearie me. Uh-oh. What do you think of that?

[Speaker 8] (1:28:01 - 1:28:17)

So, Ads, when would we, say me and Afon want to take someone new on, when would we make them take this test? Because we've got someone hopefully starting in the business a couple of weeks. Cool.

And he sounds amazing. Yeah. But I'm scared to give him this test in case he's the wrong guy.

Okay.

[Adam Goff] (1:28:21 - 1:28:42)

Perfect. Perfect. Do you know what I mean though?

Perfect. This is great. This is gold.

This is gold. So, well, session two is the recruitment process. So, Josh will answer all those questions now.

Short story is, I'd get him to do GeniusU right away, the free one. If you're at the point where you're going to offer him the job, put him straight into Wealth Dynamics.

[Speaker 8] (1:28:42 - 1:28:42)

Yeah.

[Adam Goff] (1:28:43 - 1:28:53)

But just gloss it up as we just want to get to know you better. Everyone's a genius. There's no right or wrong.

Like, it's better off, I'm just going to say that, it's way better that you know now.

[Speaker 8] (1:28:53 - 1:28:53)

Yeah.

[Adam Goff] (1:28:54 - 1:28:58)

It's like, you need to know before you do the deal. It's like, you really do.

[Speaker 8] (1:28:58 - 1:29:00)

I can see a bad phone call coming up here.

[Adam Goff] (1:29:00 - 1:29:04)

What process is it? What job is it for?

[Speaker 8] (1:29:04 - 1:29:16)

So, he's essentially going to sit below me and Afam, essentially, and manage the team. Because we're growing that fast and all the shite's coming to us and things are failing all over the shop, really. So, he's just come to sit below us.

[Adam Goff] (1:29:16 - 1:29:23)

So, you probably want a tempo, grounded experience. If this person sounds amazing, they may well be a blaze.

[Speaker 8] (1:29:23 - 1:29:26)

Yeah. Well, I'm the best bullshit in the world, so I know what you mean.

[Adam Goff] (1:29:26 - 1:30:22)

Yeah. So, this is perfect timing for you, yeah. And the only reason you're scared is because you haven't got confidence that you can hire world-class talent.

And these blueprints give you the confidence that you can hire the best whenever you need. Because I remember when I was an entrepreneur and I used to be so scared that my team would leave. I don't ever feel like that.

I really don't want that team to leave. Because then I've got to replace them and I'm like, I'll never find someone else and I'm too busy. And it held me hostage for ages.

Yeah. Because I would just suffer like B and C players because I didn't think I could do any better. And that was a lack of confidence.

So, I'm saying you can have the confidence, you're in the right place, we'll teach you what to do. And if he's the wrong person, it's way better to figure that out before you get mad. So, it's like you don't want to hear this, but it's because you're a blaze too.

You don't want to go back around and do it again. No, it's pretty nasty. You've already moved on.

You're like, no, that means I've got to go. I don't want to. This is because you're a blaze.

[Speaker 8] (1:30:22 - 1:30:23)

Yeah, yeah.

[Adam Goff] (1:30:23 - 1:36:03)

But trust me, it's like the mantra is hire slow, fire fast. And hiring slow is really important. There's a whole process, but Josh is going to go through setting them tasks, giving them feedback.

You need to road test them before you actually employ them. Because once you employ them, you're paying them. This is your problem.

Whereas right now, it's still in the dating phase. You haven't moved in together yet. So, ask the difficult questions, get under the hood, find out about them.

It will serve you well. Okay. All right.

We're going to... Any other questions? Good stuff.

Okay. I'm going to invite Rachel up on stage in a second. But just before I do, I'm very excited to announce that we are...

Well, our three blueprint events for this summer. So, God, doesn't it feel like just yesterday? We wrote the blueprint together.

Yeah. So, these are our three dates. They're live on our website, DontTalkToTenants.

And yeah, just as a show of hands, just out of interest. I mean, I know we get a lot of our business through word of mouth and referral. Who here...

Put your hand up if you heard about a property entrepreneur or got referred to a property entrepreneur by someone, just out of interest. If you'd already heard of us or got... Okay.

So, 60, 70% of the room. So, these blueprint events, and for us as a business, it's all about our reputation. But ultimately, we don't, at the moment anyway, have huge marketing campaigns.

We've never really used paid advertising. It's not something we do. Our reputation serves us and our customers are our best marketing, actually.

So, all you guys, ladies and gents, thank you very much. And often people refer people to us. That's how we get a lot of our customers.

And we are launching now, for the first time, our most generous ever referral scheme. So, if you have enjoyed or you're enjoying this program and you think there's value in here and you know someone in your network or your life, friends and family only, who would benefit from this, we want to make it a genuine win-win for you to refer someone to us. Now, this is not for everyone.

So, if you're not that type of person, don't worry. This is just not for you. It can be a bit of work to actually get people to come to a three-day course like this, but there's something in it for you and there's something in it for them, which is their life-wide design that they want.

So, the opportunity is to become a property entrepreneur promoter. So, what does that mean? Well, it means that we will help you to your network only, not openly on social media, not like promoting it out and everywhere, but to people who you think would genuinely benefit and who are aligned with our values on the course, we will set you up with the artwork, the marketing materials, the things you need to help sell it.

You can't just say to someone, you should really go on property entrepreneur and they're like, yeah, okay, cool, but tell me more. It's like, we'll give you all of the marketing and artwork that you need to share it with them. We're going to put you in an exclusive WhatsApp group.

So, you'll be in a WhatsApp group with us. So, we can help you, support you. You can ask us any questions about details, dates, etc.

to help you maximise the sales. And for the first time ever, we're going to be offering a £1,000 referral for everyone who comes on the Blueprint. So, it's a pretty hefty referral fee, because this is how we like to, rather than give Google the money, frankly, we'd rather build our business through our network because we know that is just so much more high value and we get the type of clients that we want.

We want to work with clients like you, genuinely nice people who want to have lunch, who we want to spend time with. We don't just want a bunch of randoms. So, this is where it comes in.

So, we're going to do all of this for those people that want to be a promoter, that want to help their network out and help us out as well, because this is how we grow our business. Your network, if they do use your discount code, you'll get your own PE Promoters discount code for those people that want it. They will get a £2,500 discount on the Blueprint.

When they use it, they'll be able to bring a guest for free and obviously they'll get our money back guarantee. So, that is if they're not having fun, they're not thinking they're getting value at the end of the first day, they can give us the workbook back, we'll call it quits and we'll refund them the money. So, it's really like a win-win for everyone.

If they don't like it, they can leave. You get a referral and whether you want to split it with them or keep it yourself or do whatever, that's entirely up to you and we get a great customer that you've recommended because you know it's going to help. So, it's literally a win-win-win for everyone.

There's no dark arts or weirdness. You're not trying to force it down anyone's throat, but genuinely if there's people in your network and life that would benefit from this, then please do share it with them. It would really help us out.

So, if you would like to become a PE promoter, then there's a QR code in the workbook and there's a QR code there. Like I said, it's not for everyone. There's absolutely no pressure, but it would really help us out if you do want to do it.

Scan the QR code. You'll get put in a WhatsApp group and then next week we'll set you up with some little bits that you need to know and we can set you up. And if you want to join and then you decide it's not for you, that's absolutely fine, but we'll be able to make you your own VIP discount code, etc.

And all of our marketing now on social and everything is going to be all geared up to the blueprints. So, if you sell your friend or your friend follows us, they're going to be getting it from Dan, from me, all over their social. So, you're just going to be basically giving them an offer because it's going to be promoted at £5,000 and then our marketing material, etc., will do the rest. So, any questions about this? No? Katie, yeah.

Get a mic for Katie. Thanks, Gareth.

[Speaker 11] (1:36:05 - 1:36:24)

Is there, if you become part of it, is there like a minimum amount of people that you should aim to sort of get or if you get no one, is that fine? Because obviously there's people that I could have in mind, but I don't know in terms of like if they have funds to do it or if they're actually interested until I approach.

[Adam Goff] (1:36:24 - 1:37:15)

Yeah, no, it's a great question. Absolutely not. There's no obligation.

Like, I think the thing is we don't, it's not for everyone, but for those people that, you know, some people last year did really well at this. You know, they referred five, six people to us. So, there's definitely an opportunity if you're that way inclined or you've got people in your network that know it.

Maybe there's people that are already thinking about it and you just have to give them a discount code and it helps get them over the line. But there's no requirement. We're not going to be upset if you don't do it.

We just don't want to, rather than promote it to everyone, we're just going to give people the opportunity to join that group and then they can get the support they need. So, no, you're more than welcome to join if you think it's for you. If you're interested, I'd say join.

I know you can always leave or just go and meet if it's not for you, that's absolutely fine. It might be for you next year. Yeah, good question.

Any other questions? Sophie. Should we get a mic for Sophie, please?

Thanks.

[Speaker 9] (1:37:15 - 1:37:18)

Just to say it's on page 18 of your workbook.

[Adam Goff] (1:37:18 - 1:37:37)

Thank you. That's the page I was looking for. Either you can scan it there or you can go to page 18, sign up.

We'll set you up next week. Thanks very much in advance for that. Did we have a good session just now?

Good stuff. Let's give Rachel Davies a massive round of applause, please. Ladies and gents.

There you go.

[Rachel Davies] (1:37:37 - 1:42:36)

Hello. Thank you very much. Wow.

Thank you, Adam. That's absolutely brilliant. So find the right person, put them in the right role with the right energy and watch your business flourish.

Now, we obviously had quite a few questions there and Adam helped and did his best there to answer as many as he could. And there's just a couple of things I wanted to cover with you. I'll talk about my profile in a second.

The first one is, we do often get asked, can I deviate? What if they've got absolutely loads of experience, but they're a steal and they're in a sales role? What would you do?

Would you hire them? If they had loads of sales experience, but their main energy was a steal, would you hire them in a sales role? What do you think?

No, absolutely right. Because nine times out of 10, it won't work very well. If you can see, this is my profile at the back.

So my profile, don't ask me to come up with ideas for your business. You'll be very sorry. You can see here that my main profile is a tempo.

So what would you hire me in? Customer service? Management?

Yeah, team management's where I excel. Anything else? Yeah, possibly team leader.

Yeah, absolutely. Would you hire me in a new business sales role? Absolutely not.

Yeah, so you've been listening, you've got it. And the other thing that I ... Yeah, this is one for you actually, is when you've already got existing team members, how do you sell this to them?

You do have to think about what's in it for them. So my suggestion here, top tip is to say to them, we want you to be working and doing more of the things that you love and less of the things you hate. So if you take on board this test, it will give us an idea of what you're better at and what you enjoy more, and you can spend more time in that energy.

So that's another way to sell a wealth dynamics, either the free test or the full paid for. Because it can be quite scary for people, can't it? If you give them a test, they get worried about what's going to be in that.

Quite rightly, Liam's worried about what he's going to get back if he does the test. And it's the same for your team members. So if you've already got existing ones, think about how to sell it to them and tell them what's in it for them.

And that's what you want. You want them to be doing 80% of the time the things that they love the most. And if they're in the right role and they've got the right energy for it, they will excel.

So when you're hiring, just make sure that you're hiring based on whatever the main responsibility, what you want that person to do, that's the main energy you need to go for. You do have secondary profiles to fall back on as well. Yeah.

Right. So to follow up with that session, we have got a really great podcast for you. It's called the Task Triangle.

It's episode 49. And this is really one to tune into, particularly if you're new at delegating. Yeah.

If you follow Dan's blueprint of the Task Triangle, he shows you how to delegate a task to a team member in the most effective way possible. So add that to your action lists. And then we've got Gillian Anderson.

She's coming in on the 10th of April. She's going to be doing mid-week mentoring for you. She is a talent dynamics coach.

She's going to walk you through the wealth dynamics methodology and show you how to use it in practice in your businesses so that you can hire the right people and put them in the right roles. So don't forget to tune into that one. That's going to be absolutely brilliant.

That's on the 10th of April. And as Adam said, it's all about a mindset shift. You need to stop thinking, how do I fit this in and change your mindset to who do I get to do this for me?

And it's an easy trap to get caught into. And if you're a tempo or a steel, who's a tempo or steel in the room? Hands in the air.

There's quite a lot of you. You get lost in the detail and the activity. Make sure that the stuff that you're doing is relevant for where you want to be in your business right now.

And anything else, don't do it. Get someone else to do it for you. So don't get lost in the detail.

And GDSU is the first step to absolutely nailing this, understanding the right person with the right profile in the right position. Just to round up, this is the homework that we want you to do for this session. So there's four steps.

The first one is to make sure you complete your full dynamics wealth profile. If you haven't done that already, most of you have. Then get your team to do the GDSU test.

You've got two options there. Get them to do the free version first. And then if you think it's really relevant, and particularly people who are in more senior management roles, I think as well, get them to do the full wealth dynamics test.

Then pick some tasks that you've got on your plate right now, and listen to the podcast, and then use the framework, the task triangle, and delegate that work to other team members. And then finally, tune in to Gillian. She's an absolute wealth dynamics expert.

And if you tune in with her as well, she may be able to offer you a discounted talent dynamics token, which will give you a discount off a GDSU test. So worth tuning in just for that. Yeah?

Right. It's now time for a break. I absolutely love wealth dynamics.

I found it better than any other psychometric testing I've ever done. I hope you found that as useful as I have. Yeah?

I want you back in the room for 12 o'clock. Let's finish on a massive round of applause, everyone.