

• Your primary Wealth Dynamics Profile: Mechanic

In alignment with the pilot analogy, playing to primary profile keeps the aircraft flying wings-level on its course of least resistance. Playing off profile will take you off course, and

even if you get back on track, you will have meandered, and therefore consumed more energy, resources and time.

THE MECHANIC

Dominant Wealth Frequency	Action Dynamic	Thinking Dynamic
Steel / Dynamo	Introvert	Intuitive

WEALTH CREATION KEY:
“Creating a better system”

PROFILE

The Mechanic is an enigmatic character who has the ability to control and manage many people without needing to demonstrate any charismatic leadership qualities. Their mix of intuitive thinking and systems focus, together with a drive to grow and expand, leads to the path of expansion through duplication and replication.

Whereas a Star endears, a Mechanic endures. For all successful Mechanics, what they build tends to be built to last.

ROLE MODELS

Successful Mechanics give Creators a run for their money in the business celebrity stakes. Not only do Mechanics often take over from Creators as businesses mature, but they are also capable of starting global, system-based businesses that take on a life of their own as they multiply around the world.

Mechanics can be found behind most franchise and multi-chained businesses, and in all manufacturing, distribution, construction and logistics businesses where all creative focus is on the systems rather than the products. The highest profile Mechanics include Sam Walton and Jeff Bezos.

STRENGTHS & WEAKNESSES

Mechanics like to take things apart and put them together again. They are up to the challenge of changing the wheels on a moving car, and as a result they are continually challenging the status quo on the way things are done. This can be very stimulating for some, and very frustrating for others. Mechanics will sometimes follow their passion of tinkering without any particular wealth strategy in mind, and their tinkering can sometimes lead to unintended ends. For Mechanics who stay focused on the objective, however, the results can be startling.

For Mechanics who have never quite gotten started, they are likely to have seen their sensitivity to systems as more of a curse than a talent, as they would always be the first to feel affected when things weren't going to plan, and they were often the first tasked to repair processes once the damage was done. For many Mechanics that never found their wealth, they found the comfort of a large, structured Multi-National Company too inviting to resist, and became forever swallowed in a comfy armchair of middle income. For Mechanics who follow their path, however, value-laden opportunities abound, and are simply waiting for the right person to come along and multiply!

• The Mechanic

WEALTH CREATION STRATEGY

1. BUILDING WEALTH FOUNDATION

You are dynamic, yet with an introverted tendency, so are likely to pick your friends carefully. That's OK, because now it's time to also pick your wealth network carefully. The people around you will attract the market to your natural talent at perfecting processes.

Your greatest catalysts to wealth will come from those who have created the products or businesses that you will now distribute or franchise, and those who can connect you to your markets.

2. MOMENT OF WEALTH CREATION

You need to maximize the time invested innovating and creating the systems and processes in the business you have chosen to become involved in.

This includes the constant process of stress testing, refining and measuring performance, and continuously looking for ways to extract even more value from the system.

3. VALUE CREATION

The value creation activities that are important to you include the documentation of all systems and processes, and all checks and measures. This becomes embedded value that endures not just with the venture you are involved in now, but the next one as well, and the one after that.

4. VALUE OWNERSHIP

Ownership is all around the systems that you create. If you approach a Creator with a one-outlet business, and you systematize the business, find the financing and multiply that business to five other outlets, the value you have created is in that system. Make sure that you own that before you multiply.

5. LEVERAGE

You need to leverage through a system of your own creation. Whether it is a license, or a franchise, ensure that the leverage is at the lowest common denominator. The more idiot-proof the system is, the greater your ability to leverage will be.

6. SECURE CASH FLOW

Your cash flow will come from the value you deliver with your system. That means ensure you have the right franchise, license or distribution agreements in place that will allow you to create an ongoing source of cash flow from your system.

As you tinker with your system, with your head under the bonnet, you are leveraging the value of the other profiles. Become a master of perfecting process, and those with products, financing and connections will find their way to you.

• Your secondary Wealth Dynamics Profile: Creator

THE CREATOR

Dominant Wealth Frequency	Action Dynamic	Thinking Dynamic
Dynamo	Introvert / Extrovert	Intuitive

WEALTH CREATION KEY:
“Creating a better product”

PROFILE

The Creator comes in two forms. The introverted Creator is an inventor: creative, artistic, and able to multi-task on many new ideas at the same time. The extroverted Creator is a pioneer: innovative but focused, creating not just products, but the businesses and marketing plans that will drive those products to market. Both are visionaries and motivate others by their drive.

ROLE MODELS

Successful introverted Creators can be found most visibly in the design, media & entertainment industries. You will also usually find them behind every new and innovative product that reaches the market, from the most recent high-tech phone to the latest kitchen blender. Successful extroverted Creators are behind many start-ups and can be found at the head of high-growth companies in high-growth industries that require constant innovation to compete.

The highest profile Creators out there include George Lucas, Steven Spielberg and Norman Foster on the one hand, and Bill Gates, Steve Jobs and Larry Ellison on the other hand.

STRENGTHS & WEAKNESSES

Creators are naturally intuitive, so tend to get involved in their own creativity, which can cause friction with others. They are big picture thinkers, which can often mean missing the details. Their drive gives them the momentum to spark their creativity, but this drive can also exhaust or disorient others. As a result of this double-edged sword, Creators are often described by others as the best communicators and the worst communicators at the same time.

Creators are excellent at getting things started, and generally not so excellent at completing them. Hence the tendency to have many projects going at the same time, which can sometimes lead to distraction and lack of focus.

Those Creators who have turned their back on their creativity have often done so as a result of others criticizing their lack of attention to detail, or their inability to complete the task at hand. Unsuccessful Creators are those who either have seen their creativity as a distraction in the serious business of earning a living, or who have become a victim of their success – living the consequence of some creative idea they had in the past, whether it is a company they set up or a career path they have entrenched themselves in.

• The Creator

WEALTH CREATION STRATEGY

1. BUILDING WEALTH FOUNDATION

Creators can be extremely productive when using their creativity but may invest little time in this area. As a Creator, your biggest priority must be to build a team around yourself to support and execute the right ideas and plans.

Great Creators have a ready source of financiers and supporters they can call on to finance and support their new ventures. They also have the right distribution and deal-making partners who are ready to take their new products and market them, and they have their own brainstorming teams that will often come up with far better ideas than the Creator can on his own.

2. MOMENT OF WEALTH CREATION

Creators need to maximize their time invested dreaming up and creating new ideas, products and strategies. Yes, that's right, doing the things that are most fun. Key to this is choosing a market that you are passionate about – and that you can see yourself remaining in, attracting the butterflies, even when it's no longer about the money.

3. VALUE CREATION

The value creation in innovation is in maximizing the value differential in your business or products' unique selling points. Commercial value is quite different from uniqueness. Commercial value is what allows others to leverage a Creator's products profitably. This is the value you give, not the value you get. This alone will multiply returns. Great Creators identify and build product niches that they can dominate, which means narrowing their niche - you can't boil the ocean. Everything else is secondary: operations, systems – someone else can do it, and will do it better.

4. VALUE OWNERSHIP

Before leveraging, you need to own the product rights of whatever you and your team have created. That means trade marking, copyrighting or patenting. You need to ensure that you have ownership of the originality of what you create, or any cash flow you generate will be very temporary.

5. LEVERAGE

Extrovert Creators are much more likely to start their own business to support their product innovations. Leverage will come from multiplying reach and productivity through distribution networks and mass production, and magnifying the brand and goodwill through marketing and partnerships. Introvert Creators need to leverage even more by securing licensing agreements with distributors: hence the need to link with dealmakers.

6. SECURE CASH FLOW

The world is full of Creators who have not followed this strategy and so have missed their wealth and are spinning in the eddy currents, out of the flow. Many even find a way to leverage, but then miss the final key point: getting paid their worth. Cash flow will come from patent royalties, license fees, or often direct from your business: company profits or equity sales. You need to secure where the money is coming from, and how and when it will be paid, before rushing ahead and conquering the world.

• Your secondary Wealth Dynamics profile: Lord

THE LORD		
Dominant Wealth Frequency	Action Dynamic	Thinking Dynamic
Steel	Introvert	Intuitive / Sensory
WEALTH CREATION KEY: “Controlling Cash Generating Assets”		
PROFILE <p>The Lord is the epitome of Stealth Wealth. Rarely seen but rolling in cash, the Lords of the world control everything! They control the land, they control all the natural resources, they control all the man-made structures. They may not own them, but they don't have to. They are too busy counting their money!</p>		
ROLE MODELS <p>Successful Lords are not seen, and they are not heard either, with the exception of perhaps the Sultan of Brunei. But Lords are everywhere in every country and in every economy. Lords can be found wherever there is a fixed asset that is generating cash, whether it is a rented property or a leased vehicle, whether it is a gold mine or an oil field.</p> <p>If you are a Lord, yet have not yet become a successful one, make it your priority to find a mentor who has made it. You will be amazed at how simple the process can be and how fast their wealth was created.</p>		
STRENGTHS & WEAKNESSES <p>Lords look at the entrepreneurs and stars of the world and in most cases believe they could never do what they do, and would never want to either. Lords are at home with themselves and don't believe you need to draw attention to yourself to create wealth. If a Lord puts him or herself in a fast-paced, high-growth environment, they will often be seen by others as a counterbalance to the chaos that surrounds them. However, this role will often put them out of reach of the river of wealth, as they are seen in a support role and could be replaced. And herein lies the critical point.</p> <p>Successful Lords know that not only can they be replaced, they want to be replaced. With their assets working for them, they have the time freedom to do whatever they want for the rest of their lives. Most Lords who have not become successful are passing their wealth every day. They simply have not had the luck to stumble upon a Lord who can show them how, and it has not yet occurred to them that when you ask, you receive. When a Lord-in-waiting realizes that few Lords use much of their money at all to create their cash flow, then motivation suddenly takes the on-ramp onto the highway!</p>		

• The Lord

WEALTH CREATION STRATEGY

1. BUILDING WEALTH FOUNDATION

You are happy enough on your own, and with those whom you are close to, but by being so you are closing the door to your wealth.

Focus on building the financiers and managers within your network to finance and manage your acquisitions, and find yourself a Supporter who will be your front person, and give you access to a network of opportunities and resources. Also look for Deal Makers to seek out the best acquisitions for you.

2. MOMENT OF WEALTH CREATION

Your time has to be invested in selecting and financing the assets that will generate the cash flow you want. Internally, you need to invest in your ability to calculate and measure the cash flow that you will receive, net of the cost of financing, given different scenarios with the market and interest rates. Invest time in learning the skill of seeking low asset prices from sellers that you can convert to high cash income from tenants or customers.

3. VALUE CREATION

The value that you want to create is largely internal, building your know-how of the financing industry, and understanding the supply-and-demand dynamics of the assets you are creating your cash flow from, whether these are rental products, rental properties, natural resources or other cash-generating assets.

4. VALUE OWNERSHIP

The key for the Lord is clarity that he or she doesn't have to own the asset at all. They don't even need to own the rights to that asset. They simply need to own the right to the cash flow they are going to generate from that asset. This is most apparent to someone who chooses to start a licensing agency or a photo library, where they are creating cash flow without owning the intellectual property rights of the assets they are leasing out.

5. LEVERAGE

You will create leverage by multiplying your assets through the same leasing system. The management you need will not grow at the same speed in which your car leasing or property rental company grows, and so you leverage on your knowledge, your history and your system. This, in turn, allows you to leverage further by financing more assets to create further cash flow.

6. SECURE CASH FLOW

Unlike other wealth profiles, your job is made simple in that what you own already is the cash flow, and so your cash flow is already secured. However, you do not have control over interest rates and future asset purchase prices, so control over cash flow also means the ability to control the amount that you are charging, whether it is the lease on the property or the overnight rental price from your video stores.