

ACHIEVABLE OUTCOMES: Incorporate strategies into your business for ongoing, measurable, increasing effect on productivity and profitability!

- Appoint the right, optimistic people in the right roles. Combine this with other crucial strengths and communication styles and add a “secret weapon” that competitors do not have.
- Reduce staff turnover.
- Reduce staff absenteeism.
- Reduce orientation and training costs.
- Increased sales per consultant (MetLife – top 10% optimistic sales people sold 88% more).
- Know why optimists outsell pessimists, stay in employment long term and create permanent relationships with clients.
- Understand why you must have the right people for long term growth, productivity and profitability. (i.e. their sub-conscious strengths match your requirements).
- Appreciate why in specific roles you look for certain strengths first. I.E. High AD score is crucial in I.T. industry (If this is low, then no need to go further). What are the 5 sub conscious strengths required and in what sequence?
- Improve productivity. (High AD and small picture can equal high productivity and completion of all tasks).
- Improved sales, revenue and client retention.
- Identify strengths of team members and know what other resources are required and where they could be up-skilled to function at peak potential.
- Stable teams, who understand each others strength’s and where each member complements another, allow more time to work “on” the business, rather than “in” the business. Staff challenges, including turnover, low productivity and sales are no longer major issues.
- You have people in roles that maximize their strengths for the greatest return. Your people are confident, happy and more productive.
- Lower the serious problem of staff turnover, high training costs and losing clients.
- Would you like to predict which sales people will prosper?
- Understand why optimists behave the way they do i.e. failure is only temporary and not pervasive.
- Who can handle frustrations, challenges and obstacles? Who will overcome them and appreciate how they are able do this?
- Learn how to create confidence with the power to effect change which becomes self re-enforcing.
- Would you like to add “super optimists” to your team with skills in all the critical areas?
- Scores out of 10 for communication styles allow us to match an industry where your sales people would be the most effective.

- Understand why communication is difficult with clients or team members when communication styles are so different; and by changing your communication to match theirs, you can communicate with anyone.
- Benchmark your ideal applicants with strength scores out of 10 and overall scores out of 100 to find and recruit the very best.
- Learn how to advertise to include questions around the required strengths and character traits to find optimistic, high AD people with balanced communication levels (they can communicate with anyone).
- Understand which roles require high scores for particular strengths, including optimism, small picture, external reference and why this is crucial.
- Recognise that unusual behaviour and performance flows from sub-conscious strengths and is their programmed normal action. E.g.

High K = spontaneous/hap hazard/impulsive/High highs and low lows.

High AD/Small Picture = Total attention to detail, innate sub-conscious qualities which naturally and efficiently process data and information in steps and systems.

External Reference/High AD = Research all factors, look at options, must have full information prior to making final decision.