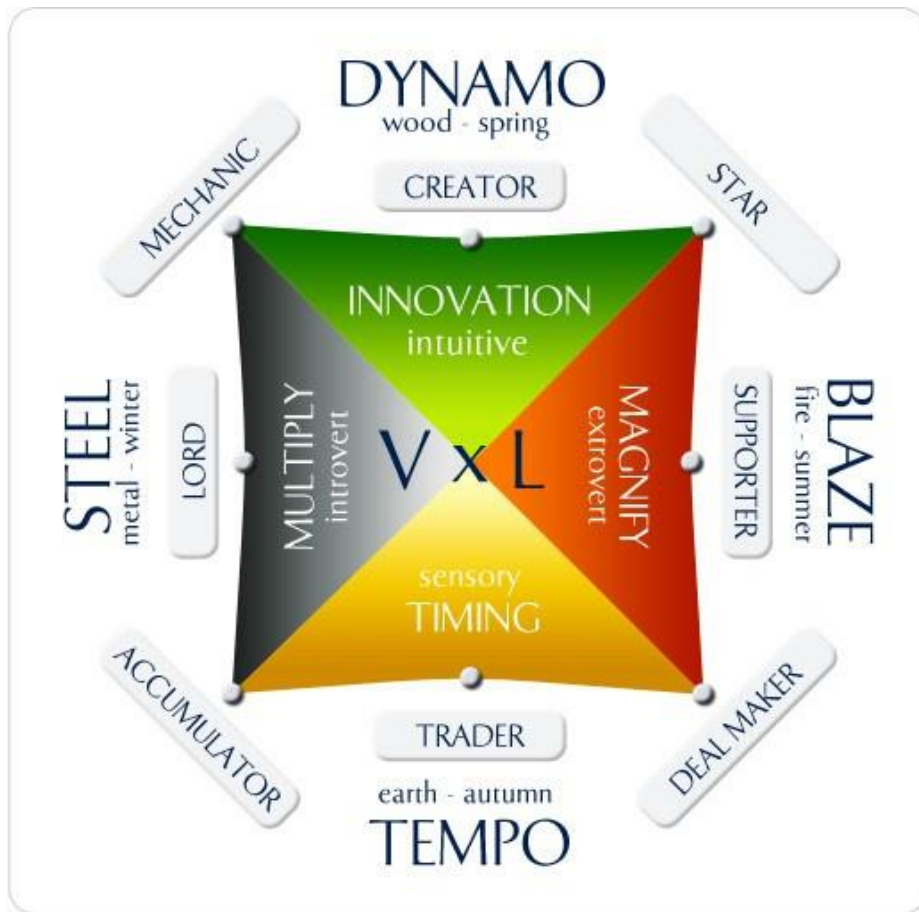


## PROFILE REPORT



~~YOUR TALENT PROFILE IS:~~  
YOUR TALENT PROFILE IS:

# Creator



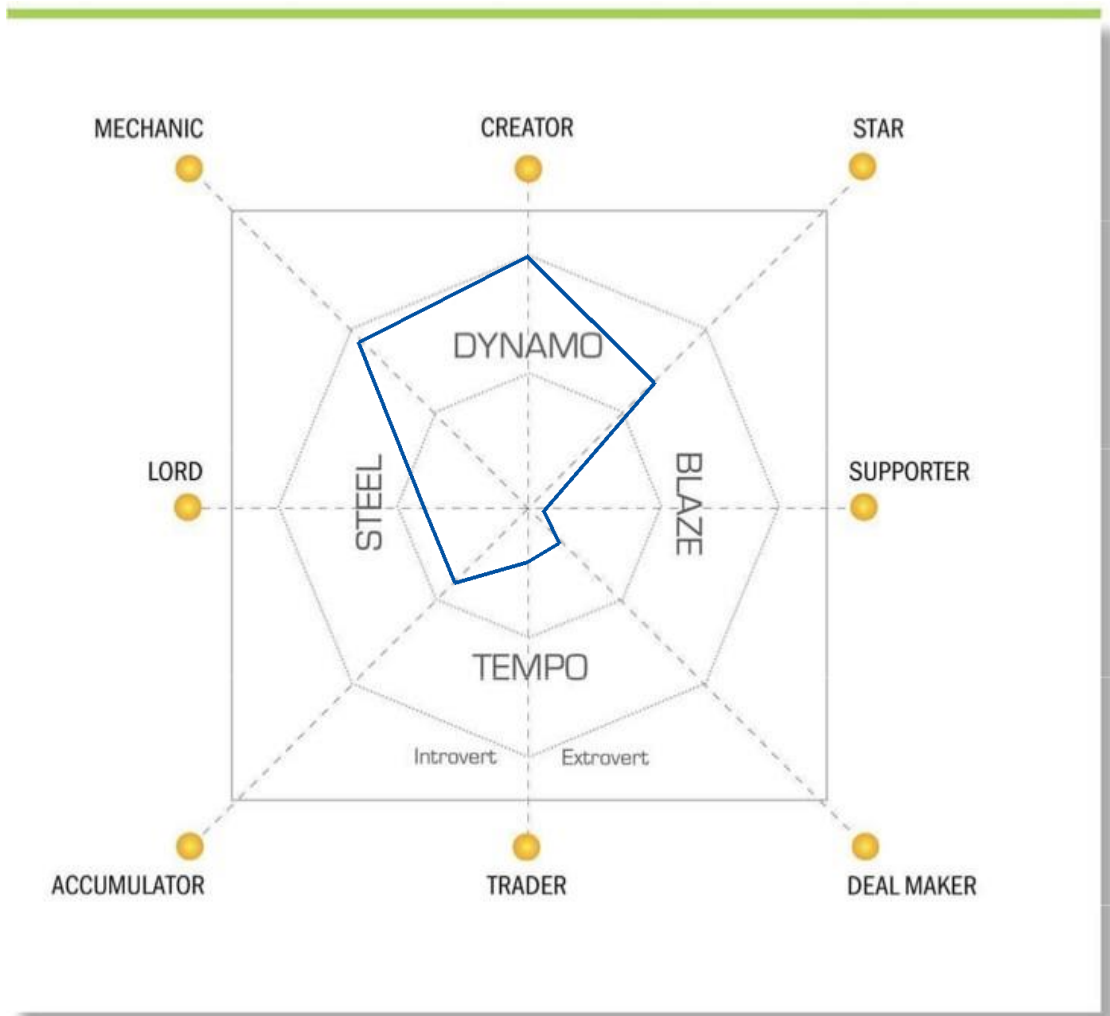


## My Talent Dynamics Graph

Client Name: [REDACTED]

Primary Talent Profile: Creator

TALENT FREQUENCIES			
DYNAMO: 60%	BLAZE: 4%	TEMPO: 12%	STEEL: 24%





# Creator

## Your Primary Profile in a nutshell

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



**Strengths:** Visionary; imaginative; inventive; creative; optimistic (always looking on the bright side); stimulating; able to inspire others; can multitask, having lots of things on the go at the same time; quick to get results; great at getting things started.

**Challenges:** Poor sense of timing; impatient; over-optimistic with what others can achieve; easily distracted; terrible at getting things finished.



**Successes:** Best when free to create, with other people to promote the creation and to watch the details for them. Excels when kept focused on the big picture and the creative process through to the end result.

**Struggles:** Struggles from trying to control too much themselves, running too fast, or expecting too much of others. Creators often keep to themselves and because they think they can do it all themselves they don't ask for help.



**The best roles in teams/groups:** Creative projects, creative problem-solving, big picture thinking, planning, task-focused leadership, learning with visuals, communicating in simple summaries.

**The worst roles in teams/groups:** Time-keeping, detailed analysis or study of something, taking time with everyone in the team, being down-to-earth (practical or sensible), activity monitor, learning with text books, communicating the details.



**The best roles in life:** Big picture, business planning, brainstorming, product development, design, risk-taking, starting new companies.

**The worst roles in life:** Customer service, repetitive routines, detailed analysis or study, market research, proof reading, patiently completing something, time keeping.

**Creators to learn from:** Thomas Edison (General Electric), Walt Disney (Walt Disney Company), Bill Gates (Microsoft), Steve Jobs (Apple/Pixar), Richard Branson (Virgin), JK Rowling (Harry Potter Books), Steven Spielberg (SGK DreamWorks)



# Creator

## Your Primary Profile Description

### Summary



Creators are the best at getting things started, and although they can be quick to create chaos, they can also be surprisingly creative at finding ways out of chaos. Always put them in charge of new projects, but move them onto the next creation once their job is done.

Creators can't resist creating, inventing, dreaming, having lots of ideas. They keep creating long after they have run out of resources, money, and other people's patience. In fact, they have their greatest creative breakthroughs after most others would have given up.

Before Walt Disney's first animated movie was finished, his distributor went bankrupt. Before his second movie was finished, he ran out of money himself. To produce the now famous "Steamboat Willie" featuring Mickey Mouse in 1927, strapped for cash, he wrote to his brother Roy: "Slap a big mortgage on everything we got and let's go after this thing in the right manner."

Many creators do not make the best leaders as they run faster than their teams, and are often on to the next project before the last one turns profitable. The world is also full of frustrated Creators who have started a project and are now stuck running it. They did a great job creating it, but now do an average job trying to manage others (often blaming their team for not "keeping up"). They move at an incredible speed, but can leave big waves behind them. Successful Creators include Thomas Edison, Walt Disney, Bill Gates, Steve Jobs, and Richard Branson.

### Getting things done



On the Talent Dynamics square, Creators sit up at the top, bang in the middle of introvert and extrovert. Sure enough, Creators come in two forms: the introverted creators are the inventors, working on many new ideas or projects at the same time. The extroverted Creator is a pioneer: innovative but focused, creating not just products, but businesses as well.

Introverted creators such as Thomas Edison, Walt Disney and Bill Gates will focus totally on the creative process and let others run the operations. Extroverted Creators such as Richard Branson have multiple businesses but with others running each business. Both are visionaries and motivate others by their drive and innovation. All add the most value when they are free to create. The more they stay in their creative space, the better their creations become and the more value they create for their teams.



# Creator

## Your Primary Profile Description

### Head in the clouds

Many Creators who are not aware of their profile lose confidence because they don't fit in with the 'in' crowd. They often are happier on their own and so don't get invited to all the more social gatherings. Creators are best when their 'heads are in the clouds'. They love to day-dream, but others sometimes think this means they are not paying attention or don't care about others.

Successful Creators have become comfortable with who they are, and are happy to show their weaknesses to others, because it allows others to find a way to be of value to them. They know where their strengths are and offer their creative solutions without needing others to follow. They have found ways to juggle lots of interests so they don't put all their energies into one thing and that allows them to feel fine about take a supporting role to other leaders, and to channel their creative energies where it is most needed. Happy Creators learn in ways that suit them, work hard, are fully committed, share the credit, and don't take life too seriously.



#### How Creators learn best

In studies, Creators often lose patience with text book teaching and then lose marks by rushing their work or making silly mistakes by not double checking. Always in a hurry, they often annoy their teams because they take on all the work themselves or show their impatience. Successful Creators find ways of creating visual maps of information in their imagination, which makes their learning much more fun and helps them have a place for all the important facts they would normally forget. They also learn best by teaching others what they have learned through pictures and presentations.



#### How Creators communicate best

Creators are naturally creative, so have vivid imaginary worlds. They have short attention spans, so lose focus if they are not interested in the subject. They often imagine they have communicated things that they haven't. Creators communicate best when they can share the big picture, and are free to draw and express visually their ideas.



#### How Creators get into flow

Creators are excellent at getting things started, but often terrible at completing. To get into flow, Creators need to become great at one type of creation, whether it is in music, art or a hobby instead of jumping from one thing to another. This confidence in one area lets Creators be comfortable in themselves and their abilities. By being aware of their strengths and challenges, successful Creators become much happier working with others and letting everyone play their part.



# Creator

## Your Secondary Profiles

Your two secondary profiles are roles you can also play naturally to support your primary profile. Think of them like going on holiday - it's great to go there for a while but there's no place like home (or your main profile).



### Mechanic

Mechanics are the best at completing things. They are high on Steel and Dynamo energy. They are perfectionists so sometimes seem to take longer to get things done. Their flow comes from taking things apart and finding better ways to put them back together.



**Strengths:** Completing things, finding ways to improve systems, making things simpler, perfecting projects, paying attention to details.



**Challenges:** Often takes a long time to complete, gets caught up in details, forgets about the team around them, often inflexible and unwilling to change.

**The best roles in teams/groups:** Creative problem-solving, making smart improvements, organising roles in teams, task-focused leadership, learning with visuals and detail, communicating in flow charts and mind maps.

**The worst roles in teams/groups:** People management, socialising and small talk, being down-to-earth, activity monitor, learning through discussion and conversation, time-keeping, interviews and people research.



### Star

Stars are excellent promoters and are high in both Dynamo and Blaze energy. They are quick on their feet and can sometimes seem to dominate the conversation. Stars are best when they use their sparkle to shine the light on others more than themselves.



**Strengths:** Creative; outgoing; able to motivate and inspire others; quick to connect; holds the stage; high energy and knows how to have fun.



**Challenges:** Often overpowering, can forget to consider everyone, not strong at detail, often runs with first ideas before considering others.

**The best roles in teams/groups:** Creative projects, big picture thinking, promoting projects, leading the team, people-focused leadership, learning through conversation and discussion, communicating through debate and performance.

**The worst roles in teams/groups:** Detailed study, time-keeping, system planning, measurement, looking after everyone, keeping views to themselves, detail-focused leadership, learning through text books, communicating through data.



## Introduction to Talent Dynamics for Young People

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**“Focus on your strengths, not your challenges,  
and follow your flow!”**

### Talent Dynamics in a nutshell

Every one of us has natural strengths and weaknesses that are different from our friends, family and classmates or colleagues. We each have a different way to get into flow, it's when we love what we do and things don't feel like hard work. Talent Dynamics allows you to recognise what you are naturally good at, and how your path to flow is different from others around you.

Many of the biggest mistakes in groups of people – including in many schools, colleges and companies – is that they treat everyone the same. That means we are all meant to learn, lead, act, communicate and achieve success in the same way. If we don't naturally fit in the way we're expected to it can mean struggling to succeed, failure and being judged by others as not being 'good enough' or able to 'fit in'.

This can make you lose confidence in yourself, be uncertain on what path to take, or simply stop trying.

**“If it feels like hard work, you're  
already doing the wrong thing.”**

Talent Dynamics for Young People gives you one of eight paths that suit YOU best. Everyone who has reached success, from the best known leaders to the most famous performers, has stuck to one path and one path only. Your natural path brings out your purpose and passion, allowing your natural talents to shine. When you follow your Talent Dynamics profile, you will feel lighter and happier; more confident about who you are; clearer about the decisions to make; what to say 'yes' to and more importantly what to say 'no' to.

### Your Talent Profile

This report provides you with details on your Talent Profile. This will show you your 'natural path' to follow your flow at school or college, in the workplace and onto your life journey.

Knowing your Talent Profile gives you permission to be who you were born to be. Whether it is your parents, your teachers, your friends or later your boss or business partners, when you have others around you expecting you to succeed in ways that don't come naturally to you, you are already 'set up to fail'.

Your Talent Profile sets you up for success. We have included well-known personalities for each profile. When you read your profile, you will relate to the role models in life that have the same profiles. You can let those around you know the way you prefer to learn, work, and communicate – and the ways that don't work for you.

You will also learn the paths in life that suit your profile, so whether you want to be an entrepreneur, pursue a career or master a profession your Talent Profile will make your choices clearer and more powerful. By knowing the Talent Profiles of your friends and families, your classmates or colleagues, you will understand how to bring out the best in them as well.

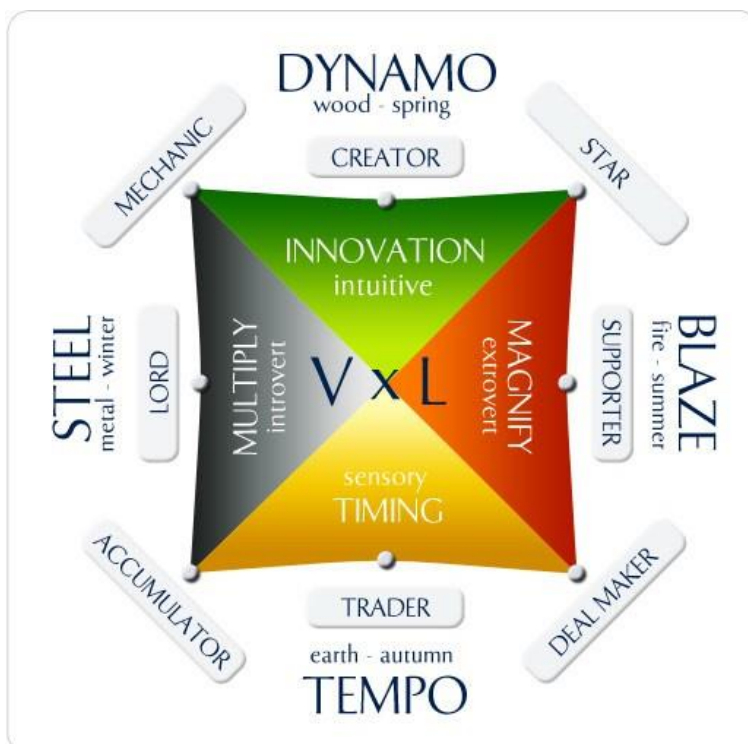
**“What lies behind us and what lies  
Before us are tiny matters compared  
To what lies within us.”**

**- Oliver Wendell Holmes**

## The Talent Dynamics Profile Square

### What is the purpose of the Talent Dynamics Square?

The Talent Dynamics Square gives us the relationship between the eight Talent Profiles. Think of it like an eight-sided mountain, where there are different rivers flowing down each side. Each of us has our own flow, which naturally links our dreams to our reality.



The square shows the two opposites in the way we think and the way we act. Some of us think more with our 'head in the clouds', where we are more 'creative', depending on our imagination. This is the 'Dynamo' energy on the top of the square. Some of us think more with our 'ear to the ground', and are more 'sensory', depending on what we see around us. This is the 'Tempo' energy at the bottom of the square.

Some of us act more through people, and are more extrovert. This is the 'Blaze' energy on the right-hand side. Some of us act more through data, and are more introvert. This is the 'Steel' energy on the left-hand side.



The eight Talent profiles fit around the square, each with a different balance of how they most naturally think and act. You will find that everyone around you has a profile and a natural path to success. These four energies are also related to the four seasons: spring, summer, autumn and winter.





## The Eight Talent Profiles

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### Creator

Creators are great at getting things started and terrible at finishing. They are high in Dynamo energy, and are always using their quick thinking and imagination to get out of trouble. Their flow comes from expressing their creativity in valuable ways.



### Star

Stars are excellent promoters and are high in both Dynamo and Blaze energy. They are quick on their feet and can sometimes seem to dominate the conversation. Stars are best when they use their sparkle to shine the light on others more than themselves.



### Supporter

Supporters are excellent with people, and will always be found in the middle of the party. They are strong Blaze energy and often distracted supporting others. Their flow comes from being actively involved in leading others in fun and worthwhile adventures.



### Deal Maker

Deal Makers are strong in Blaze and Tempo energy, so they are down-to-earth. They have a strong sense of timing and loyalty, and always make sure everyone is OK. They are best when connecting people and ideas together for everyone's benefit.



### Trader

Traders have their ear-to-the-ground, with strong Tempo energy. They will always know who upset who, and how to keep things fair. Quiet by nature, they will often only share if asked, and find their flow in keeping the peace and keeping things on time.



### Accumulator

Accumulators are excellent researchers and project managers. They have strong Tempo and Steel energy, and are always careful in their work. Don't expect them to be overly creative. Their flow comes from collecting and organising what's already there.



### Lord

Lords are great at the detail, with strong Steel energy. They won't be the loudest voice in the room, but they are the best at researching and studying information and coming up with considered decisions. They are best when looking after all the details.



### Mechanic

Mechanics are the best at completing things. They are high on Steel and Dynamo energy. They are perfectionists so sometimes seem to take longer to get things done. Their flow comes from taking things apart and finding better ways to put them back together.

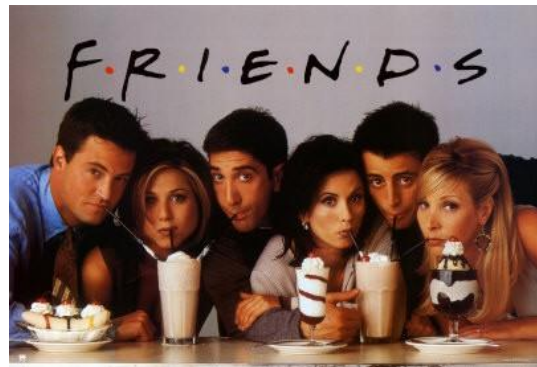
## How Profiles Work Together

You will find the eight profiles throughout history. The characters we relate to in stories and films are often the extreme expression of the profiles, and we immediately recognise and connect with them when we see them. Many of the most successful feature films and TV series work because they throw a series of different characters together, and all the drama and comedy comes from the way they interact with each other. Here are three well known examples of a mix of characters who depend on each other despite their differences.

### Friends

TVs longest running sitcom is based on six friends who each have a different character. Each has habits, faults, quirks and qualities based on their Talent Profile. Laughing at Friends is like laughing at parts of ourselves and people we know:

Joey – Star (outrageously outgoing); Phoebe – Supporter (bubbly and fun); Chandler – Deal Maker (overly sensitive); Rachel – Trader (nurturing and sensory); Ross – Accumulator (worried about everything); and Monica – Lord (obsessed with detail)



### Star Wars

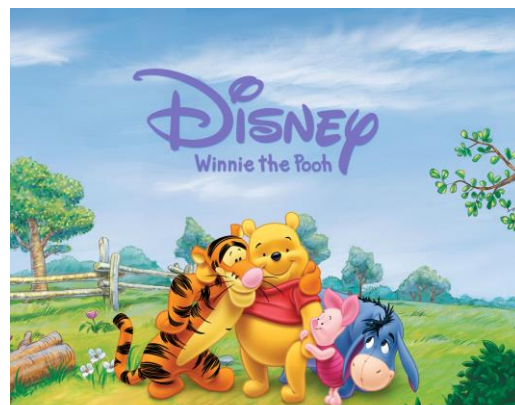
George Lucas designed the characters in Star Wars based on the work of Joseph Campbell, who was heavily influenced on Carl Jung's 'archetypes' and the journeys in which they interact. As one of the most successful Hollywood franchises, Star Wars has all the leads play one of the eight Talent profiles, and we see the drama played out through their strengths and weaknesses:

Luke Skywalker – Creator; Hans Solo – Star; Chewbacca – Supporter; Jabba the Hutt – Deal Maker; Princess Leia – Trader; C3PO – Accumulator; Darth Vader – Lord; R2D2 – Mechanic

### Winnie the Pooh

Cartoons also adopt the Talent profiles to bring the characters to life. A.A. Milne used them in Winnie the Pooh to bring about the interactions in the 100 acre wood. Like Friends, you don't need to change the setting when the story grows around the characters:

Roo – Creator; Tigger – Star; Piglet – Supporter; Winnie the Pooh – Deal Maker; Kanga – Trader; Eeyore – Accumulator; Owl – Lord; Rabbit – Mechanic





## Origins of Talent Dynamics

### Where does the system come from?

Created by Roger James Hamilton, Talent Dynamics is an extension of Wealth Dynamics – a unique personality profiling system for entrepreneurs and leaders, which is currently used around the world.

### The history of personality profiling

Talent Dynamics is based on a long history of tradition and scientific research. It comes from a 5,000 year-old Chinese system of thinking called the I-Ching, which was developed and recorded by a series of Chinese emperors and teachers. The I-Ching made its way to the West when Richard Wilhelm translated it and brought it to Carl Jung in 1919, who had it published.

Jung was so taken with the I-Ching that he drew upon it heavily for his book 'Psychological Types', and his theories on 'Synchronicity' and the 'Collective Unconscious'. Jung pioneered psychometric testing in the West, and all the personality tests you are asked to do in any job applications come from these roots.

### The five natural "energies"

Talent Dynamics is unique in that it links the missing elements that Jung chose not to include from the original thinking in the I-Ching. The ancient Chinese philosophies describe five natural "energies", each of which is linked to a season (one of which is called "transition"). These energy types are described by character traits that we can see easily in people around us.

*"When you follow your flow,  
you find yourself."*

Each of us has a mix of these energies that contribute to the whole of who we are. You'll see this mix reflected on the diagram with your wealth profile results.

You'll find each of the "energies" listed here with a percentage value based on your questionnaire results. These relative percentages define which one of the eight talent profiles is your talent profile, and which two other profiles are your secondary profiles. Compare your results to your classmates to see how they differ.

ENERGY TYPE	SEASON	ELEMENT	CHARACTERISTICS
Dynamo	Spring	Wood	Energised, dynamic, and great at getting things started. Getting things finished can be a challenge.
Blaze	Summer	Fire	Passionate, outgoing, great at networking and meeting new people. Easily distracted from the task at hand.
Tempo	Autumn	Earth	Compassionate, great team player and reliable at getting things done with the team. Will often seek direction from others.
Steel	Winter	Metal	Orderly, systems-oriented with a good eye for detail, strong at completing. Can find it difficult to start new things.
Spirit	Transition	Water	Connected, tranquil and spiritual. Focused on the "why" behind everything.



## Frequently Asked Questions

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Here are some questions you might have on Talent Dynamics, and some simple answers

### What if I completed the questionnaire wrong and I am really a different profile?

If you are unsure about your test results, look at all eight profiles and choose the one that you relate most to. It's OK to shift to one you're happier with. The most important thing is to stick to one game. You can't improve at basketball if you're on the football pitch.

### How does my profile relate to my academic performance?

Your grades at school are a result of both how you learn and how hard you learn. You can improve your grades by learning in ways that suit your profile. However, your profile doesn't dictate how committed or lazy you are. You will find that if you commit yourself, and learn in the way that suits you, it won't feel like hard work, especially if you ask for help in your areas of weakness.

### Can I now skip classes that don't fit my profile?

Later in life, your success will come from what you say 'no' to – the jobs you avoid and the activities you let others do so you are free to do what you are best at. At school, there are still subjects you need to take as part of your curriculum. If you can't use your profile as a reason to avoid the subjects that don't suit you, at the very least you can use it to improve your enjoyment of these subjects, and the relative importance of these subjects to the others central to your profile.

### Can I use my profile as a reason for my faults?

Every football player in a match takes ownership of their position, but all take responsibility for winning the game. When you know what you aren't so good at, you can still take responsibility for those areas by having others help you or putting a system in place to minimise your failures.

### Can I ask for a new teacher to fit my profile?

We guess some students might be thinking this – whether about their teachers, their parents or others around them! The key to finding your flow is not about needing to change anyone else, but to simply change how you communicate and connect in the way that works for them. Knowing someone's wavelength means you can now tune in to it, like tuning to a radio station to hear the music.

### Won't following my profile make me even more different than those around me?

Fitting in has little to do with whether you are different or not, and more to do with how comfortable you are with yourself, and how welcome you are of the differences in others. Every great team has different strengths within it, and the leader is often the one who his best at bringing out the best in each person and the best in themselves. Following your profile will make you more distinctive, and will often make you more able to relate to others and for others to relate to you.

### How can I learn more about my profile?

Visit [www.talent-dynamics.com](http://www.talent-dynamics.com) to learn how to use your profile in a career, and visit [www.wealthdynamicscentral.com](http://www.wealthdynamicscentral.com) to learn how to use your profile to start your own business. Many people around the world are using their profile to design a life that suits them naturally. There are plenty of products and people who are willing to support you on your journey. Whatever you do, choose a life path to fits your profile. Your life is yours to live – so live it!