

VISION

FUTURE ST

GIVE YOUR BUSINESS THE “OPTIMISM EDGE”



New Innovative Business Management & Growth Solutions

www.synergysuccessstrategies.com.au

GIVE YOUR BUSINESS THE “OPTIMISM EDGE”

"There is little difference in people. But that difference is a big difference.
That difference is attitude. Whether it is positive or negative."
W.Clement Stone

WHY OPTIMISTIC PEOPLE?

An optimistic person will be motivated and confident, seeing challenges as short term setbacks, not long term failures.

Optimistic people are “Peak Performers”. They seek out and find opportunities. David Packard, cofounder of HP, observed that a great company is more likely to die of indigestion from too much opportunity than starvation from too little.

Inspired by this insight, Jim Collins' team created Packard's Law - which states that "no company can consistently grow revenues faster than its ability to get enough of the right people to implement that growth and still become a great company."

HOW DO YOU FIND “PEAK PERFORMERS?”

Until now there has not been a way to measure “Strengths”, such as **OPTIMISM, TENACITY, COURAGE, RESILIENCE**; enabling you to really understand the person you are bringing into your business. Will they fit? Are they a motivated Leader? What is their Management style?

WHAT IF YOU REALLY UNDERSTOOD THE STRENGTHS OF YOUR TEAM?

We can show you the communication style of your team and how to use this to create a better way to communicate with your clients.



Successful companies use optimism questionnaires in their selection process to identify talent and optimism.

TALENT AND DRIVE ARE NOT ENOUGH. Unless you have an unshakeable belief that you will succeed, talent and relentlessness can come to nothing.

Optimistic individuals produce more, particularly under pressure, than do pessimists:-

- Optimistic people persevere.
- Optimistic people become successful because they don't give up.
- Optimistic people are the difference between being mediocre to good vs. GREAT!
- Optimism coaching techniques make the difference between helplessness and MASTERY, failure and SUCCESS!
- An organisation filled with optimistic people in the crucial niches has an edge over competitors.



FINDING THE RIGHT PEOPLE GIVES YOU THE OPTIMISM EDGE

Why is Peak Potential & Performance Profiling so unique?

Dr. Martin Seligman



Dr. Thomas Stanley



Dr. Tad James



30 YEARS OF RESEARCH CREATE UNIQUE PROFILING AND COACHING GIVING YOU THE OPTIMISM EDGE

Synergy Success Strategies combine Dr. Seligman's 30 years of research in behavioural psychology and his ABCDE (Adversity through to Energization) proven coaching methods, with Dr. Tad James, Neuro Linguistic Programming and Dr. Thomas Stanley (MD & Neurologist) successful mindset, to **CREATE A UNIQUE ON-LINE PROFILING SYSTEM.**

FIND THE RIGHT PEOPLE FOR THE RIGHT ROLES. (Fifteen minutes on-line profile system)

Most Businesses struggle to find the RIGHT people for the RIGHT roles. This is a new, advanced on-line RECRUITMENT SYSTEM that profiles up to 59 sub-conscious STRENGTHS that drive up to 80% of an applicant's behaviour. (The system has been tried & tested for 15 years, with 96% success rate and has never been available commercially until now!)

Testimonial: "A recent recruitment drive provided us with 48 applicants, 10 of which had the right systems backgrounds. We profiled 10, interviewed 2 that fitted our profiled benchmark criteria and employed one. The time and money this saved us is huge. When we add the experience of Denis Preston and the Synergy team; include the invaluable benefits of Profiling to find the right people for the right roles; implement the secrets of using leverage with Host Beneficiaries and Joint Ventures, our growth over the last three years really has been remarkable". Thank you Denis! **Howard Boretsky, CEO Xcellerate IT**

"Using this profiling tool, OUR BUSINESS GREW to over 300 people in Marketing, Sales & Service. Each of the "PPP profiled" client service Managers averaged 3-5 leads per day. Over 100 per day as a team, 500 per week, over 20,000 per year! Our "PPP profiled" Consultants averaged 10 appointments weekly, when the industry average was 4.5 per week! We knew we were employing the best people in every area of the business, from G.M. to tele-services Managers. Our client retention rate was over 94% when industry averages were around 80% retention". Denis Preston UNAC

Recently, 10 candidates were profiled for an IT company looking for a Client Service Manager. The job description included a perfectly balanced communication style, which meant they could communicate with everyone, plus high Optimism and high Attention to Detail. *Our Profiling found a "Peak Performer" who was employed and in 2 weeks, she had "triple outperformed three full time sales people!*

Julie Bowden Synergy Success Strategies

**An optimist sees an opportunity in every calamity;
A pessimist sees a calamity in every opportunity. Sir Winston Churchill**

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