

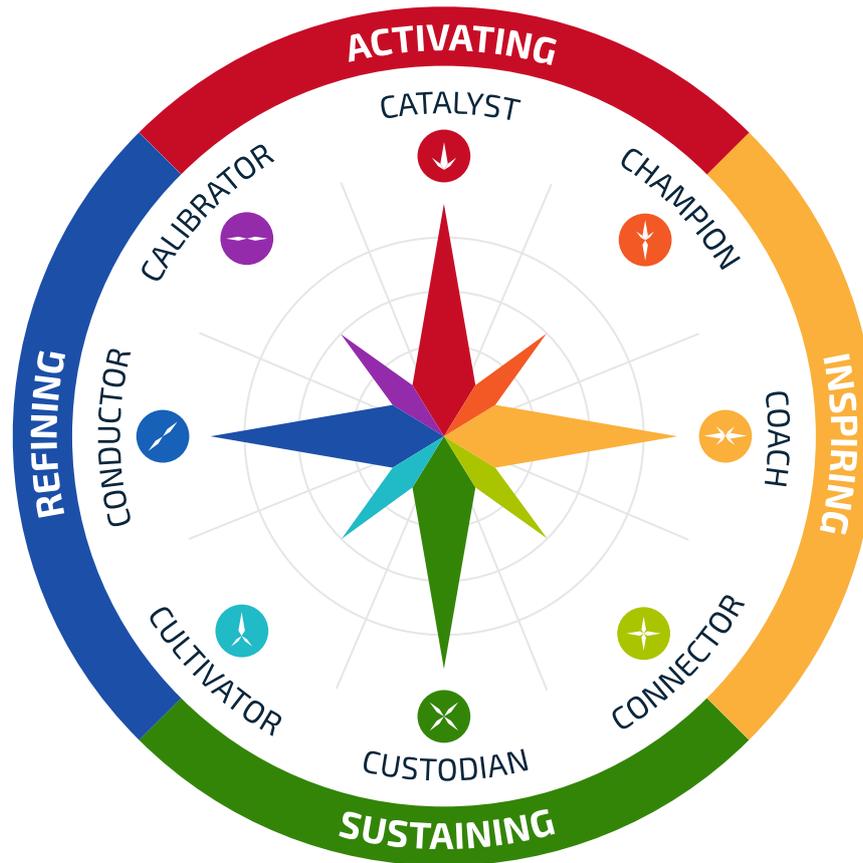


CONTRIBUTION
COMPASS



AGENT
DYNAMICS

Your Profile Report



Profile: **COACH**

Welcome to Your Contribution Compass Report



Real Estate teams are no different to sporting teams. To be at their best and to truly achieve they need commitment, training and most importantly team members leveraging their natural ability and innate strengths.

Ironically, parents, teachers, managers and even our employers often drive us to focus on improving the areas in which we are 'weakest'. This leads to the success myth that you must be good at everything, which is just not true. In fact, the more you play to your natural strengths (as outlined in this report), the easier you will find it to contribute the greatest value to your customers, team members and partners. As a result, you will have more success, fun and flow, both at work and home while unlocking your own path to your true potential.

Your report is produced based on the answers to the questions we asked. We use 96 separate data points to give your results a market-leading level of statistical certainty and clarity. The profile is built on a unique blend of the iChing and the eight individual profile types to help you identify your natural energy mix. This enables you to create, leverage and deliver your maximum contribution.

Our goal is to help you identify and understand how you perform in life's critical moments. Those that often have the biggest impact and determine so much of your life's path. Critical moments happen when you stop thinking and you start operating from your natural energies, or flow. These natural energies are what go into making up your unique Contribution Compass Profile.

We all like to feel as though we are adding value, but so often we do not know how or if it's the value the company wants or needs. The following information is the key to unlocking your area of maximum contribution and finding your most valuable role to create the ultimate team dynamics.

It's the start of an empowering journey that can change your career and life in so many exciting ways and we look forward to supporting you on your journey.



Neil Williams and Julie Davis



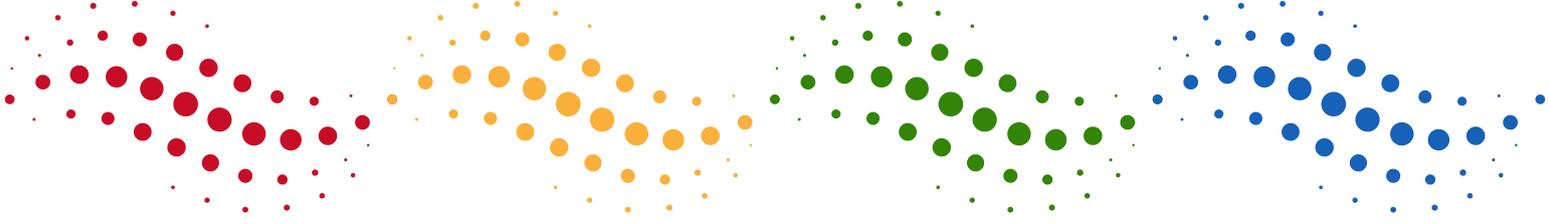
Founders - Agent Dynamics
www.agentdynamics.com.au

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What is Natural Energy?



Understanding your natural energy is the first step in finding your personal flow as it shapes the way that you naturally think, communicate and operate. The state of flow, or the “Zone” as it is sometimes referred to in sports, is where there is little, or no resistance and our lives unfold in a way that moves us forward without friction and struggle.

Your flow comes from following your natural path or energy. This is most often observed in critical moments, when you respond from this dominant energy or frequency. A critical or defining moment is frequently a point of intense pressure or turning point, in which the decisions you make or the actions you take dramatically impact your journey, and your results, either positively or negatively.

This report is designed to help you develop a deep understanding of your own natural energy so you can start asking the right questions, at the right time, and find the “flow zone” more easily. This space is found between anxiety and boredom and is a state where you feel fully immersed in the activity at hand.

Some people are naturally innovative and intuitively drive concepts, projects and activity forward, despite all odds. Other people wait for the right time to make a decision or take action based on their sense of the market, their team or their clients. Some people will always be focused on who is affected by a decision and who they can connect with, whereas others will naturally think of the process or the system first and how that should operate.

The concept of natural energy and flow does not suggest that any of these approaches are right or wrong. It simply acknowledges that they exist, and therefore different people will naturally be more effective at different roles within a business. The ace in the finance department would struggle if moved into a sales role, while a successful salesperson will often be the wrong person to lead a long, detailed delivery project.

Why is it important for you and for the team you either operate inside of or lead?

Successful companies are great at identifying, recruiting and retaining talent that adds the right kind of value to their customers and company, and then leveraging that contribution for maximum returns. It requires that you have a deep understanding of your natural energy, and that you actively seek to utilise that natural energy to create, build and deliver value – for yourself and others inside the organisation. When there is a balance of natural energy around a boardroom table, in a management team or across the operational and front-line teams, the stronger team dynamics creates greater personal flow, customer flow and profit flow as a result.

On a personal level, maturing your understanding and application of your natural energy is critical for your development and to maximise the opportunities available to you both, personally and professionally. This understanding will also add huge value to your family and home environment as it does to the team or business that you are part of.

The Four Natural Energies

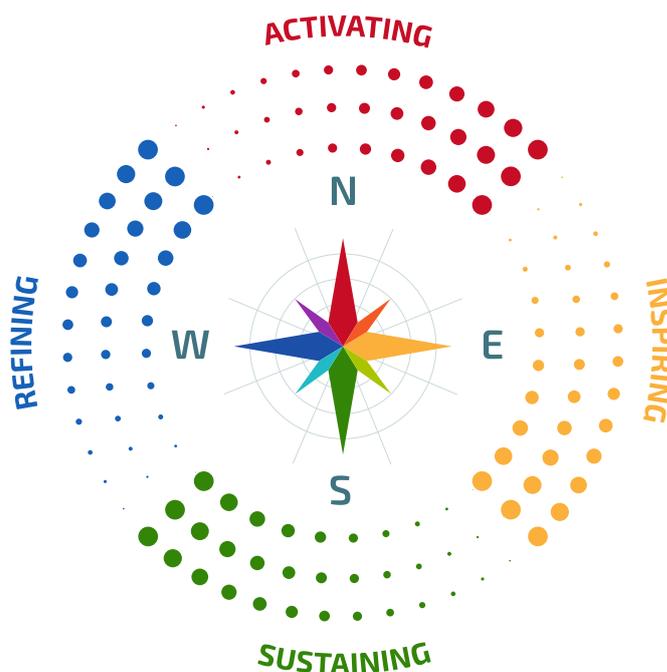
- **Activating energy** (North) accelerates and ignites change.
- **Inspiring energy** (East) ignites the spark in others, rallying the team to support the shared vision while striving to excel.
- **Sustaining energy** (South) brings others' ideas to life through the implementation of those ideas and the nurturing of their growth.
- **Refining energy** (West) brings a sharp eye for detail.

While we all have the ability to develop a broad range of skills and learnt behaviours, in a critical moment we tend to respond in a particular way. In the Contribution Compass there are four natural energies that combine in varying degrees for every person, thereby providing a unique profile that highlights how that person is likely to respond in a critical moment.

For example, if the executive directors are what we call 'Activating' profiles, being innovators and ground-breakers, in a critical moment they will create new ideas and solutions, sometimes creating new problems to which they then have to find solutions. Adding more of the same will result in a multitude of new projects being started and not finished.

Bringing in grounded 'Sustaining' profiles will balance out this high-action dynamic and attune the business to more appropriate cycles and timing, ultimately enabling it to build a much stronger, long-term, sustainable enterprise. An 'Inspiring' profile will inherently understand the needs of the team and external stakeholders and actively engage with them, which balances a 'Refining' profile that is analytical and data-driven.

Over and above the natural energies of team members and the balanced perspective they bring, it is also important to take into account the stage of growth that the business is in. For example, consider what would happen if you appointed 'Refining' profiles to a board or team where there was a significant underlying requirement to drive sales – an activity that necessitates 'Inspiring' and 'Activating' profiles. Even if the appointees were highly capable, the kinds of questions



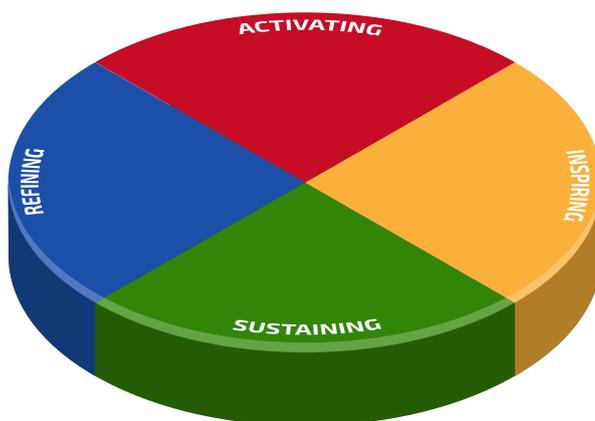
and focus being driven through the board or team would be very different from what the business would actually require. This would delay the board or team in delivering the much-needed value that could have been provided faster had the right profiles been in place. Getting the balance of profiles right along with the most appropriate business stage match is a critical part of successful appointments at any level.

Activating (North)

Activating energy accelerates and ignites change, bringing innovation and the ability to initiate new projects. It tackles obstacles head-on, solves problems and sees new opportunities missed by others. This energy sparks activity, drives others forward and maximises the view of the bigger picture and the visionary future ahead. When not in balance, Activating energy can push so hard that the team is left exhausted. Indeed, those who operate within this energy just consider this collateral damage in the process. It can quickly destroy value through its drive to relentlessly create and not finish what is started or to not build the team to support it.

Inspiring (East)

Inspiring energy ignites the spark in others, rallying the team to support the shared vision while striving to excel, individually and collectively. It hears the voice and sentiment of the people in the team and builds engagement, rapport and team spirit, as well as connecting with others around them and their network to rally behind the same cause. This energy maximises the talent of a group and fires them up to get moving. When not in balance, Inspiring energy can result in too much attachment to the feelings of others and the inaptitude to focus on the specifics required to achieve the result. It can quickly destroy value through the inaptitude to hold the team accountable and not getting tough when required.



Refining (West)

Refining energy brings a sharp eye for detail, cutting through the noise and identifying risk with a factual and data-based perspective. It has the ability to assess and solve complex problems, while optimising efficiency and return. This energy maximises value through analysis and the testing of solutions with a considered approach that focuses on continuous improvement. When not in balance, Refining energy can get lost in the numbers and analysis, losing perspective of the vision and becoming too risk averse. It can quickly destroy value through being out of touch with the people in a team and the human dynamics at play.

Sustaining (South)

Sustaining energy brings others' ideas to life through the implementation of those ideas and the nurturing of their growth over the long term. It is grounded in reality and understands the elements, resources and pace required to achieve sustainable growth. This energy maximises value through the consistent application of the right effort along with persistent commitment to completion. When not in balance, Sustaining energy can get bogged down in the limitations of the current reality and long-standing routines that no longer serve. It can quickly destroy value through doggedly following the tried and tested and resisting the breakthrough moment.

The Eight Contribution Compass Profiles



CATALYST

Accelerating Change

A **Catalyst** is a person who naturally brings change through accelerating a reaction or interaction, getting a raw substance to interact in a vibrant and new way. Catalysts are dynamic, stimulating, driven and inciting. They excel at getting something going with energy, and are often found starting new businesses, leading a new project or taking an existing project on to its next big step. They easily plug into the world of ideas and into a vision of the future. Naturally innovative, they bring new ideas and creative approaches to any team.



CHAMPION

Blazing a Trail

A **Champion** is a person who, like a thunderbolt or a strike of lightning, shakes up the status quo and stirs people up to listen to the message they herald. Using their personal credibility, Champions shine a light on the cause they rally for and incite others to join them. They are vibrant and exciting, and the call they make to pay attention is hard to resist. They excel at taking a proven idea and broadcasting its value to a wide audience. Once they are confident that the idea is powerful and worth promoting, they demonstrate a magnetic quality, garnering support and enthusiasm.



COACH

Igniting Greatness

A **Coach** is a person who ignites the fire and passion of others to work together as a team focused on bringing a central idea to life, or supporting a product or service to shine. Coaches bring warmth, energy and inspiration, which lights up the path for others so that they may strive for personal excellence and team success. They excel at understanding and being tuned into people, tuning into their emotions as individuals and collectively as a group. They get what their team really need in order to overcome challenges.



CONNECTOR

Building Bridges

A **Connector** is a person who brings people, ideas and resources together, and like a lake into which all rivers flow, they have a special gift that can unite the right people, at the right time and place. This ability to connect is driven from a combined understanding of what people really need, and the resources and opportunities available that may best serve those needs. They excel in communication and being able to talk through ideas, challenges and solutions to create a collective way forward in their area of expertise – the market that they know.



CUSTODIAN

Honouring the Promise

A **Custodian** is a person who can nurture and support the ideas of others and bring them to life, while guarding and protecting the assets and resources under their care. Their gentle and supportive energy is grounded in their understanding of reality, resources, timing and practical considerations. They excel in their ability to get tasks done, maintain routines and honour commitments and deadlines, while ensuring that the right activity delivers tangible results.



CULTIVATOR

Nurturing Growth

A **Cultivator** is a person who guides and shapes the growth of a team, project or enterprise through a subtle influence that seeks to adjust, refine and develop. Just as a plant grows and strengthens through a flexible response to its environment, so too a Cultivator makes incremental adjustments in their environment to achieve long-term, sustainable growth. They excel in their ability to manage complex projects and deliverables, while making sure that resources are carefully managed and risk is mitigated in a timely manner.



CONDUCTOR

Optimising the Performance

A **Conductor** is a person who, just like the conductor of an orchestra, uses their focused and efficient energy to direct the singular instruments of the orchestra into a unified and optimised collective. With the wave of a baton, the conductor keeps the whole orchestra in rhythm and in tune. A Conductor also excels at making sure a process or function runs optimally and efficiently. With a natural affinity for analysis and data, a Conductor is able to find meaningful insights through information and the analysis thereof. Indeed, they revel in solving problems through logic and fact.

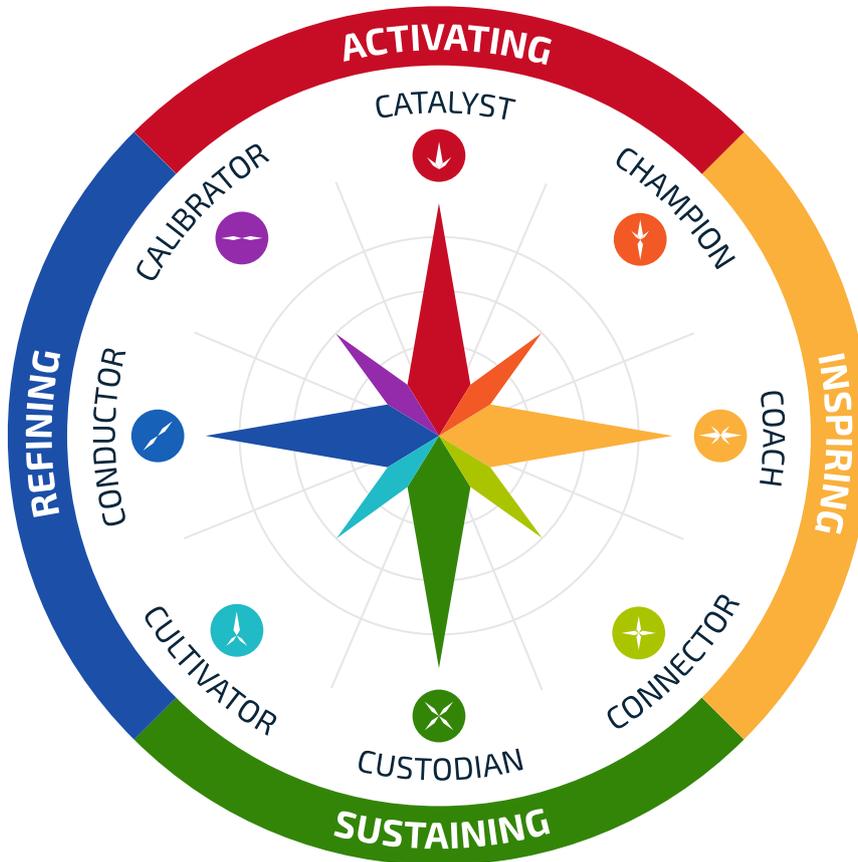


CALIBRATOR

Fine-tuning the Instruments

A **Calibrator** is a person who ensures that the instruments used to create value are continuously refined and adjusted where necessary and in a repeatable fashion. These instruments could include the business model, the systems or technologies, the methodologies utilised or any kind of tool required or applied in the delivery of the promise. This kind of energy is relentless in its pursuit of continuous improvement and incremental refinement. Calibrators excel when they can tinker with how the system works and experiment with new approaches to old problems.

Your Personal Profile



Activating



Inspiring



Sustaining



Refining

Your Profile:



COACH

Igniting Greatness

Your Primary Profile:



COACH

Igniting Greatness

A Coach is a person who ignites the fire and passion of others to work together as a team focused on bringing a central idea to life, or supporting a product or service to shine. Coaches bring warmth, energy and inspiration, which lights up the path for others so that they may strive for personal excellence and team success. They excel at understanding and being tuned into people, tuning into their emotions as individuals and collectively as a group. They get what their team really need in order to overcome challenges. Coaches are often found rallying teams and developing talent, and can also be found in roles focused on leadership, networking, customer acquisition or recruitment.

COACH – INSPIRING

- Inspiring, energised and motivating
- Mobilises a team to fulfil a vision
- Drives sales, networking and client engagement
- Inspired to develop others
- Drawn to variety and being part of a great team
- Can fear being disliked or creating disharmony
- Attention to detail is focused on 'superior team performance'
- Can be overly attached to others' feelings
- Must create accountability yet inspire others to excel

Drivers for Growth

Coaches are driven by the need for engagement, change and opportunity. They thrive in an environment where they can be involved in a variety of work and can engage with a wide range of people. They also require a

broad scope to focus on and access to the right people to make it happen.

Coaches are energised through movement, activity and conversation. The more mobile and active they can be, the better. Their lives feel more meaningful when they are able to network, guide, coach and support others in their growth. Being part of a harmonious and active team drives them forward. Inspiring others to succeed and 'rallying the troops' as the leader or as an integral part of the team are highly motivating pastimes for the typical Coach.

Coaches involved in sales or client acquisition excel when given the freedom to commence the creation of new relationships and broaden their network. They will quickly become disengaged in an environment of routine and administration. Put them behind a desk all day and you will quickly see a wilting flower. The same applies to a work environment where strong camaraderie or conversation is limited.

Maximising Contribution

The Coach's unique ability to engage others and ignite greatness applies as much within a sales and networking context as it does for team participation and development. To some it might appear that Coaches flit from one conversation to the next. However, this is how they accumulate value and deepen their sense of well-being. What an outsider often cannot see is the value of their relationships and the deep commitment others feel towards them.

Coaches have a gift for seeing the unseen undercurrents in a group or team. They will sometimes see what another person is really going through before that person even understands it. When they shine their light upon another person, it is not long before that person opens up and shares where they are at. At the same time, Coaches are active and energised. When they choose to, they have an inspiring effect upon others, lifting the energy of the people around them and getting everyone moving in the same direction. If a Coach does not have a clear direction or vision to work towards, they may soon lose their power and their capacity to create sustainable value. It is critical that a Coach selects the team that will be the channel for their energy. 'Team' may refer to a company, partner, associate, innovator, or individual or team associated with a particular product or service.

Their attention to detail is therefore often focused on people, inspiring them to be highly motivated and effective. Coaches will be concerned with motivation, energy, personal growth, emotional commitment, an environment of trust and respect, and a culture of accountability. This applies across all the focus areas of a Coach, including sales, service and people development. If they become overly attached to the people in their team and their emotions and personal needs, it can be very challenging to hold the team accountable and get tough when required. For entrepreneurs, this may result in creating a close-knit and harmonious team that loves what they do, yet tolerates mediocrity for fear of upsetting someone.

A team that truly understands the value of a Coach is one that is willing to give the Coach room to move and opportunities to be in control of how they achieve their results. Furthermore, the Coach should be called upon for input on the sentiment of the group, customers or team and asked to influence their morale, motivation and output. A Coach can quickly become deflated if they do not feel liked or feel that their team does not have the potential to rally behind a single vision with the commitment to support each other to get there. Whether in a networking role or part of the operational team, if their employer does not invest in people then they will also quickly become disengaged.

Coaches who have learnt to maximise their natural energy understand that their value lies in attaching themselves to a worthy cause, whether that be a social cause or a business that they are inspired by. They are then able to build and maintain a high-functioning and effective team or group of supporters who love what they do, and are motivated to support that cause. They demonstrate their ability to inspire and guide others and hold them accountable for performance. They also recognise the importance of structure and routine, even if they find this challenging. This requires that they embrace a method or approach towards team development that maximises both their natural energy and best practice thinking on personal growth and motivation.

IDEAL PROFESSIONS

- **Team management in any field**
- **Human resources and talent management**
- **Customer acquisition**
- **Recruitment**
- **Networking**

Furthermore, mature Coaches recognise the importance of a clear vision, as well as the system of accountability to ensure the team delivers. The Coach does not necessarily need to define the vision or develop the system themselves, yet should find ways to clarify the approach and ensure that the team delivers on its promise.

A Coach who struggles to maximise their contribution is one who is easily lost in the emotions of others or gets too caught up in the drama, and therefore becomes over-attached to making others happy or keeping the peace. This can result in the inability to get tough when required and to hold others accountable. While employee engagement and retention may be high, the poor performance of the team and, ultimately, of the company, will be the end result. As such, they have to learn how to perfectly balance a happy, engaged team with a consistent accountability approach for poor performers.

For those Coaches drawn to sales, marketing and networking, there must be a focus on knowing the type of people to connect to and bringing them into the

fold in an effective manner, rather than spending time networking with people with whom there is no link or resonance. This focus mitigates the risk of the Coach being the bee buzzing from flower to flower yet never collecting pollen. They must also develop a way to channel their results through effective administration support.

Maximising Reward

Within an organisation, a Coach creates return by building an effective operating team that delivers the company's products and services in a manner that is aligned with what the market has been promised. As a result, the mobilised and competent team enables the company to develop internal knowledge and experience, along with a human-centric foundation upon which to scaffold new products and services with a high degree of certainty. This is especially valuable in a company that involves people-intense activity and knowledge- or relationship-based businesses.

In order for a Coach to maximise the reward from their contribution, they are encouraged to seek ways to link their income or their financial return to sustainable value creation. For an entrepreneur, this might mean leveraging the business and the team that has probably been created by utilising others' products and services, rather than focusing on creating their own. For those in leadership positions this may be the profitability of the business or their division. For those in networking and sales this may relate to the value created through their network as well as commission.

Leading the Team

As a leader, Coaches motivate, inspire and drive their teams while inculcating commitment and loyalty. Coach leaders are loved by their team as they play the role of both coach and cheerleader. Even if they tackle performance issues, they may be followed from company to company by their loyal supporters. A highly effective Coach is able to give someone direct feedback and still hold that person's loyalty and respect. A Coach inherently understands who the right people are to support any given project or undertaking and what the people challenges might be. They typically ask the 'who'

question when faced with a challenge or a problem to solve. Their leadership is motivating, unifying, heart-warming and developmental. They inspire others to work together for the greater good while having fun along the way.

BUILDING THE TEAM

A Coach should seek a Custodian and Calibrator to build their core team – bringing in the balancing effect of Sustaining and Refining natural energy.

There is a risk of becoming overly attached to the individuals in the team, potentially losing sight of the vision or identifying more with the people involved than the needs and direction of the company as a whole. They may also lose sight of what is actually best for the individual. A Coach must therefore always remain focused on the primary objective and amplify what people are capable of by maximising their natural energy.

In developing an effective leadership team, Coaches should first look to appointing a Custodian, who grounds the Inspiring energy of the Coach with the Sustaining natural energy that operationally delivers on the promise. For entrepreneurs, this would allow the Coach to focus on building market relationships and the team, while the operational implementation of the promise is taken care of. Thereafter, a Calibrator brings Refining energy to the leadership team and drives a focus of systematic improvement and performance measurement.

Pathways to Learning

Coaches learn best through auditory means, emphasised through their natural ability to listen to others. This might include face-to-face training and audio materials, as well as learning through 'talking it through'. The verbal interchange with others is by far the best means of accelerating a Coach's knowledge and understanding, and is a much more effective means of solving problems than reviewing data or reading an e-mail. Coaches can also benefit greatly by listening to audio books and podcasts between their many meetings and coffee dates.

Your Secondary Profile:



CHAMPION

Blazing a Trail

A **Champion** is a person who, like a thunderbolt or a strike of lightning, shakes up the status quo and stirs people up to pay attention to the message they herald. Using their personal credibility, Champions shine a light on the cause they rally for and incite others to join them. They are vibrant and exciting, and the call they make to pay attention is hard to resist. They excel at taking a proven idea and broadcasting its value to a wide audience. Once they are confident that the idea is powerful and worth promoting, they demonstrate a magnetic quality, garnering support and enthusiasm. Champions are often found in brand ambassador, sales and marketing roles, where they naturally sell a product, concept or brand through their inner conviction that it has value.

Champions who have learnt to maximise their natural energy understand that their value rests in being able to shine their light upon a focused and central idea, that then mobilises others to join the cause. This also means that they do not charge ahead so fast that they leave others behind. They demonstrate their ability to be selective in their message and consistent with how that message is broadcast.

A Champion who struggles to maximise their contribution is one who is unfocused or unclear about the cause they are championing or the audience they should focus upon. This may result in the drive to be in front of an audience at all cost without having deepened or refined the message. Champions may also fail to recognise the importance of their personal brand, or may align their brand too quickly with an idea that still requires refinement and maturity. Alternatively, they may shine light on too many disconnected and unrelated ideas at once, making others wonder what they are actually a champion for.

Your Secondary Profile:



CONNECTOR

Building Bridges

A **Connector** is a person who brings people, ideas and resources together, and like a lake into which all rivers flow, they have a special gift that can unite the right people, at the right time and place. This ability to connect is driven from a combined understanding of what people really need, and the resources and opportunities available that may best serve those needs. They excel in communication and being able to talk through ideas, challenges and solutions to create a collective way forward. Connectors are the quintessential diplomats, often found at the negotiating table or at networking events, where their extensive networking relationships support building bridges between people and resources.

Connectors who have learnt to maximise their natural energy understand the immense value of their networks, relationships and associations. They invest in those relationships with a long-term view to the future value of the social capital they create. They demonstrate their ability to seek opportunities for those around them at the right time and place, and to broker value-creating solutions. In situations of conflict, they mediate the best solution possible without losing sight of the vision to be achieved.

A Connector who struggles to maximise their contribution is one who has many, or a broad base of, contacts and associations, yet has not invested enough time and focus in those connections so that they are value-generating and sustainable. They may also get so carried away with the joy of creating connections that they fail to leverage the value of their own network and its associated social capital. A Connector may also spend too much time interacting and communicating and not get to the point. They should instead make sure that clearly defined outcomes are achieved through each engagement, or document the agreements to ensure both themselves and the parties involved receive their respective share of the value created.

The Profile Pendulum

COACH

While you'll make your maximum contribution in your Coach profile, you will also swing over into your secondary profiles from time to time. Everyone has secondary profiles, and understanding yours means relationships and interactions with your team and customers improves further.

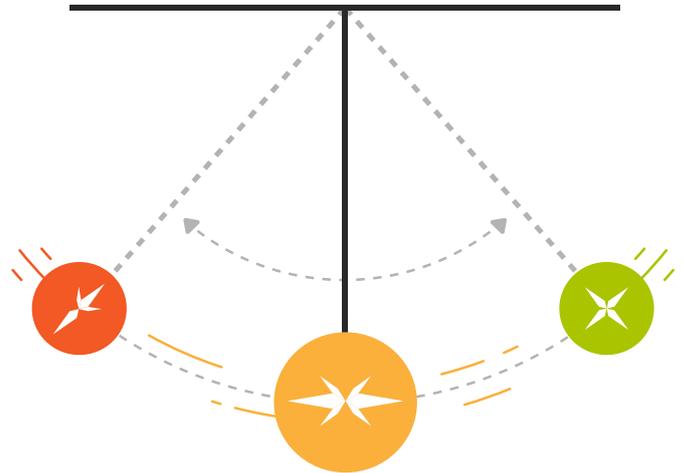
Champion and Connector are a Coach's secondary profiles, and understanding how the natural energy of these can add to your contribution is really helpful.

When in flow you'll prefer to operate from your primary profile, especially in critical moments, so it makes sense to approach all important decisions from your Coach profile. It also makes sense to delegate decisions not suited to your primary profile, if others are more aligned to the situation. But if you need them, it's good to know you can also access the talents and energy wrapped up in your secondary profiles of Champion and Connector.

Knowing you can step into your secondary profiles will also allow you to perform at higher levels when undertaking activities. This is also helpful when you don't have Champions and Connectors on your team already.

However, the challenge is when your secondary energy runs out, which it will do far quicker than your primary energy because you naturally have less of it, then the swing can sometimes feel rather dramatic to people working with you.

It's important to look out for the pendulum swing in yourself and in the people you work and interact with on a daily basis. For example if you have been spending all morning pushing marketing projects forward by using your inspiring and activating Champion energy you may reach a point where you feel you need to slow down and reflect and refine your ideas. This is when you have swung back to your Connector profile with more sustaining energy which may seek out trusted individuals to get feedback and help on the detailed plans and next steps.



Three ways you can harness the power of the pendulum in your profile and others:

1. Re-read your secondary profiles in your report. Focus on understanding what activities you are doing when you tap into these sides of your profile and appreciate that you'll have shorter stamina to focus on them.
2. Appreciate that your secondary profiles provide balance and stability to your primary profile. This can sometimes be misunderstood by others who see you operating in this energy and think it's where you would like to work all the time. You may also misunderstand this to mean you can maximise your contribution by focusing on activities related to your secondary profiles.
3. Recognise that when your team members' secondary profiles are being harnessed, sometimes the difference in energy can feel rather dramatic - as if they have shifted personality!

Take the time to learn your teams' profile pendulum and look out for when two people's secondary profiles both show up at the same time, as this might be when friction and fireworks happen.

Leadership Flow

How to Lead from Your Natural Energy

A successful business succeeds with emotionally intelligent leaders who understand how to balance their teams' energies with their own. They engage consciously with different energies to maximise the contributions from each profile within the team, even from those who are directly opposite to their own natural energy.

As leaders, strong **Activating Profiles** (Calibrator, Catalyst, Champion) drive a team with a high energy, action orientation style, focused on getting results and hitting targets.

- Their leadership style is visionary, unconventional, driven, demanding and commanding, yet inclusive with people who see their vision, buy into it and want to help make it a reality.
- They can drive a team too hard and too fast, which can overwhelm high Sustaining energy profiles who find their style exhausting and too fast paced, leaving them insufficient time to complete tasks or projects to their exacting standards.
- They are visionary and their ability to see a bigger and better opportunity in the market will often be ahead of the curve, leading to frustration with current unfinished projects or tasks.
- They can have a tendency to be quick to hire and quick to fire people who they perceive to be no longer delivering results, or getting up to speed fast enough based on their high expectations.
- It's key for a high Activating leader to make sure they see and value the contribution and balance that Sustaining and Refining profiles can bring to the team, and the business performance overall and into the future.



As leaders, strong **Inspiring profiles** (Champion, Coach, Connector) get results by building relationships and motivating their teams through passion, commitment and loyalty.

- Inspiring energy leaders are often loved by their team as they play the roles of motivator, coach and cheerleader. They are often followed from company to company by their loyal supporters and fans.
- The Inspiring leader who really understands their own energy is able to give team members direct feedback and still hold that person's loyalty and respect. They understand who on the team has the right profile, skills and experience to deliver the required contribution to maximise returns.
- They inspire others to work together for the greater good, while having fun along the way, coaching them to evolve and grow as individuals and as a group.
- They build close relationships with the people they work with, but can have a problem saying "no" and getting focused. For this reason, it's good for Inspiring leaders to have some Refining energy team members to focus on the data and details, and Sustaining energy to keep them on track with the plan and targets.



As leaders, strong **Sustaining profiles** (Connector, Custodian, Cultivator) drive a team through both nurturing and completing projects and tasks, while building sustainable relationships that grow trust.

- When leading, this energy can feel conflicted by having to balance the people and practical perspectives of a project to deliver a profit for the company.
- They inspire others to plan accurately and to be diligent, and they instil confidence in their team through their calm nature, practical approach and empathetic people skills.
- They will seldom entertain drama or rash action, preferring to approach any challenge by solving it one step at a time. This works well, as their energy is the most grounded of the natural energies, and they frequently sense a problem or opportunity long before other leadership styles pick up on it.
- They have the ability to focus on the ‘where and when’, ensuring the right interactions are happening at the right time. They can risk being overly cautious and resistant to change or innovation.
- It’s important for them to have profiles with plenty of Activating energy around to spot new opportunities or ideas they could miss out on. They may also sometimes over-rely on what they ‘feel’ is going on and not look for supporting and solid research or data-driven analysis from which to make better decisions.



As leaders, strong **Refining Profiles** (Cultivator, Conductor, Calibrator) often drive a team in a factual, logic-based way, measuring and monitoring performance at every step.

- Their leadership style is viewed as detailed and decisive, sometimes very challenging, along with being commanding and deliberate. They do everything with a very clear intention and attention to detail.
- This brings the team certainty, focus and a clear view of how they are performing and how they need to improve to get the returns Refiners are always looking for.
- They can become micro-managers, with too much focus on just the data and not enough human connection and collaboration - as these leaders like to work alone, away from the noise and distractions.
- They get jobs done and bring an industrious energy to their team through their focus on answering ‘how’ problems should be solved or obstacles tackled.
- In their quest for operational excellence and ‘zero defects’ they may appear cold, cynical and insensitive, and are not the best at boosting morale, as they can see the engagement and appreciation ‘stuff’ as a waste of time.
- This is why it is key for Refiners to engage with Inspiring profiles to collectively balance the team, while still ensuring that the team doesn’t lose sight of the bigger picture.



About Agent Dynamics

Who We Are

Founded by Julie Davis and Neil Williams in 2014, Agent Dynamics is a Real Estate Team Development Company with extensive experience across all elements of our profession. Collectively they have worked together as practitioners, business owners and coaches for over 25 years and have shared your gains and felt your pains. Recognising that the Team is both the linchpin and also the Achilles heel of an Agency their business acumen and experience has seen them become masters at evolving existing teams into Market Leaders.

With team development being their specialisation, Julie and Neil sought out and partnered with Contribution Compass, who are recognised as one of the world's most progressive Psychometric Profiling Organisations.

Together, they utilise Profiling to not only identify a team members natural talent but also to assist with their task allocation and management resulting in increased team productivity, fulfilled team members and reduced team turnover.

When a team works together their natural strengths complement each other to greatly increase the level of success across all aspects of Agency practice.

Agent Dynamics has become the only Real Estate specific, profiling ecosystem available in Australia today and is being utilised by over 1,300 agencies and individuals across the country.



Here's How We Help

Agent Dynamics helps both business owners and team members understand and leverage their innate talent to grow the business, increase profit and massively improve work/life balance.

Every member of every team brings an innate talent to the table, irrespective of their background or level of training. When you undertake a profile and debrief with Agent Dynamics you are instantly aware of the strengths and challenges of not only your talent, but that of other team members and this is when the magic starts! Team harmony improves, task allocation is more effective, and productivity is greatly increased.

We work with business owners and individuals alike to not only better understand themselves and their peers but to incorporate their new found skill when working with clients. Much higher levels of client trust are established and presentation success rates are greatly increased.

Agent Dynamics does not just offer a Psychometric Profile tool. We provide an entire team building and team stability ecosystem that can be incorporated into any Agency, of any size in any location. The profile is just the first step, identifying and understanding your team's profiles is the foundation that is progressively built upon to guide Agencies on the pathway to Market Leadership.



It's Only the Beginning

This report is just the first step of the Agent Dynamics Ecosystem and lays the foundation for an Agency to secure future growth by developing a team that go over and above, can't wait to get to work and team turnover is well under the 12% industry average. The Agent Dynamics Ecosystem utilises **Three Levers** and **Nine Accelerators** that follow a proven process to move an **Agency from 'Industry Standard' to 'Market Leader'**. It comprises nine individual solution modules delivered to a specific timetable that align you and your team toward your goals.

3 Key Outcomes of the Agent Dynamics Ecosystem



Increased Team Productivity

To obtain maximum productivity a team needs to mesh like a machine. Each person, an independent cog that integrates seamlessly with the rest of the team to bring the most efficiency. Productivity increases when we have a clear understanding of the team's strengths and then utilise those strengths to maximum effect. The Agent Dynamics Ecosystem identifies the strengths of each of the team and then supports and guides business owners to pull the right levers and select the most appropriate gears to maximise productivity.



Fulfilled Team Members

Research indicates that people leave a business because they are not happy, contrary to popular belief, it is rarely for more money. When the team are fulfilled, they are happier, more supportive of their peers and the team culture is envied by your competitors. The team transition from just doing enough to get by to going above and beyond with absenteeism and indifference quickly disappearing. Our Ecosystem focuses on fulfilling team members by absorbing individuals deeper into the team culture through a series of supportive exercises that increase levels of responsibility, accountability and participation.



Reduced Team Turnover

Team retention and high staff turnover have a huge impact on your business and are two of the major disruptor's to an Agencies overall profitability. Recruiting, training and inducting replacement team members is expensive. Drake International have assessed the financial cost of replacing a team member to be in the vicinity of \$17,000. No business, irrespective of their financial position can afford to be unnecessarily 'writing off' this kind of cost each time someone leaves the Agency. The Agent Dynamics Ecosystem instils workplace practices and systems that not only stems the flow of high team turnover but identifies and establishes the Agency within the marketplace as 'the place to be'.

Do you want to be the Market Leader or are you content to remain the 'Industry Standard'?

'Industry Standard' Agencies have a 'one size fits all' approach resulting in a team that are underutilised, unproductive and unhappy.



Market Leaders take positive action to understand the natural talent of their team and use it to boost profit, increase productivity and foster harmony.

Our research shows that most Agencies fit into the 'Industry Standard' category where every aspect of team management and growth is approached in a standardised way. This level of thinking is understandable as it provides a certain sense of security and consistency. The problem is though that 'Industry Standard' is where they will remain. No significant growth, no increase in profit, and most importantly, their clients and customers see them as being the same as every other agent in their marketplace.

Market Leaders take action and utilise, they leverage every skill, and every asset that each and every team member brings to the Agency. They know and understand how to tune in to each team members frequency and then support them to become more productive and more fulfilled. They recognise that to have the best orchestra with the sweetest sound, they don't need the loudest and nosiest drums. To play on the biggest stage for the best audience they need a team of musicians all working together to their individual strengths.

In summary, Market Leaders have three things in common, their team:

- go above and beyond
- look forward to coming to work each day
- turnover is close to zero.

The first step to becoming "The Market Leader" requires one thing... **to take action!** If you believe our Agent Dynamics Ecosystem can support your Agency to become the Leader in your marketplace then we're here to help you. To connect with us you can either:

Book a call

agentdynamics.as.me/consult

Call Julie on

1300 171 698

Email Julie at

julie@agentdynamics.com.au

We look forward to hearing from you soon.

www.agentdynamics.com.au

