

# Personality Masteries *for*



## *Individuals & Teams*

*“Reaching beyond our dreams and goals in every area of our life.”*

*Career - Relational - Financial - Emotional - Personal*



Welcome to the Personality Masteries leadership assessment. The assessment and the report to follow will help your team to better understand one another and function better as a team. Personality Masteries has been developed over the last twenty plus years and is designed to help individuals and teams understand themselves better as well as those they work and connect with on a daily basis.

Assessment Completed For Mastermind Personal Profiles

Number in leadership: \_\_\_\_\_

Total number on team \_\_\_\_\_

Number who completed survey: \_\_\_\_\_

Personality Masteries Certified Coach

Mark Boersma



















630.393.9909 ext. 222

Certification Number: 1988-01-01

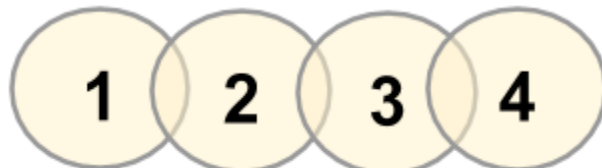


Since there is so much valuable information in this report, it may be best to take maybe five to ten pages a day and go through the report over the next few days.

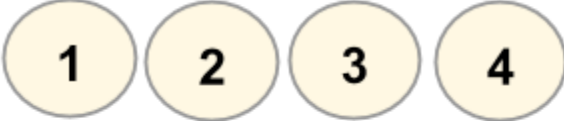
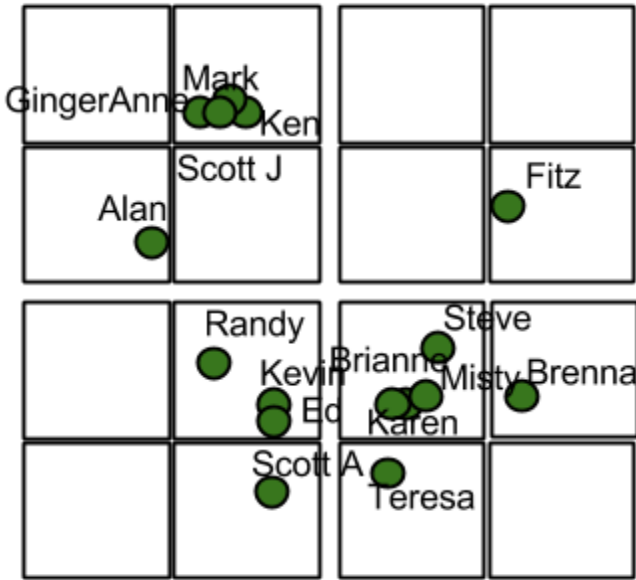
# Combined Test

Ken  Alan  	Scott J	 Mark	
GingerAnne Rosanna 	Karen 	Brianne 	
Randy 	Ed  Richard  Kevin 	Teresa  Donna  Steve 	Brenna  Fitz
 Scott A			Misty 

<u>Ken</u>	<u>1243</u>	<u>1243</u>	<u>(2486)</u>	<u>Steve</u>	<u>2314</u>	<u>4321</u>	<u>(6635)</u>
<u>Scott J</u>	<u>1243</u>	<u>1243</u>	<u>(2486)</u>	<u>Kevin</u>	<u>4231</u>	<u>2413</u>	<u>(6644)</u>
<u>GingerAnne</u>	<u>1243</u>	<u>1342</u>	<u>(2585)</u>	<u>Karen</u>	<u>2413</u>	<u>1342</u>	<u>(3755)</u>
<u>Alan</u>	<u>1432</u>	<u>1432</u>	<u>(2864)</u>	<u>Teresa</u>	<u>3412</u>	<u>3142</u>	<u>(6554)</u>
<u>Mark</u>	<u>1243</u>	<u>2143</u>	<u>(3386)</u>	<u>Brianne</u>	<u>2314</u>	<u>3241</u>	<u>(5555)</u>
<u>Brenna</u>	<u>4213</u>	<u>4123</u>	<u>(8336)</u>	<u>Richard H.</u>	<u>1432</u>	<u>3421</u>	<u>(4853)</u>
<u>Fitz</u>	<u>3124</u>	<u>2314</u>	<u>(5438)</u>	<u>Rosanna</u>	<u>1342</u>	<u>2431</u>	<u>(3773)</u>
<u>Misty</u>	<u>2413</u>	<u>4312</u>	<u>(6725)</u>	<u>Donna</u>	<u>4213</u>	<u>1243</u>	<u>(5456)</u>
<u>Randy</u>	<u>3241</u>	<u>1432</u>	<u>(4673)</u>				
<u>Ed</u>	<u>4321</u>	<u>4132</u>	<u>(8453)</u>				
<u>Scott A</u>	<u>4321</u>	<u>3241</u>	<u>(7562)</u>				

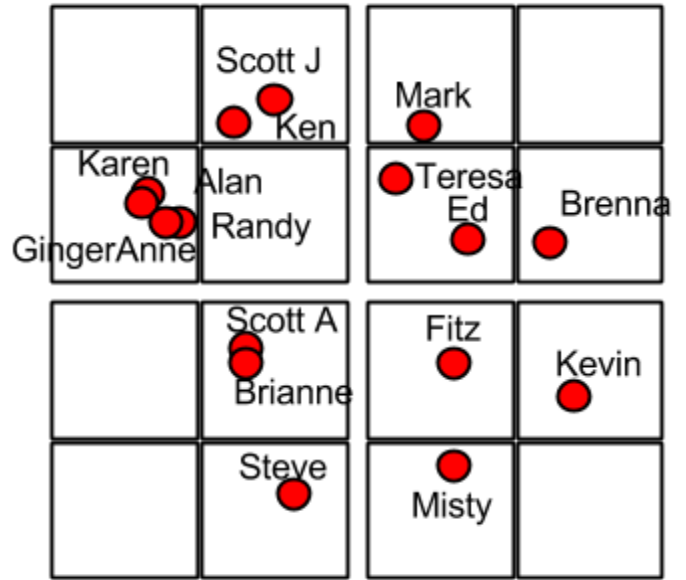


## Geo Test

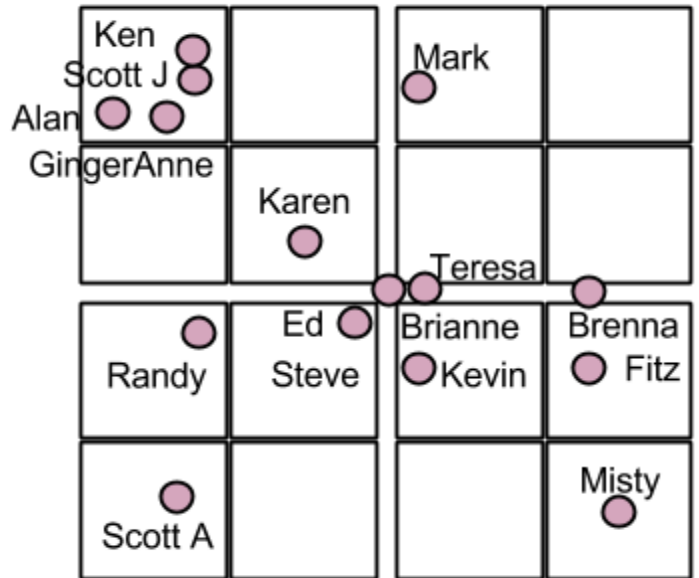


<u>Ken</u>	<u>1243</u>	<u>1243</u>	<u>(2486)</u>
<u>Scott J</u>	<u>1243</u>	<u>1243</u>	<u>(2486)</u>
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<u>Brianne</u>	<u>2314</u>	<u>3241</u>	<u>(5555)</u>

## Pain Test



## Combined Test



Welcome to the Personality Masteries assessment. The assessment and the report to follow will help you in every area of your life - personally - relationally - emotionally - financially - in your career and in every relationship that you have in any area of your life.

**This assessment can be used by an individual to assist them in any area of their life, can be used by businesses, community based organizations, groups/associations/chambers . . . or really any group of people. To best understand how this applies to you individually and/or a group of people you are doing the assessment with, it is strongly recommended that you have someone who has been certified in Personality Masteries to assist you in understanding what the assessment really means to you individually/as a group and then what are the best NEXT Step actions to be taken.**

It is not unusually for individuals to say “Wow, this assessment is right on target. It’s like they know me better than my mom does.” Personality Masteries has been developed over the last twenty plus years and is designed to help individuals and teams better understand themselves as well as those they work and connect with on a daily basis.

Ask yourself,

1. Which of these four shapes would I tend to like most, 1st, 2nd, and 3rd?

Cube,  Pyramid,  Wavy Line,  Ball

2. Which of the following things would cause me the most frustration, 1st, 2nd, and 3rd?

- Not being done properly and in order
- Out of control
- Boring or not fun
- Conflict with others

**For MORE FUN . . . pass this along to others you know, family, friends, loved ones, co-workers, clients . . . really anyone you know will benefit from this.**

## 5 Simple/Easy Steps To Success

Step 1: Determine your primary and secondary personality

Step 2: Review report

Step 3: Request a complimentary individual and/or personality coaching session - 888.230.2300 ext. 222

Step 4: Obtain Personality Masteries - Level 1 Certification - [Click Here](#) -

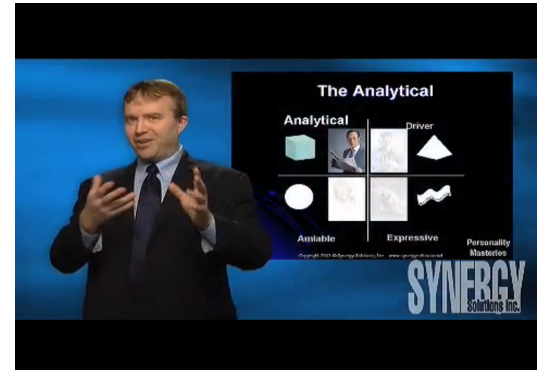
Step 5: To see life/career success, develop a detailed plan and then obtain the specific training/coaching needed to follow through on doing the right actions, in the right way, over the right period of time.

Actually identifying our own personality or someone else's is very easy. Mastery of what that means to ourselves and others . . . takes a lifetime.

## Enjoy!

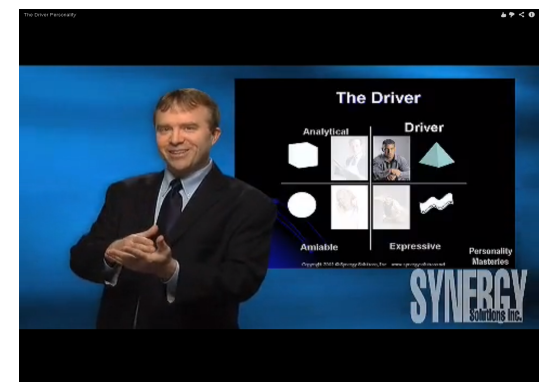
If you chose the “Cube” or “Not being done properly and in order” then we would tend to refer to you as an “Analytical” personality type.

- [Click Here](#) -



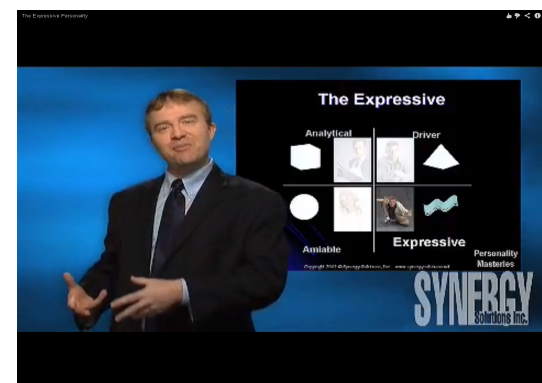
If you chose the “Pyramid” or “Out of control” then we would tend to refer to you as an “Driver” personality type.

- [Click Here](#) -



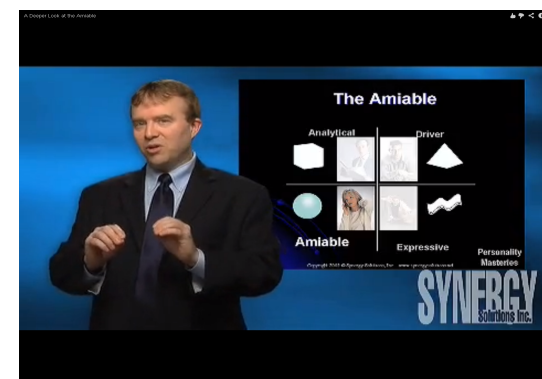
If you chose the “Wavy Line” or “Boring or not fun” then we would tend to refer to you as an “Expressive” personality type.

- [Click Here](#) -



If you chose the “Ball” or “Conflict with others” then we would tend to refer to you as an “Amiable” personality type.

- [Click Here](#) -



We would like to share two stories with you which we believe will change the way you do business/life forever. Both stories were given to us as a gift from Tom Kunz, most recent past President of CENTURY 21 Real Estate LLC. These two stories, brought together, will . . . if you allow them, change your life/business forever. Tom achieved business success, that very few people achieve, of leading a worldwide company of over 140,000 sales professionals in over 70 different countries.

Tom is a very humble and giving man who has a passion for making a difference in the lives of people. Tom does not have a college degree and was not born into a family with connections. Tom saw his amazing success in large part because he sees, understands, and does things that most people do not. We trust these two stories will change your life/business as much as they have ours and those around the world.



## The Grandpa Chappell Story . . .

Tom fondly shares this memory . . .

“I suppose, I was like most sixteen year old boys and was at the age where I felt I had most everything pretty much figured out. My parents would share things with me, teachers would share things with me, and other authority figures would work to get through to me. Honestly, when I think back, there wasn’t a lot getting through at the time.

My grandpa Chappell, in his deep wisdom, shared something with me that I’ll never forget. He said ‘Tom, what I’m about to share with you may not make sense right now, you may even resist, or write off what I have to share, and that’s alright. All I ask is that you write down what I have to share with you, and at some later point in your life go back and read it again.’ Years later I thought *“What would my life have been like if I would have listened closer and applied sooner those things Grandpa Chappell had to share?”*

Do you know what’s interesting . . . As I think over the last 40 years of my life, as I rose to the President of the largest real estate franchise in the world, I now realize that the mindset of “I pretty much know what I’m doing.” does not end with teenaged boys or girls but actually can get much worse with adults and leaders/owners of companies. When we think we’ve got things figured out and pretty much together, that is when we know we’re stuck. What you are about to be exposed to, will, if you allow it, change your life forever. If you think it’s too complex, doesn’t apply to your business, or does not apply to the specific need you are facing right now . . . I would then reference the next story.

## The Golf Pro Story . . .

I, like many Presidents of large companies, love to golf and have invested in a lot of golf equipment to help improve my game over the years. A number of years ago I decided that I probably should have a golf pro give me some pointers on my game. After we had exchanged pleasantries he asked me to give him the club from my bag which I would never use because it never produced the results I wanted it to.



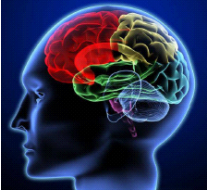
He dropped the golf ball, took that club that never seemed to work for me, and hit that ball so far, that it seemed like it went forever and was straight as an arrow. He put the club back in the bag and then casually said “Well Tom, we know it’s not the clubs, don’t we?”

Get a pro to help you install and use the systems you will find in this document. When you travel the world as I have and are exposed to all the things I have been exposed to, you think you’ve seen and experienced everything . . . until you see what you are about to see. **Trust the integrity of the system!**

# “Trust The Integrity Of The System!”

Tom Kunz





# Personality Masteries

*“Reaching beyond our dreams and goals in every area of our life.”*

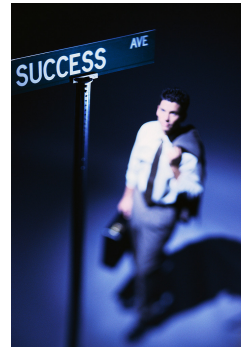
Welcome to the Personality Masteries team assessment and the team/leadership survey. The assessment and the following report will help your team to better understand one another and better function as a team. Personality Masteries has been developed over the last twenty plus years and is designed to help individuals and teams better understand themselves as well as those they work and connect with on a daily basis.

## **Overview**

Once we know an individual’s personality we know their strengths, weaknesses, why they are successful, what is holding them back from additional success, if they are married, what type of individual they are probably married to, strengths and weaknesses in the marriage, why they would like to work with you or if they would not, why not, and what you can do to better connect with them. We have individuals who have their Ph.D. in Psychology who go through the certification process and are amazed at how powerfully accurate the process/system is in understanding themselves as well as others. **Achieve success in all relationships in ways most people only dream of.**

## **Benefits**

Personality Masteries certification will bring value to our **careers** in helping us to clearly understand where we are gifted, why we have the passions and vision we do, and how to achieve more personal and professional success. Because we learn more about ourselves and those around us, Personality Masteries certification will assist us in improving our working relationships with those in the community, our spouse or significant other, our parents, children, siblings, friends, and any other relationship which is important to us.



## **The Secret To Success**

Personality Masteries certification will help us to learn how to ask ourselves and other people a few simple questions which will then reveal their personality. The process creates so much curiosity in people that they beg for additional information and wonder how you know so much so quickly about them.

The unique certification process helps you to apply what you learn after just two simple lessons. Imagine having deeper and stronger relationships where there is less stress and conflict and greater harmony individually and with the group as a whole.



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***"I have never seen anything like this. It is helping me personally and professionally. It is a scientific process for understanding people, which anyone can understand. I use what I have learned EVERY day!"***

*Dr. Gregory Simpson (Ph.D. in Organic Chemistry)*

***"This is the fastest, easiest, most powerful program/system for understanding personalities I have ever seen. It is presented in a way that anyone can understand and use every day in every area of their lives."***

*Dr. Pam Straker (Ph.D. in Psychology)*

***"Personality Masteries is the DNA for understanding people. As President of CENTURY 21, overseeing over 140,000 agents in over 70 different countries, I probably saw every personality assessment on the market. This is the fastest, easiest, and most comprehensive test anywhere and so very simple for people to pick up and use in every area of their daily lives."***

*Tom Kunz - past President - CENTURY 21*

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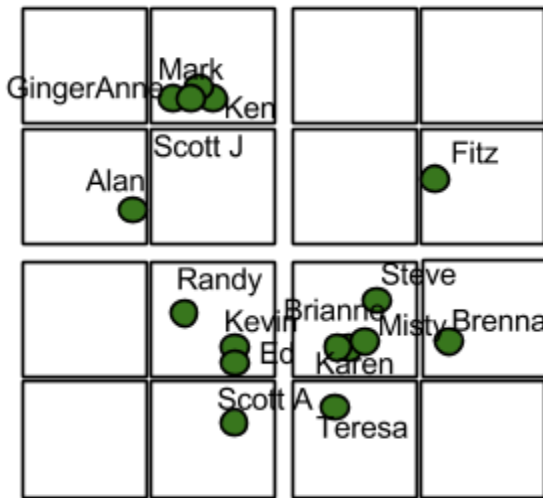
### **Personally & Professionally**

Have you ever known someone who didn't like you and you didn't know why? Imagine having knowledge and understanding which empowered you to have **control** over every situation where people are involved. Imagine having **more fun** with more people and creating laughter, excitement, and energy everywhere you went. Imagine **learning** how to have more and better relationships which would enable you to see greater success, in less time, in every area of your life.

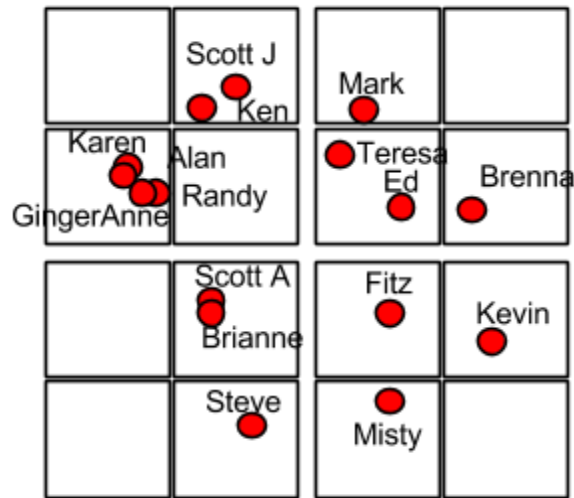


Another powerful aspect for team development is a leadership - team - personal assessment which gives us insight into how everyone, throughout our entire team, could perform at a higher level based on our personality and those around us. This assessment can be done for families, work teams, friends, clients, community groups, or any other group of people who are or would like to connect.

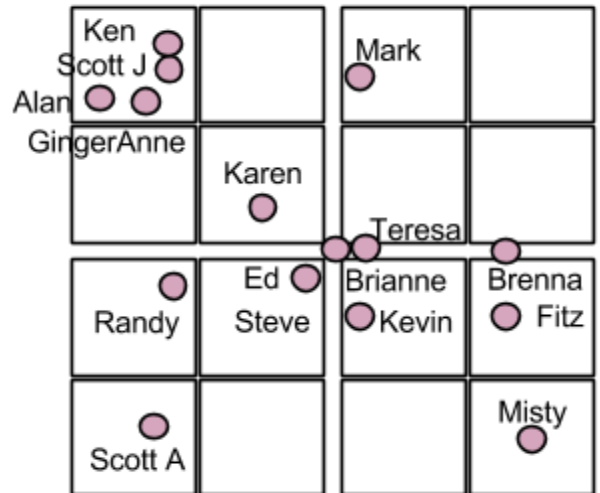
Geo Test



Pain Test



Combined Test



1	Ken	1243	1243	(2486)
	Scott J	1243	1243	(2486)
	GingerAnne	1243	1342	(2585)
	Alan	1432	1432	(2864)
2	Mark	1243	2143	(3386)
	Brenna	4213	4123	(8336)
	Fitz	3124	2314	(5438)
	Misty	2413	4312	(6725)
3	Randy	3241	1432	(4673)
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	Steve	2314	4321	(6635)
4	Kevin	4231	2413	(6644)
	Karen	2413	1342	(3755)
	Teresa	3412	3142	(6554)
	Brianne	2314	3241	(5555)

# Survey - Big Picture Overview



## Additional Questionnaire

Additional questionnaires/surveys can be done on people within a group. As we learn about the personality fingerprint of a group we then are in a perfect position to help each individual learn more about themselves as well as the team as a whole. As we learn to magnify the value/gifts of each team member then the team as well as each team member will see far greater success. *“We can accomplish far more together than we ever could on our own.”*

The following is one of the more popular surveys which can be completed within a company/organization with employees. Each team can customize the surveys to meet their specific needs.

From a 1 to 10, with 10 being the best, how would you rate the following:

### Leadership - 7.18

- 6.46** 1. Leadership - Understands team members
- 7.25 2. Leadership - Listens and is open to new ideas
- 6.37** 3. Leadership - Concern for each team member's life dreams and goal
- 7.55 4. Leadership - Understanding of how to best run a company
- 8.25 5. Leadership - Heart/Passion for other people

### Team - 7.80 (9% HIGHER than Leadership ratings)

- 7.82 6. Team - Listen & is open to leadership's input/suggestion
- 7.99 7. Team - Understands and buys into company vision
- 7.86 8. Team - Concern for owner's life dreams and goals
- 7.17 9. Team - Concern for the good of the team over self
- 8.15 10. Team - Competency within individual's positions

### Self - 8.68 (11% HIGHER than Team ratings)

- 8.56 11. Self - Hope that I will achieve my life dreams/goals with company
- 8.87 12. Self - Understanding of my responsibilities
- 8.38 13. Self - My vision, passion, excitement for being on the team
- 8.91 14. Self - How well I take action and do what I need to do to see success
- 8.66 15. Self - Honesty with my true thoughts and perspectives

- 8.89** 16. Self - Coachability (110% higher than Synergy's rating)
- 4.24** Synergy's rating

- 5.86 17. Trust Others
- 8.95 18. Would like to (Would like to trust people 53% more)
- 9.46 19. Trust Self (61% more trust of self than others)

# Chamber Of Commerce / Associations



## Community Based Organizations

We have found that Personality Masteries is one of the most effective tools/systems in helping community based organizations create the greatest impact for their members and those they serve. It seems, that there are 3 R's to success as it relates to seeing greater success within any **community based organization**.

If you are a business organization and not working closely with community based organizations you are missing a huge opportunity to bring value to others while growing your company. Personality Masteries and other associated tools and resources were designed to help your local chamber and/or association to better help you as you help them. When we partner with community based organizations we create WIN WIN WIN situations for everyone.

*“We can accomplish far more together than we ever could on our own.”*

## 3 R's To Success

### **Retaining Current Members (R1)**

Retaining current members is critical to any community based organization and to do that is both an art and a science. We need to understand their biggest challenges, what they would love help with, what their needs, wants, and desires are . . . and the most effective way we have discovered to do this is through surveying members and discovering the personality map for members.

We often believe we are implementing strategies or programs for the benefit of members, only to discover, that members are not embracing what we are offering. Often the offering (new programs) is something which will help members. but the communication of how that offering will bring benefit to the member, based on their own unique personality, is not communicated to our members based on their personality which prevents them from seeing the value. The [5/30 Grid](#) + [Personality Masteries](#) + [Natural Laws](#) within [Career Success](#) will help you to not only retain members but create members who are RAVING FANS.

### **Recruiting New Members (R2)**

As a community based organization we need to continue to attract new members and that takes time and resource, often time and resources we do not have. When we leverage the [5/30 Grid](#) we learn how to generate more and better leads, market to those leads in a more effective manner, use systems to convert those leads in a more effective manner, and turn our service of our current members into a new member recruiting machine.





### **Restoration Of Old Members (R3)**

Restoring past members is often the hardest of the three “R's.” There is a science to doing this and with the right tools and systems, in combination with Personality Masteries we will build a system which will do this on a consistent basis, but will function with minimal time and resources from the chamber.

In most situations this type of program does not require any additional funding for the chamber or association as sponsors are easy to find as these types of partnership relationships will always create WIN WIN WIN for everyone. NOTE: Community based organizations can be chambers, associations, churches/religious based organizations, or any other group/organizations which serves the community.

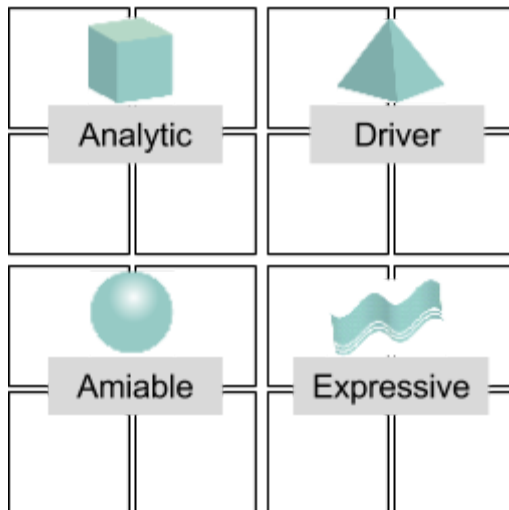
# The Science Behind The System

Within Personality Masteries an individual can be one of 4 major personalities, 16, when you look at primary and secondary, 64 when you look at three, and 256 when you look at all 4 personality types. When you combine the Geo Test (4 shapes) and the Pain Quadrant testing (what would cause you the most frustration) there are 65,536 possible combinations.

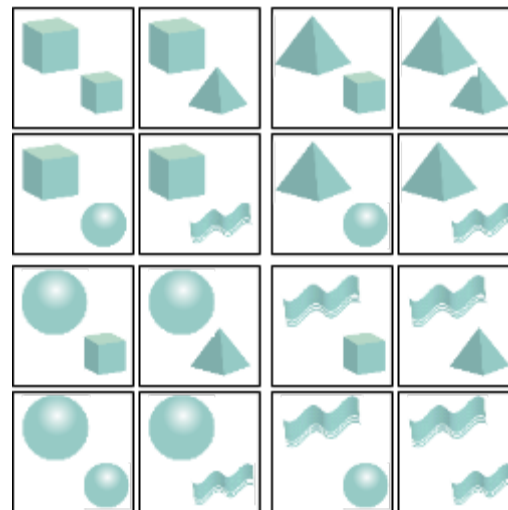
Test 1: Geo Test     = Analytic     = Driver     = Expressive     =Amiable

Test 2: Pain Test    **Analytic** = **Out of order**                      **Driver**        = **Out of control**  
                                  **Amiable** = **Conflict with others**            **Expressive** = **Boring or not fun**

4 Major Personality Types



16 Major Personality Types



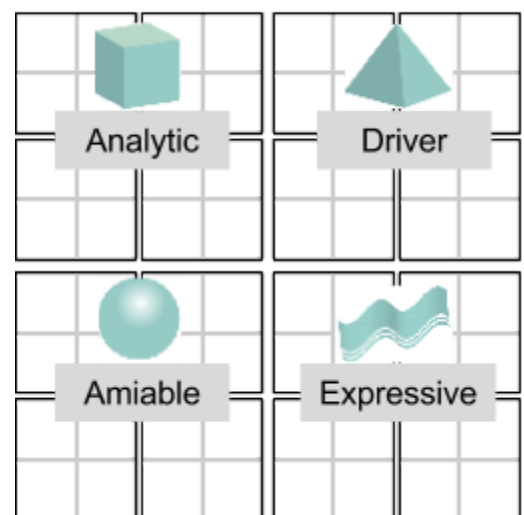
What people/companies love about Personality Masteries is the speed of which someone can learn how to identify someone’s personality, the speed (15 seconds) for which it can be done, and the accuracy. If an individual desires to just learn how to identify the four personalities it will change their lives forever.

If an individual enjoys the learning, as most do, they will gradually over time, become experts in Personality Masteries and every day they will learn something new.

***"This is the fastest, easiest, most powerful program/system for understanding personalities I have ever seen. It is presented in a way that anyone can understand and use every day in every area of their lives."***  
*Dr. Pam Straker (Ph.D. in Psychology)*

Keep it simple and just use the four personality types or use both tests and learn how there are small differences which can make a very big difference when you learn how to identify and understand all 65,536 possible combinations.

64 Personality Types



## **Big Picture**

Within Personality Masteries an individual can be one of 4 major personalities, 16, when you look at primary and secondary, 64 when you look at three, and 256 when you look at all 4 personality types. When you combine the Geo Test (4 shapes) and the Pain Quadrant testing (what would cause you the most frustration) there are 65,536 possible combination.

What people love about Personality Masteries is that it takes very little training to have a good understanding of it and you can start to apply it very quickly. Another thing that people enjoy is that the more you know about it, the more you know you don't know. Individuals can learn something new every single day.

If you or someone didn't want to take the test, thought it was a stupid test, or just couldn't make a decision then that person is a unique personality we refer to as a Chameleon personality. Whatever an individual tested out to be, they are not good or bad personalities, the personality of an individual is what it is. Each personality has its own strengths and weaknesses. One personality is not better than another; each one is just different. Understanding our own strengths and weaknesses enables us to assist others and relate to those who see things differently than we do.

## **Opposites Attract**



Opposites tend to attract, which provides an opportunity to grow in areas where we are weak by interacting with those unlike us. Our greatest area of strength will usually also be our greatest area of weakness when we take it to extremes. Usually there is someone in our own family and/or work place, who has talents and skills that are totally different from our own; if we learn to appreciate their strengths and more fully understand our weaknesses, we can work better as a team.

We will also have more opportunities to reach our full potential when we are around people with opposite personalities.

There are some unique personalities who hate to be tested, do not like to “be put in a box,” and don't like others to know them in greater depth. This is alright, there is nothing wrong with being this way, again . . . it is what it is. Sometimes people have experienced the misuse of personality testing which can create a distrust of the system or process. Within Personality Masteries, there is an effort to never make a negative judgment, just to understand the truth about each of us.

There are other times where individuals will greatly resist some part of the analysis. With 65,536 possible combinations, it's obvious that this test, as with any test, as with any individual, that nothing is perfect, and we, as individuals probably do not know ourselves perfectly either. It is kind of interesting, when often people who resist the information the most and will deny the data applies to them, will have friends and family members or coworkers often smiling and saying to themselves “It applies a lot more than the individual would like to believe.”

## **When The Test Does Not Seem To Work**

If someone resists it greatly, then there may be 1% truth to it or 99% truth. As the saying goes, “When the student is ready, the teacher will appear.” Actually, it seems, that the teacher is always around us and we are the ones that just need to be ready to grow and change to achieve our full potential.



When the two tests match, it means something and when they do not it means something else. Again, it's not good or bad, it is what it is. If the two tests match or come close to matching it is easier to read the individual. If they do not match then that individual will tend to be much harder to read and understand. They can shift from one personality to another.

## **Benefits**

### **Personally**

When we better understand ourselves we better understand our life goals, what we are passionate about, why, what motivates us, why we are motivated, and why we do not do things we know we should be doing.

Our greatest strengths are our greatest weaknesses and our greatest weakness is just our greatest strength misapplied. When we learn how to control our own energy or personality strength, we will see greater success in every area of life we value.



Different personalities also will view money in a different way as they also view success in life, career, relationships in different ways too. Learning how we value things in life and how others will have different values helps us to have greater success in every area of life.

### **As a Team**



Being a part of a team obviously has stresses. As a result of better understanding not only our own gifts – strengths and weaknesses, we're able to understand the entire team and each individual on that team in a very different light.

This raised awareness provides a foundation for better teamwork, accomplishing more together, with deeper understanding, friendship, and greater working relationships.

### **Within Community**



As we better understand personalities we better understand the community as a whole as well as specific leaders within the community. This helps us not only have better community relations but also helps us to navigate community relations, compensation, budgets, press, and having positive interactions with other groups in the community.

## **With spouse or significant other**



There are obvious stresses in relationships. While all professionals like to think that we are able to separate our personal from our professional life, the truth is that one does affect the other, either in a positive or negative way.

Since opposites tend to attract in relationships this can cause stress which would be avoided if we better understood our spouse or significant other. What causes pain for one personality type, can actually cause pleasure for another.

Through Personality Masteries we learn to better communicate with our spouse or significant other. As we learn to communicate/connect with them in a better way that will help us professionally and as we grow professionally, we also improve personally. Each will compliment the other.

## **As a Parent**

When we are better able to understand our children, family relationships improve. As family relationships improve, it helps to reduce overall stress in the workplace. Personality Masteries, along with the understanding of many other natural laws discovered through Life Masteries Institute, provide tools and resources to help improve our parenting skills and the relationship we have with each of our children.



## **With Friends**



Friendship with all types of personalities helps us to be more rounded and have more fulfillment in every area of our life. Personality Masteries provides insights that will affect every friendship and human interaction we have.

## **When Coaching**

It seems, that all those who have succeeded in any area of life have had great coaches and/or mentors. When individuals become certified in Personality Masteries they immediately become better coaches/mentors. When we understand at the core/DNA level how we are different than others, we understand that others can be as successful as we are, but will do so in a different way. When we master Personality Masteries we start to see at the deepest levels that we have something to offer everyone we come in contact with . . . and everyone we come in contact with has something to offer us as well.

If we are being coached/mentored or managed by anyone personally or professionally, we should insist that they be certified in Personality Masteries. Why? Everyone of the 65,536 possible combinations of personalities will see success for very specific reasons and will be held back for those very same reasons. Individual(s) coaching us will naturally seek to understand us through their own eyes and understanding of their life experiences.

What created success for them personally, based on their own life experiences, is very different than what is required for us to see success. If the individual coaching/managing us does not deeply understand their own weaknesses, prejudices, tendencies and flaws they will often help us in one area, but will inadvertently hurt us in other areas of our careers/life.



## Personality Types

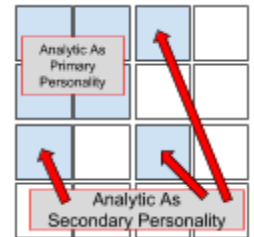
■ **Analytical** - Less aggressive, focusing more on the task than on people.

The analytic personality's greatest strengths will tend to be they like to dot their i's and cross their t's. Their greatest weakness will be . . . they tend to dot their i's and cross their t's. Our greatest strength is our greatest weakness and our greatest weakness is just our greatest strength taken too far.



What causes the analytic personality pain is when things are not done properly and in order. This pain is what gives the analytic very powerful energy to succeed in life. This energy is also what holds them back.

Individuals who are analytical may tend to be perfectionists at times and love details. They tend to be good with details, like things to be in order, and think in an outline format. They can struggle with self-esteem issues because of their unrealistic expectations of themselves and others. They can also struggle with pride because they follow directions well and do what they are told, which may result in looking down on others because they do not do things as well as the analytical believes they should be done. Analyticals hate to be wrong, and even if they are, they will have enough information to make it look like they are right. In many situations, these individuals will be firstborns.



As we drill deeper into the understanding of people and their personalities we start to realize that the secondary personality of an individual has almost as much influence over the individual as their primary. When our primary personality is analytic (upper left) we are driven at the primary level based on our analytic energy. When our secondary personality is analytic - Driver/Analytic, Expressive/Analytic, or Amable/Analytic our analytic energy can kick in at any given time.

This creates a new level of complexity as it's not just the analytic energy that we must understand but the blended energy of the primary personality in addition to the mixture of the secondary as well. When we combine the different energies in a different order, we see a response, a thought process which is very different.

For example, the analytic/driver personality, on the surface may seem very much like the driver/analytic, but they are very different. What makes it complex to deal with people is that two people who seem to be very similar on many things, when given a different situation, requiring different energy, will respond in a totally different way. When this happens in our careers, relationships, or friendships it will not only create confusion, but also frustration and a loss of productivity.

What is exciting about Personality Masteries is that it is so easy to pick up, understand, and gain value from. What keeps people engaged, for a lifetime, is that the more you know about Personality Masteries the more you know you don't know.

Another major reason companies will have all their team members go through Personality Masteries Certification as well as additional training for specific areas within their careers is that this training not only helps employees perform better individually but also in a group as well. Employees also love the learning as they are able to immediately apply this to their personal relationships outside of work.

Employers enjoy when employees are applying Personality Masteries in their personal lives, because the more they learn about themselves and others around them, the more productive the employee/team member will be. It creates a WIN WIN WIN for everyone.

► **Driver** - More aggressive, focusing more on the task than on people.

Driver's greatest strengths tend to be their drive, aggressiveness, they make things happen. Their greatest weaknesses tends to be their drive, their aggressiveness, they like to make things happen. Our greatest strengths are our greatest weaknesses and our greatest weakness is just our greatest strength misapplied, taken too far.



What causes the driver personality pain is a loss of control. The driver is actually a very sensitive personality type but often others do not realize this as they are sensitive to things that the other personality types are not. They are very sensitive to a loss of control and see/sense a loss of control before anyone else is able to.



Some people believe drivers are control freaks, when often, it's not that they need to be in control of things but someone does. If things are not in control then they will tend to be very willing to jump in and gain control.

If they believe things are out of control, they will usually do anything they can to gain control, even if it means running over someone as they believe that one person getting hurt is a lot better than a whole group of people being hurt. They tend to be very aggressive and can struggle with being too pushy with people. They do not like their freedom to be restricted, and they are willing to take great risks to achieve their goals. They like to be in leadership positions and often are unconcerned when they hurt people's feelings. They can struggle with people seeing how compassionate they are while other personalities will often look like they are compassionate, but in reality they are not. Drivers hate to lose. In many situations, these individuals will be second children.

Each individual will have a primary personality and then a secondary personality. The primary personality is often a combination of their DNA and their birth order and seems to be pretty much in place at birth or within the first few years of life. The secondary personality tends to be more environmental which would include how our parents raised us as well as our career i.e. those people around us and how their energy gets transferred over and interacts with our energy.

Our primary personality is pretty much rock solid and will not change but our secondary can change. Our blended personality, the energy from all our personality types is what gives us the overall energy we tend to have which largely causes us to learn to think and do what we think and do.

If someone is a Driver/Analytic personality that is a very different personality than a Driver/Expressive personality. The Driver/Analytic will tend to want to do things FAST & PERFECT and in that order. The Driver/Expressive personality will tend to want to do things FAST & FUN. Over time we will learn not only how the primary and secondary personalities interact together but also how the third and fourth personalities come into play as well as how the Geo energy and the Pain energy causes people to show up as very different people at different times.

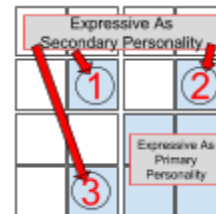
The more we learn about the 4/16/64/256 or even the 65,536 possible personality types the more we'll have confidence that we really do understand ourselves and those around us.

**Expressive** - More aggressive, focusing more on people than tasks.

The Expressive's greatest strengths tend to be their energy, excitement, and millions of ideas. Their greatest weaknesses tends to be their energy, excitement, and millions of ideas. Our greatest strengths are our greatest weaknesses and our greatest weakness is just our greatest strengths misapplied, taken too far.



The expressive is often the last born and loves to be the center of attention. They love to have a good time and are good at doing many things at the same time. They have struggles with follow-through and will often sacrifice quality in order to move on to something new. They are aggressive like drivers but are very people-focused, similar to the amiable. They do not like to look bad in front of others and will do anything to get out of doing something that is "boring." Expressives will often struggle with focus and direction as they have so many interests. To them, it is boring to do only a few tasks at once.



If someone has a secondary personality of the Expressive such as the Analytic/Expressive, the Driver/Expressive, or the Amiable/Expressive personality it will cause a person to "show up" in a very different way than if they had some other personality type as a secondary personality.

The Analytic/Expressive **1** will have a great deal of inner conflict in that the Expressive energy in that type of person will tend to offset the Analytic energy. With both energy's in the same person, it will cause this type of personality to be wildly successful at times and to crash and burn at other times. This person will be greatly confused at times as will be those around this type of person.

The Driver/Expressive **2** personality type will have twice the aggressiveness of most personality types where they will be aggressive in getting tasks done as well as social interaction with people. While both "1" and "2" have the same secondary personality type their primary personality type is what causes a very different approach to life, people, relationships, and even how they view success.

The Amiable/Expressive **3** personality type will be very different than "1" and "2" in that they are a double portion of focus on people. This will give them far more "compassion" or patience with people at least as it relates to getting the tasks done. This personality will tend to have challenges getting tasks done themselves as people are always coming to them with all types of issues and since they have the amiable personality type they will not want to "turn people away" and the expressive personality type just likes to talk with people. Will be very connected, people will tend to love this type of personality but will have some real challenges in getting tasks done.

Once we start to see the power of understanding the 4 personality types and how much of a world of understanding that gives us in connecting with people, we can start to look at the two different types of tests, the Geo, and the Pain. At times these two tests will match but most of the time they will not. Sometimes they are close to matching and other times they are totally opposite.

Geo Test		Pain Test		Combined	
2	3	2	1	4	4
1	4	3	4	4	8

When we deeply understand that there is no right or wrong personality type and each one of the 65,536 possible combinations has strengths and weaknesses we can then set out to really discover the gifts each personality type has and how we can better work together.

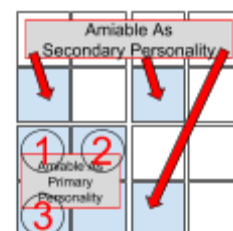
● **Amiable** - Less aggressive, focusing more on people than tasks.

An amiable's greatest strengths tend to be their concern and compassion for people. Their greatest weaknesses tends to be their concern and compassion for people. Our greatest strengths are our greatest weaknesses and our greatest weakness is just our greatest strength misapplied, taken too far.



Amiables are often middle children and will work hard to keep peace within the family. They hate conflict and will do anything possible to avoid it. They are good at building agreement within a team and bringing people together. They are good at building loyalty and trust within a group of people. Loyalty is extremely important to these individuals. Because they do not like conflict, they will often hold things inside, which can cause bitterness. Amiables will often be the most stubborn of the four personalities if they feel very strongly about something, even though they will often tell you what you want to hear to avoid hurting your feelings.

If we were to look at the three Amiable personality types, we would see some very interesting types of things. The Amiable/Analytic **1** personality type would be concerned about people and about getting things done properly and in order. This would cause some measure of inner conflict. This type of personality will also tend to be very stubborn and have a great deal of energy from being an analytic to have a lot of data to back up their stubbornness as well.



The Amiable/Driver **2** personality will want people to be happy but will also want to get things done as well. They, at times, may try to warn someone that they are going to get run over, run them over and then feel bad and apologize for running them over. That attitude/perspective way to see the world in a very different way than, let's say, the Driver/Analytic personality, which will probably not give a lot of warning but will just run someone over as they "should know better" and then explain why that person deserved to be run over.

The Amiable/Amiable **3** personality type is the least aggressive of all 16 personality types and will be very laid back, easy going, and kind of let life be whatever it is. This type of personality will tend to attract a Driver/Driver personality which creates a situation which is, let's say . . . very interesting.

When we learn how the blended energy of our various personalities affect how we SEE - UNDERSTAND - and DO things we start to take control of our energy, our personalities, rather than that energy controlling us. This will help each one of us to better understand how to prevent our strengths from becoming weaknesses and will help us to value, appreciate and understand others around us.

As we understand and value others we then put ourselves into a position to learn from others much faster and in a more precise manner, to where we can input their energy and/or leverage their gifts in a more effective manner, therefore; achieving our own personal goals faster and with less effort as well as the goals of the team and those around us.

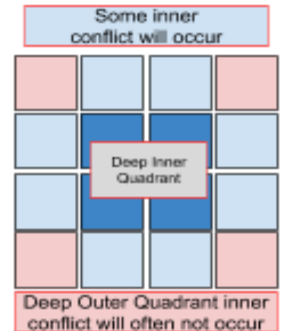
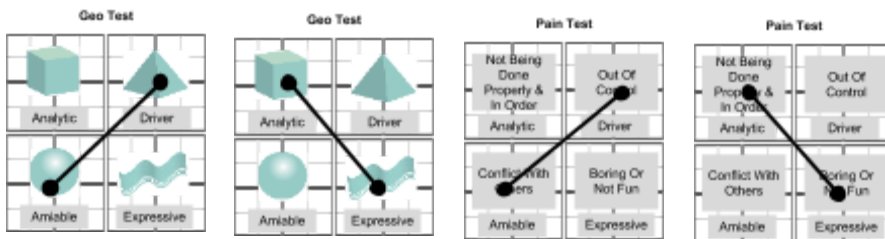
## ? Inner-Quadrant or Chameleon

A Chameleon's greatest strength tends to be their flexibility. Their greatest weakness tends to be their flexibility. Our greatest strengths are our greatest weaknesses and our greatest weakness is just our greatest strength misapplied, taken too far.



If you believe you exhibit traits from different categories, you may be an inner-quadrant personality. These individuals may dislike taking the test because they see themselves in multiple personality categories and may have a hard time answering the questions. These individuals tend to be "chameleons" and can adapt to any environment. They will also tend to have more inner conflict because their primary personality is constantly "fighting" against their secondary personality.

There are four of the deepest inner quadrant personality types which are represented by the dark blue. These individuals either chose opposite shapes and/or opposite things which causes them frustration/pain.



The other way to be an inner quadrant personality type is that you can choose one type of answers for the geo test and very different answers for the pain testing. The light blue are those who have some level of inner conflict.

The pick boxes are those who tend not to have inner conflict as they are in the deep corners of the Personality Masteries grid.

What's interesting about people is that those who have inner conflict often should not and those who don't have inner conflict often should. When we understand at a deep level our inner conflict and as to why it is there we are able to understand all the positive energy that comes along with inner conflict and how that inner conflict will help us to see greater success in every area of our life.

Due to the 65,536 possible combinations the learning in Personality Masteries really goes on for our entire life. If you are looking to see greater success in any area of your life, then the deep understanding of Personality Masteries will help you achieve that goal.

# Next Steps . . .

## **Step 1: Examination**

Review the information in the report from the testing which has been completed and talk to your Personality Masteries certified consultant.

There are a number of different types of evaluations which are available in addition to the basic one. Check with your certified consultant for their recommendation.

## **Step 2: Solutions**

People tend to like three types of solutions, a basic, an intermediate, and an advanced solution.

**Basic** – A phone review of the report with the leadership team along with suggestions on what should be the next steps.

**Intermediate** – Develop a detailed ActionVision team plan which lays out the vision for the group as well as what specific actions will be taken, by whom, when, and how those actions should best be taken. The ActionVision plan will be scored monthly and leadership/team coaching will be provided.

**Advanced** – As the Intermediate plan is implemented and there is a desire to expand what has been learned to others, individuals within the team may be certified to provide the consulting and leadership coaching to others in the community, to community business groups and to provide good will.

## **Step 3: Implementation**

Implementation is where most teams fail. Individuals or groups get very excited, are motivated, but often do not follow-through. There are many different methods, resources and tools to assist teams with follow-through and every implementation plan can be customized to meet the teams needs as well as budgets available.

**OnLine University** – This is the most affordable option and is the most flexible as well, because courses are available 24/7. Courses are available in Personality Masteries certification, leadership, team development, planning, family, and many other topics of interest.

**Group Coaching** – Get together with other leaders in the community, and/or business world. This can be something offered just for the team or other groups of people. Group coaching sessions can be customized, recorded, and shared with every future team member as a way to affordably build culture for every current and future team member.

**One On One Coaching** – This provides custom leadership/team coaching for individuals within the team. This is very powerful because it addresses specific needs of individuals.

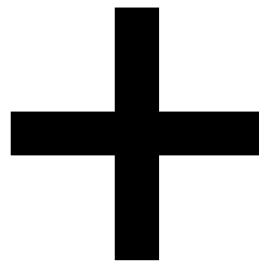
**ActionVision** – [Click Here](#) - The ActionVision (AV) system is designed to build a custom plan for an individual and/or a group of individuals. Those who go on AV, on average will see a 35% increase in work productivity within 60 days, over 95% of those who start will follow-through, and there is a positive 4% correlation between efforts invested and results accomplished.

AV utilizes one on one coaching, group coaching, and the online university to provide a unique, blended experience to help individuals see the most, understand it quickly, and then take action to change in the least amount of time.

The follow up consulting/coaching plan should be built and implemented based on the data from the surveys completed. There are over 120 Natural Laws Life Masteries Institute and our network have discovered to leadership, human development, performance, and helping people.

When these laws are applied in the right way, in the right order, at the right time, by the right people we will see amazing results. A certified consultant has hundreds of hours of training, millions of dollars in technology to support them and assist you and your team see greater success in less time, with less effort.

The following pages will assist in developing the best resources needed to assist you achieve your stated goals. Each one of the following solutions have incorporated the 5/30 Grid - [Click Here](#) - which is the DNA for business AS WELL AS Personality Masteries which is the DNA for understanding and motivating people - [Click Here](#) - to achieve their full potential.



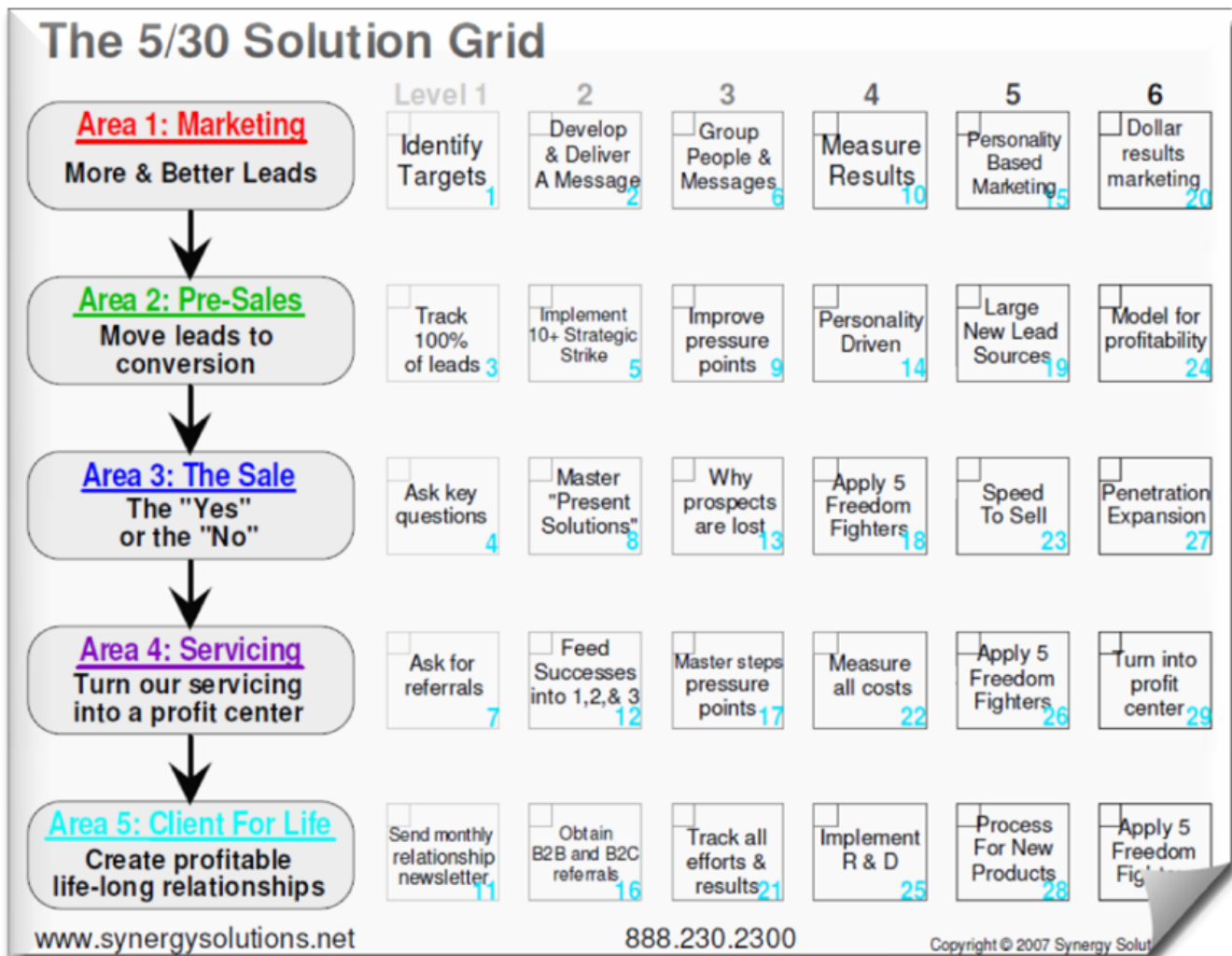
As we incorporate Personality Masteries throughout every part of our DNA within our company we will see greater success, with less effort, in less time as a result of every team member better understanding themselves as well as those around them.



- For Businesses - [click here](#) -

- For Community Based Organizations - [click here](#) - [click here](#) -

NOTE: Click on the boxes in the above links for specialized lessons.





The following solutions are powerful and are often done in the order listed below.

### **Business Operating System - [Click Here](#) -**



What does every company who is wildly successful have in common? They have a business operating system which assists them duplicate themselves and scale their success upward. Our very own customized BOS will help us build a unique operating system which will empower us to gain more and better of the right leads, convert those leads faster, close those leads with less resources, service those leads in such a way that we build a referral development machine. Once sold, our BOS will then go on to create such an amazing servicing experience that our current and past clients will come back to us over and over again and refer others in their network to work with us.

### **Personality Masteries - Level 1 Certification - [Click Here](#) -**



What does every successful BOS start with? Seeing success on the people side. When we learn how to understand ourselves and those around us better, we see greater success. By learning how to identify someone's personality in 15 seconds and how to relate, connect, and think like that person we will see greater success in every area of of our life. Personality Masteries is the DNA within BOS to success with people.

### **Marketing Solutions Provider (MSP) - [Click Here](#) -**



This highly sought after designation provide businesses/organizations the confidence that they consultant/coaching/advisor contracting with has been trained in the art and science of implementing proper systems. Business owners who have contracted with a MSP have said that they are far higher trained in the science of making a profit than MBA's. Personality Masteries is the first certification they go through, 5/30 Grid is second, and then there are hundreds of other courses - training - and mentoring tools, systems, and processes which make the MSP who they are and gives them the ability to do what they do. The MSP is there to help businesses select the right way to build their businesses and to take whatever is invested into the business and produce a dollar return and time savings.

### **Business X-Ray/Other Assessments and ActionVision - [Click Here](#) -**



How important is having a map to arriving at our destination? Do we currently know how to determine the great actions we need to take and then measure our efforts as well as correlating our results to those efforts? If we do the right actions, in the right way, over the right period of time we will produce the results we desire. The ActionVision system is the tool we use to achieve the success in every area of business.

**Leadership Development** - [Click Here](#) - For additional information

**Leadership**  
Excellence In  
Leadership & Success

Culture &  
Values  
A1

Vision  
A2

Belief &  
Knowledge  
A3

DO  
A4

GIVE  
A5

Our  
Legacy  
A6

Are we strong leaders? If we say “Yes” how do we really know? Do we realize that our company/organization will only be as strong as the Vision we set and the culture/values we precisely develop? Does our BOS help to instill the self belief in people to create confident team members who explore opportunities which will set us apart from the competition? Are we a company where we know how to take the dreams of each team member and follow through with the right plan, the right actions, done in the right way, over the right period of time? Do we have a culture which gives far more than we take and will leave a powerful legacy to future generations?



Do you have profitable partnerships? What would happen to your business if you had a system of creating partnerships which would create WIN WIN WIN with every one of your clients and those throughout your network? Profitable Partnerships is a 14 week series which trains your leadership team and key team members on how to be great leader while partnering with others.

**Profitable Partnerships**  
Creating WIN WIN WIN

Level 1

2

3

4

5

6

HOPE  
Time  
B1

Head  
Talents  
B2

Heart  
Treasure  
B3

Hands  
Trust  
B4

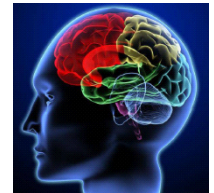
HELP  
Truth  
B5

The  
NEXT  
Dimension  
B6



We can think of the 5/30 Grid as a pipeline with five pipes. We as a company are only as strong as our weakest pipe. For our BOS to be successful we need a system, a process which has tools which assist us in determining the best actions to take, how to measure if we are taking those actions, and if those actions we are taking are producing the desired results needed to achieve our overall stated goals.

Specialized training which combine the training of the specific area of our business along with the science of Personality Masteries assists us to build the soul of success throughout the entire DNA of each of the five areas and thirty boxes within the 5/30 Grid. When we integrate the DNA for business, the 5/30 Grid, with the DNA for people, Personality Masteries, what do you believe you’ll receive? A blended system so powerful that the vision of your company will be achieved as a result of tapping into the full potential of every single team member.



**Area 1: Marketing** - [Click Here](#) - For additional information

**Area 1: Marketing**  
More & Better Leads

Identify Targets 1

Develop & Deliver A Message 2

Group People & Messages 6

Measure Results 10

Personality Based Marketing 15

Dollar results marketing 20

If you had twice as many leads coming into your business would you double your sales/profits? Most companies say “Yes” when in fact this is often not the case. Why not? We often do not see success when it looks like we should, as a result of not understanding the deep laws of success.

One of these laws is the 4 Q’s to success - (Q1) Quantity of Leads, (Q2) Quality of Leads, (Q3) Quality of Efforts to convert the leads, and (Q4) Quality of efforts to convert a lead. When Q1, goes up, normally Q2, Q3, and Q4 will go down. This is often the way when we increase the leads coming in, we actually will do less sales. If we do not build success based on natural laws much of the time, money, and energy we invest will not be leveraged.



**Normal Cycle**



**With Proper Coaching**



When we learn and apply the six levels in Area 1: Marketing with the full integration of Personality Masteries into each lesson/level we will not only generate more leads but also better leads. When we generate more and better leads in full cooperation/integration with the other four pipelines, we have full confidence that our overall profits will increase significantly.



Are you looking for innovative ways to market, to reach out and show how different you are from your competition? Are you looking for a way to set yourself apart and show the marketplace how much value you can bring into the lives of your clients? Are you looking for ways to reach directly into the very core of someone’s personality and speak to them in a way they have never be spoken to in the past?

**Check out Personality Masteries - Marketing Resources - [Click Here](#) -**

**Area 2: Pre-Sales - [Click Here](#) - For additional information**

**Area 2: Pre-Sales**  
Move leads to conversion

Track 100% of leads **3**

Implement 10+ Strategic Strike **5**

Improve pressure points **9**

Personality Driven **14**

Large New Lead Sources **19**

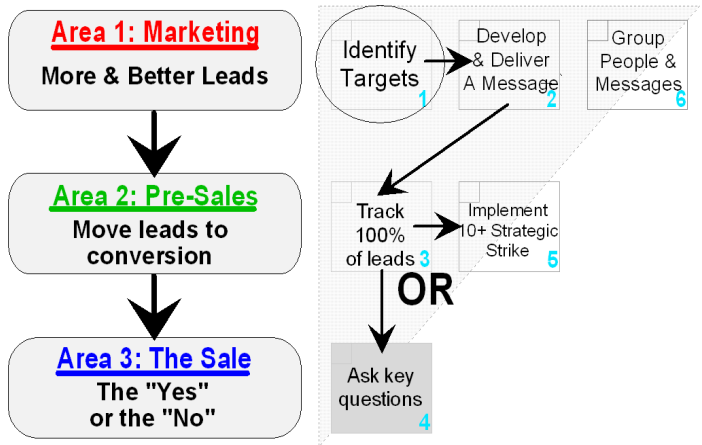
Model for profitability **24**

Once we have generated the lead in Area 1: Marketing, then Area 2: Pre-Sales takes over . . . or it should happen that way. Many companies combine Area 2: Pre-Sales with Area 3: The Sale, not realizing the massive lost opportunities which happen as a result of doing it this way.

Once the lead drops down from the marketing funnel into Pre-Sales, Pre-Sales will make the decision if they should pass it on to sales or if that lead needs additional nurturing prior to sending it to sales.

Why is this so critical?

Most sales professionals are really designed to be sales closing machines and if they obtain a lead which is not ready to close they will still often seek to close that lead. That is not only not good for the prospect but also not good for the company if they succeed in closing the sale.



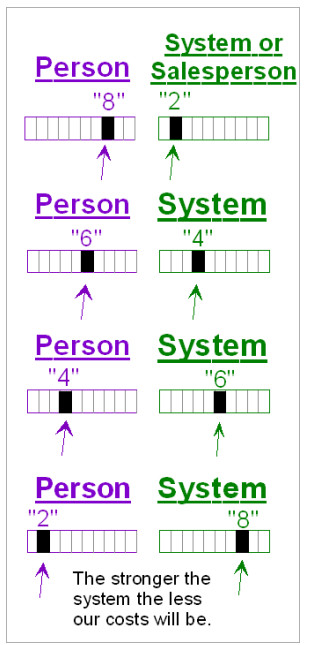
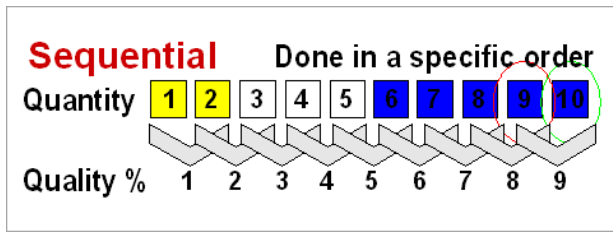
**Area 2: Pre-Sales**  
Move leads to conversion

While every personality type can be successful in pre-sales or sales those who tend to do the best in pre-sales are the analytic or the amiable personality type. Those who tend to be natural closers, who do well in Area 3: The Sale, will tend to be more the driver or the expressive personality type. When we leverage the natural personality gifts of individuals to their positions we not only gain additional productivity but also people are a lot happier.

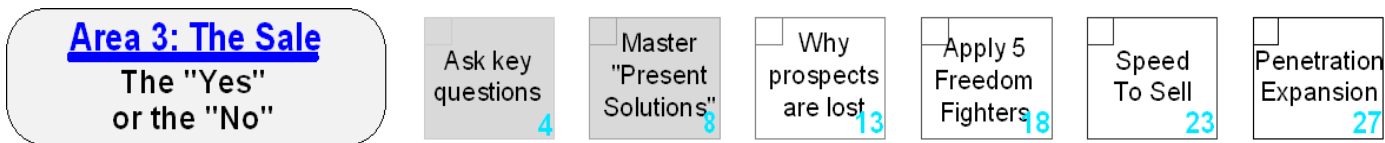
**Area 3: The Sale**  
The "Yes" or the "No"

Do we have a system by which we rate every lead which we earn access to? Normally if the lead is a "7" or higher, on a scale of 1 to 10, with 10 being the highest/best lead, then Pre-Sales would pass those leads along to Area 3: The Sale and pass them along all set up to close. If the lead is below a "7" then normally Area 2: Pre-Sales should continue to work those leads through Box 5, a Strategic Strike.

Based on different university studies the average number of contacts which must be made to close a sale is between 6 and 10 contacts. Those same university studies show that the average sales person will only make 1 to 2 contacts before giving up. We need to build a system, based on our deep understanding of personalities, to nurture the weak leads to stronger leads and dish those leads from pre-sales into sales. The stronger our system is, the lower the quality of lead we will be able to convert.



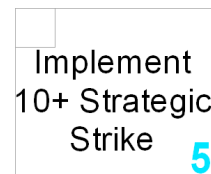
**Area 3: The Sale - [Click Here](#) - For additional information**



Have you wondered what the secret is to reproducing your best salespeople?

Do you find that it interesting that we often have systems throughout the entire company but when it comes to sales we often scratch our heads and wonder what systems we need to implement to capture the magic that every amazing sales person has?

Actually much of the secret is buried deep in one box within the 5/30 Grid that isn't even in The Sales area. It's Box 5 - Implement 10+ Strategic Strike. As we learned in the previous section the weakness, the flaws within most sales professionals is that they often do not have the deep disciplines and/or systems in place which help them to nurture weaker leads.



- [Click Here](#) - for more details. This seven week course, titled Prospect Conversion System or

PCS could double your sales, without any additional leads, any additional money being invested, without any additional people, it's learning to better work all those leads we currently have. This course would be a great course actually for every single person in the company to go through. Why? This simple seven lesson/week course helps everyone to understand that it it all about the client and that each person on the team has a special piece they can contribute to the conversion of leads. Think about it . . . how many leads, out of ten, are you converting. What if every single person on your team were focused on converting just one more lead out of ten? What would that do to your sales?



A couple of other weaknesses that many sales professionals fall into is that they often forget it's all about the client and not about their amazing ability to sell. Many sales professionals start out well in that they ask great questions, Box 4, and then present the solution. Over time though, sales professionals often forget the importance of asking the best questions and go far too quickly to Box 8, Present Solutions. The sale is NOT made in the presentation of the solution, but in the asking of the questions.

Once we've gone through the Personality Masteries certification course we understand that there are 16 different personality types when we consider a person's primary and secondary personality type. 1/16th is 6.3% which means the average person off the street could sell to 6.3% of the people they talk with. When we consider that the average sales professional only converts 10% that's not a lot more than 6.3%.

People are people and we all tend to sell to others the way we want to be sold to. We tend to think that others will think and respond the way we think and respond which is only true 6.3% of the time. When we integrate the 5/30 Grid and specifically Area 3: The Sale with Personality Masteries and then integrate natural laws into powerful system, we will convert more of the leads we have invested so much time and money creating.

**Area 4: Servicing - [Click Here](#) - For additional information**

**Area 4: Servicing**  
**Turn our servicing into a profit center**

Ask for referrals **7**

Feed Successes into 1,2,& 3 **12**

Master steps pressure points **17**

Measure all costs **22**

Apply 5 Freedom Fighters **26**

Turn into profit center **29**

Is your servicing group the most profitable area within your whole company?

Probably not! Why not? It's because we do not view servicing as a profit center but a cost center. Interesting, isn't it, that the part where we deliver what we say we are going to deliver to the customer is the part that we often try to cut costs to save money . . . not realizing that when we cut costs we actually are cutting dramatically into profit and don't even know it.

When we use Personality Masteries to build a servicing system which treats our clients the way they want to be treated, not the way we in servicing and/or leadership believe people should be treated, we not only will reduce our costs but will improve the servicing we provide to our clients.

How will our clients show their appreciation for how we service them? They will give us more referrals. It's actually pretty simple when you think about it.

Does everyone in servicing really understand their value? Do they treat their position as if they were the President of their own servicing company?

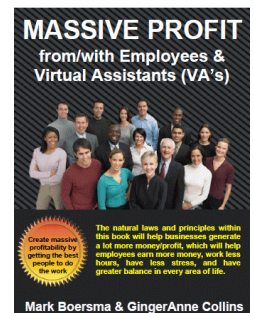
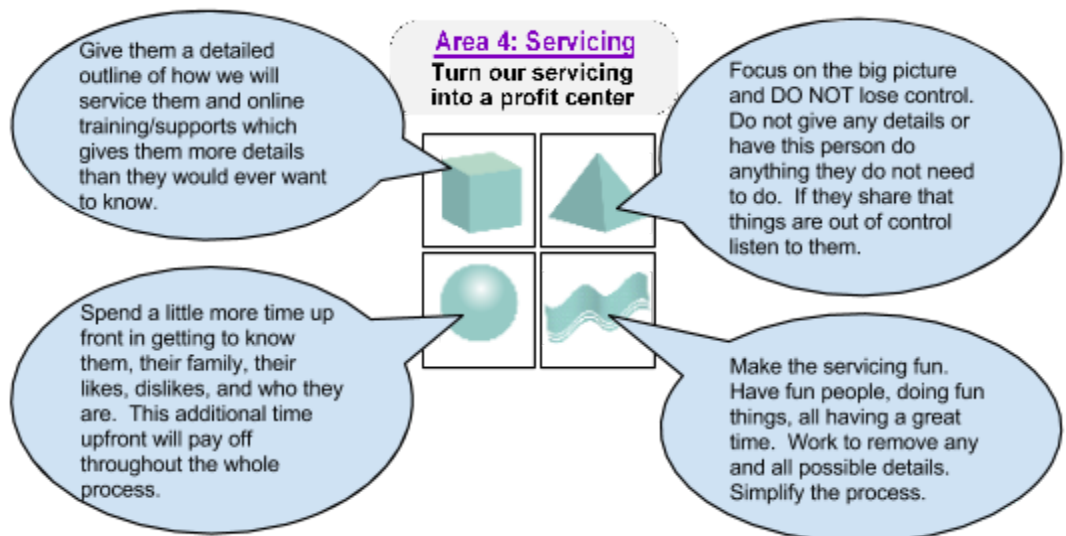
Does marketing, pre-sales and sales actively seek input from servicing for ways to improve their own areas?

Do you as a leader ever feel that you have silos within your company where there isn't the collaboration between people and departments that should be? Do you know why you feel that way? It's probably because it's true. Seeing the issue is one thing, finding a solution is another.

If every person in your organization were to go through this seven week series it would change the entire culture of the company and how every team member views servicing. Everyone would start to realize how servicing could be the most profitable area within the company and would work together with servicing to leverage all the power and influence they possess.

Do you ever feel like you need more resources but do not have the budget to hire more people? Is your marketplace requiring more output from your employees but your employees are saying "We can't give any more?" Have you heard about VA's - Virtual Assistants but aren't sure how to go about discovering how to use them to compliment your current staff? - [Click Here](#) - for more details on VA's - [Click Here](#) - for more information on the book.

**Area 5: Client For Life - [Click Here](#) - For additional information**



**Area 5: Client For Life**  
 Create profitable life-long relationships

Send monthly relationship newsletter **11**

Obtain B2B and B2C referrals **16**

Track all efforts & results **21**

Implement R & D **25**

Process For New Products **28**

Apply 5 Freedom Fighters **30**

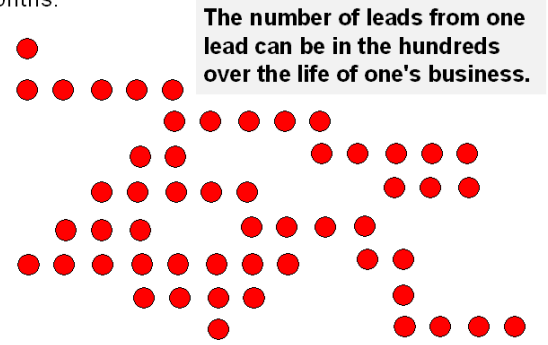
Client For Life is the one area that most companies struggle with and often don't know it. If we are weak in Area 1: Marketing, it's obvious as we won't get enough leads. If Area 2: Pre-Sales, or Area 3: The Sale are weak, we won't close the leads that we do get. If Area 4: Servicing is weak, clients will let us know this, but in Area 5, Client For Life, we'll never get a bill, or really even know what the weakness in this area is costing us.

Client For Life is going the extra mile, it's giving the client something they did not expect, they did not pay for. When we understand the Cluster Principle we understand that when we give more than expected we will get far more than we give.

Think about it . . . what would happen if you could tap into the spheres/the networks of everyone of your current/past clients? With social media people are more connected than ever before and have a greater ability to share with those around them how happy or unhappy they are with our services. Are we leveraging social media, technology, and media to get our success stories out through all the networks of those we have serviced?

**The Cluster Principle**

It's not unusual that an individual will know between 3 and 9 other individuals who are interested in the same product/service over the next six to twelve months.



- [Click Here](#) - Do we have a process, a system, with specific people who are responsible for building ongoing relationships with our clients and their networks?

Are we capturing all possible testimonies from our clients, through the many media sources, and then leveraging social media and our entire database to get the message of our success out to the world?

Are we partnering with community based organizations to bring them value and leverage their network and brand/goodwill to open doors that we would never be able to open on our own?

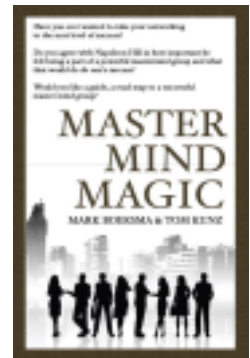


Once we have mastered Personality Masteries and fully integrated the 5/30 Grid within our business we are able to take the 5/30 Grid and not only apply it to growing our business through sales, but also hiring, partnerships with other companies, and community partnerships as well.

- [Click Here](#) - for additional information/resources

Do you believe at the deepest core of who you are that “We can accomplish far more together than we ever could on our own?” Learning what is contained in this information is the easy part. Taking action is the hard part which is why we need the following things:

- \* Need a Pro . . . like Tom shared at the beginning
- \* We need a plan
- \* We need accountability
- \* We need a mastermind group



[Click Here](#)

If you have any questions on anything shared in this document please do connect with the person who shared this information with you or please call toll free 888.230.2300.