



Background of Wealth Dynamics

“Focus at your strengths, not your weaknesses, and follow your flow.”

The No.1 Entrepreneur Profile Test

Roger James Hamilton devised Wealth Dynamics in order to reconcile all of the conflicting and often confusing advice on wealth creation, based on his extensive experience and considerable research.

After much study, it became clear that wealth creation was a consequence not of a myriad of conflicting business theories, but proven concepts that have been used successfully for thousands of years, across a wide range of cultures and philosophies.

Integrating the five energies, seasons and elements led to the development of the Wealth Dynamics square. This system has now been used by over 500,000 people in the last 10 years.

A parallel universe

Let's imagine a parallel universe where some of today's most successful Wealth Creators ended up taking different approaches when they got started. What would have happened if Bill Gates had opted for a career as a footballer? Would Oprah Winfrey have made millions as a commodities trader?

If any of these Wealth Creators had not followed their path of least resistance to wealth, we would not have heard of them today. Each of us has a path based on our natural habits and talents – the ones we were born with. Only when we follow our path do we give ourselves the opportunity to achieve our true potential. Your path will be one of the eight on the Wealth Dynamics Square.

What makes Wealth Dynamics unique

Most job-seekers have been through the experience of taking personality tests of one kind or another. Wealth Dynamics is unique compared to other personality tests in the following five ways:

Tailored to entrepreneurs

Wealth Dynamics doesn't put you in a box, but highlights a formula and path specifically for entrepreneurs, with role models to follow.

Synchronized to time

In fast changing times, Wealth Dynamics is the only personality test which shows you how your strengths link to the cycle of time.

Intuitive and easy to follow

While many personality tests are not easy to explain to others, once you know the eight profiles and how they link to the way we create value and leverage it, it's easy to explain and apply to others.

Linked to your flow

You can use Wealth Dynamics immediately to directly grow your flow, and use the GeniusU mission to measure your flow.

Linked to your entrepreneurial spirit

Through its link to the I Ching and the five chinese elements, Wealth Dynamics links to the fifth element - spirit, your purpose, and the question 'why'.

The Wealth Dynamics Square

The Wealth Dynamics Square gives us the relationship between the eight Wealth 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 'heads in the clouds', where we create value through innovation. 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', creating value through timing. This is the 'Tempo' energy at the bottom of the square.

Some of us act more through people, and are more extroverts. The natural way to leverage is to magnify. Some of us act more through data, and are more introverts. Their natural way to leverage is to multiply.

The Wealth Dynamics profiles fit around the square, each with a different balance of how they most naturally think and act. You will find that everyone has a profile and a natural path to success.

These four energies are also related to the four seasons, spring, summer, autumn and winter. As all teams, companies, markets and countries move through the different seasons, the profile who naturally fits that season will be most in their flow.

Knowing what season of growth you are in, together with the natural profiles of your team, partners and customers, allows you to orchestrate the right people to do the right things at the right time.

The Eight Wealth Profiles



CREATOR

“Creating a Better Product”

Creators are great at getting things started, and terrible at finishing. They are the 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.

Creators can't resist creating. They keep creating long after they've 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 fail because of their over-optimism as to what their business and their team can achieve. This optimism has led many to take on far too much, leaving them little time to do what they do best. Successful Creators have delegated everything except the creative process itself – and they focus on creating new products, or new companies, while others take care of the day-to-day business.

Successful Creators include Walt Disney, Richard Branson, Steve Jobs, Bill Gates, JK Rowling, Sara Blakely, Jack Ma and Elon Musk.



STAR

“Creating a Better Brand”

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.

The Creators set the stage, and the Stars steal the show. Stars get their most valuable feedback in the limelight, and find their flow while on their feet. As a result, they are able to evolve their attraction on the fly, and it is their personal magnetism that is their greatest value.

Stars are naturals at creating a unique identity for themselves. It is their personal brand that attracts others. By magnifying their brand, they quickly magnify their attraction. Failed Stars do not realize this and have been attempting to build their wealth by improving their products, their systems or their teams – none of which come as naturally. Stars also get frustrated that others can't do what they can do, and so make poor managers without the right deputies. Successful Stars are happy to leverage on the products and platform of others in order to perform their magic. They lead from the front with their name shining in lights, while others count the receipts.

Successful Stars, who share the same winning formulas in their path to success, include Oprah Winfrey, Paul Newman, Arnold Schwarzenegger, David Copperfield, Hillary Clinton, Beyonce Knowles, David Beckham and Martha Stewart.

The Eight Wealth Profiles



SUPPORTER

“Leading the Team”

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.

While Stars are busy shining, Supporters are busy lighting up others. Supporters are the strongest leaders, as they can translate value into action through people. They are masters at energizing teams by giving them the confidence they need to succeed. They supply the glue without which great plans would crumble.

Many Supporters struggle to find the right business to start, despite their fabulous network. This is because they are asking themselves what business they should start, when they should be asking themselves which value creator they should support. Steve Ballmer has led Microsoft, giving Bill Gates the space to create, and his shares in Bill’s company now give him a net worth of over \$1 billion. Some of the most successful Supporters can also be found in their own businesses – such as in public relations, headhunting and consulting where others will pay big bucks for access to the people they know. Where others would take months to find the right person, it often takes Supporters just one phone call.

Notable Supporters include Jack Welch, Michael Eisner, Steve Case, Steve Ballmer, Meg Whitman, Sheryl Sandberg, Howard Schultz and Ginni Rometty.



DEAL MAKER

“Bringing People Together”

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.

Like Stars and Supporters, Deal Makers leverage by magnifying out in front. While Stars are high in the sky, Deal Makers have their ear to the ground: Creating value through timing, not innovation, and living in the present. Successful Deal Makers tend to catch the imagination of the business world, with their sweeping gestures that make millions in a moment. Of all the profiles, the Deal Makers rely most on the relationships around them.

While a Star’s value grows as they become less accessible, a Deal Maker’s value grows as they become more accessible. They are constantly on the phone and on the move. They create their wealth by spotting connections in the market. Once the deal is done, the new value created enriches everyone involved. Struggling Deal Makers are often stuck trying to start a business or caught up in detail, as the idea of wheeling and dealing, wining and dining, just sounds like too much fun! Every successful Deal Maker has picked a niche from which to attract the best deals in their market.

Notable Deal Makers include Donald Trump, Rupert Murdoch, Masayoshi Son, Charles Koch, Susan Wojkwicki, Lynda Resnick, Sheldon Adelson and Jorge Paulo Lemann.

The Eight Wealth Profiles



TRADER

*“Buying Low
Selling High”*

Traders have their ear-to-the-ground, with strong Tempo energy. They will always know who upset whom, 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.

Traders are masters of timing but, unlike Deal Makers who make their money by bringing assets and resources together, Traders will buy and sell the assets and make their money from the spread. Extrovert Traders will do this where they can influence the price through hard bargaining. Introvert Traders prefer to trade through analysis rather than face-to-face bidding, and include many of today’s successful market traders. While Creators need to immerse themselves to create their wealth, Traders need to detach themselves. If markets were symphonies, the Creators are the composers while the Traders are the conductors. Value comes from waiting for and surfing the right wave while others get caught in the current.

Many failed Traders have never taken control of the trade. As reliable and hard-working employees, they may see either the buy side or the sell side of a transaction within the company they work for, but often never the two together. Only when they are in control of both sides will Traders become aware of the natural talent that they have.

Famous Trader profiles include George Soros, Jim Rogers, Carl Icahn, Azim Premji, Melinda Gates, Joanne Lui, Peter Lynch and John Templeton.



ACCUMULATOR

*“Collecting
Appreciating Assets”*

Accumulators are excellent project managers and researchers. 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.

While Traders create wealth by accelerating money flow, Accumulators create wealth by decelerating it. Rather than making money by buying and selling off waves, they make money by buying and holding on rising tides.

Steady and dependable, if the profiles were compared to a football team, the Stars would be the strikers while the Accumulators would be the keepers. While Stars are quick to spend, Accumulators are quick to save. Accumulators often fail as a result of keeping too much to themselves, rather than building the advocates who will network on their behalf. They rarely act on impulse, and fail if they have not set the criteria to take action. Accused of procrastinating, they simply need more data to make an informed decision.

Once Accumulators connect to the right team, they are quickly uplifted while keeping the team grounded. They ensure that everything is in order and that what needs to get done gets done on time. Successful Accumulators are happy to remain down-to-earth, holding the kite strings while others fly.

Successful Accumulators include Warren Buffett, Benjamin Graham, Carlos Slim, Li Ka Shing, Gina Rinehart, Helen Clark, Leonardo Del Vecchio and Joseph Safra.

The Eight Wealth Profiles



LORD

*“Controlling Cash
Flow Assets”*

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

Lords love the detail, and are renowned for their thrift. They can squeeze out the cash flow from assets without needing to own the assets. Rockefeller became a billionaire in the oil industry without needing to own a single oil well. Mittal became a billionaire in steel without needing to own a single mine. Whether commodity Lords or land Lords, they have the patience to collect and crank up every cent of cash flow they find.

While extrovert Supporters value people over numbers, introvert Lords value numbers over people, and don't have time for politics or niceties. Lords love certainty and hate risk. They prefer to keep to themselves, and those who haven't yet found their wealth often fail to see their analytical skills, risk aversion and need for control as their greatest strengths.

Successful Lords are unrelenting once they find their niche, with the ability to consistently generate cash flow without the need for either innovation or timing, weathering market conditions and acquiring the competition until they are dominating entire industries.

Successful Lords include Andrew Carnegie, Sergey Brin, Larry Page, Robin Li, Angela Merkel, Janet Yellen, Indra Nooyi and Mukesh Ambani.



MECHANIC

*“Creating a
Better System”*

Mechanics are the best at completing things. They are high on Steel and Dynamo energy. As perfectionists they 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.

If Creators need to have their head in the clouds, then Mechanics need to have their finger in the pie. While Creators are great at starting things, Mechanics are great at finishing things. They are perfectionists, which is why they cannot resist finding ways to do things better. While Stars twinkle, Mechanics tinker. They get hands-on with their systems and prefer to study how to improve things with their hands dirty. Many Mechanics have yet to get going because they are still trying to figure out what business to start. Many Mechanics have companies with better systems than their competitors, but they have not leveraged these systems with stronger products produced by others, or their business is limited by their autocratic management style and high staff turnover.

Successful Mechanics remain hands-on, fine-tuning their systems long after they have delegated many other areas of their business to others. This is where they see the greatest results, and where they gain the most satisfaction.

Successful Mechanics include Sam Walton, Michael Dell, Mark Zuckerberg, Jeff Bezos, Marissa Mayer, Christine Lagarde, Loretta Lynch and Tadashi Yanai.

The Five Frequencies

Synchronizing with the seasons

Our primary profile is the game we play when we are in our flow. Each of us has a primary profile based on the balance of our frequencies. We were all born with a different mix of five ‘frequencies’, first identified in the Chinese ‘Book of Changes’: The I Ching. Through Richard Wilhelm’s translation of the I Ching, passed to Carl Jung as he was devising ‘Psychological Types’, these frequencies have become the basis of modern psychometric tests, as well as the basis of Chinese disciplines such as Chinese Medicine, Martial Arts and Feng Shui.

The four base frequencies form the four sides of the Wealth Dynamics Square. Each of these four frequencies is a state of change, like the four seasons. When you take the Wealth Dynamics profiling test, you identify how much of each frequency you hold.

The balance determines which of the eight games you play most naturally: the one that creates the greatest resonance and harmony with your natural frequencies. The more time we invest in harmony with our strongest frequency, the sooner we get into our flow. Here are the five frequencies:

Frequency	Season	Element	Characteristics
Dynamo	Spring	Wood	Energized, dynamics, 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. 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	Transition	Connected, tranquil and spiritual. Focused on the ‘why’ behind everything.

The fifth frequency is what Aristotle called ‘The First mover’, being the source to the rest. This is the water energy, which is the basis of flow. This frequency is outside of time.

The five frequencies form a cycle that begins and ends at water. They chart also shows the relationship with the five Chinese elements, which represent states of change. Every project, business, industry, country goes through these frequencies as they cycle from creation to completion to creation again. You are currently going through this natural cycle with each relationship you have and each journey you embark on.

Our effectiveness changes as we resonate with our environment, and also as we resonate with our time. Even in the right environment, as time changes we can lose our flow – our winning formula can become a losing formula. Great entrepreneurs recognize this, and so will move industries and even countries to stay in the flow.

The five aspects of vision

20/20 Vision

Why do we need a team? Because a team in flow gives us a far better vision for what's coming. Each of our profiles gravitates to one of the five aspects of vision, based on the question each asks most naturally.

Dynamo provides Perspective - Best at asking "What?"

Perspective is related to depth of vision. Perspective gives a deeper view of what is possible. Perspective focuses light and sparks the flame, yet this focus can miss the elements on the periphery. Dynamos are great at providing perspective, but often at the expense of the peripheral issues.



Tempo provides Perception – Best at asking “When?”

Perception is related to breadth of vision. Peripheral vision gives a wider view of what is there. Perception includes more distinction on what already exists, grounding experience in place and time. Tempos see the wood for the trees, but often miss the bigger picture.

Steel provides Clarity – Best at asking “How?”

Clarity is related to the detail of vision. Clarity can see in black and white, and can pick up details that others will miss. Clarity can clearly distinguish between the different elements of a situation. Steels see every detail, but often at the expense of the people involved.

Blaze provides Colour – Best at asking “Who?”

Color is related to drama of vision. Color can make our vision come alive with variety and vibrancy. Color allows us to see the rainbows in light, and gives us a chance to dance; yet with color we lose clarity, and can easily miss the detail. Blazes see the excitement, but often miss the detail.

Spirit gives Insight – Best at asking “Why?”

The fifth element offers the fifth aspect of vision, insight. Insight transcends our two eyes, and is seen through what different cultures have termed the ‘third eye’. Insight relates our outer world to our inner knowledge, or in Jungian terms, our ‘conscious’ to our ‘unconscious’.

When we bring together the right team, we build the power of great vision. Through vision, we can turn our thoughts to action. With great vision, we can turn great thoughts to great action. We can turn dreams into reality. Making magic is a team sport.

Effective operating systems

“Plant a seed in the wrong place and no matter the seed, no flower will grow.”

Dressed for Success

Each of the five frequencies require a different foundation to flourish. If you put yourself or any of your team into an environment that doesn't suit your individual profiles, all success will be short-lived. Here are the emotional needs linked to each of our five frequencies:

Dynamo needs Significance: “Grow”

Take away significance, esteem or independence from their operating environment and Mechanics, Creators and Stars will soon leave if they can. Provide an environment that gives them the freedom to grow, and they will work at their best. A Dynamo's greatest stress comes from a loss of independence and a loss of any prospect to individually shine.

Tempo needs Connection: “Slow”

Tempo frequency does not need this same independence. However, take away their connection or comfort and they will soon react. While Dynamo needs to fly, Tempo needs to be grounded. When a project is moving too fast, Tempo will want to slow it down. If connections with customers or staff become strained, a Deal Maker, Trader or Accumulator will want to re-connect before progressing.

Steel needs Certainty: “Know”

Steel frequency strengthens with certainty. Invite Steel to a wild party, and they will be the first to take a rain check. Take away certainty, and discomfort sets in fast.

Performance comes from predictability. Force an Accumulator, Lord or Mechanic to perform without preparation in front of something as unpredictable as people, and you'll experience how cold winter can be!

Blaze needs Variety: “Glow”

Blaze frequency, on the other hand, burns brightly out and about. Variety is about people and places. Put Blaze in a back office with a spreadsheet, and the flame soon goes out. Lock a Star, Supporter or Deal Maker in a fixed plan with no variety, and don't expect them to shine. Get them out and about, however, and watch them ignite.

Understanding the need for an effective environment in which to operate gives us an insight into why those around us react to change. Change their environment, and it changes their performance and comfort. It also gives us the chance to communicate more effectively.

Spirit needs Growth & Contribution: “Flow!”

The fifth element flows on growth and contribution. As our water element grows, our need for each new learning cycle to provide growth and contribution grows as well. The more water, the better the garden grows. This is, however, a choice. Some of us have chosen to ignore this process of growth and contribution. Some of us go from day to day without asking 'Why?'. We do not grow, we do not contribute, and flow eludes us, as does our fortune – our wealth, our luck, and our legacy.

Leadership styles

“The best leadership always starts from within.”

Each Profile leads differently

There are many books out there explaining how to be a “good leader”. The truth is, each frequency has a leadership style that comes naturally. If you try and adjust your style to something different, it will not only be uncomfortable, it will feel like hard work, and at critical moments you will snap back to your natural style.

Dynamo is Task-based

Dynamo leadership is based on driving forward the new idea or project, and knocking over the tasks to move ahead. People, analysis, timing, all take second place to action. As Richard Branson said, “I believe in benevolent dictatorship provided I am the dictator.” If you want to get things moving, put a Dynamo leader in place. But once things are moving, move him on to the next project and appoint a new leader!

Blaze is People-based

Blaze leadership is based on motivating people to perform at their best. Not the most important thing if you do not yet have the value in the market, but once that’s in place, collective communication and collaboration become key. In the words of Jack Welch, “In leadership you have to exaggerate every statement you make. You’ve got to repeat it a thousand times and exaggerate it.”

Tempo is Activity-based

While Dynamo is about creation and Blaze is about collaboration, Tempo is about consultation. When Woodrow Wilson said, “The ear of the leader must ring with the voices of the people,” he was talking about

Tempo leadership. A Tempo leader will check themselves and their teams against their activity relative to the market. Don’t expect a creative plan from a Tempo leader. Do expect what needs to be done to get done on time.

Steel is Data-based

While Tempo is about consultation, Steel is about calculation. Whereas a Blaze leader can assess his sales team by being out on the field with them, the Steel leader will know just by looking at the numbers. When entrepreneurs such as Getty and Rockefeller are criticized for their aloof style, it is that style which enables them to lead from the back, rather than from the front or side.

Having great leadership around you does not come from trying to mould leaders into a particular style. It is about understanding what cycle your businesses are in, what leadership is needed, and then putting in place the leader whose frequency resonates most effectively. Leaders change markets and markets change leaders based on this cycle of resonance.

What about the Spirit Frequency?

The fifth element also has a leadership style. While the four base frequencies are based on creation, collaboration, consultation and calculation, the fifth frequency is based on contribution. The fifth element, water, is the key to flow. Flow is based on not just effective receiving but more importantly on effective giving. Knowing “why” we are doing what we are doing – to give it back – leads us inevitably to our fortune.



Team roles and cycles

Leadership of any business needs to evolve as the business evolves. As Henry Ford said, “Asking ‘Who ought to be boss?’ is like asking ‘Who ought to be the tenor in the quartet?’ Obviously the man who can sing tenor.”

As the season of your business changes, ensure the right profile is leading the change. The leaders of the most successful new start-ups are always Creators and Stars with dynamo frequency. The leaders of companies that are acquiring market share and market presence in a consolidating industry are always Supporters and Deal Makers with blaze frequency. The leaders of the most successful companies who have already begun to dominate their niche are always Traders and Accumulators, and the leaders of companies consolidating mature markets are always Lords and Mechanics.

How do you know what season your business is in? Simply by seeing what season you have just passed through. If you have a great product that has proven itself in the market, you are out of spring and into summer, focusing on building your market. If you have many new customers and sales are coming easily, you are out of spring and into autumn, focusing on servicing your customers well. If your customers are happy and your staff settled, you are out of autumn and into winter, focusing on building the right systems for the next spring.

The biggest error that entrepreneurs make is when they hold on to their winning formula for too long, by which time the seasons have changed and their winning formula has become a losing formula. Another error is when they put the wrong people into the wrong position, basing the choice more on their qualifications and knowledge than their natural passions and talents.

Your choice of who should be where within your teams is as important as who should be leading your enterprise or projects.

***“Talent wins games,
but teamwork and intelligence wins championships.”***

- Michael Jordan

Your flow comes from following your natural path. Your team momentum comes from each team member following his or her natural path. Each frequency and each profile has a different role within the team where they can be most effective. Often the best team selection is not the person who can be most effective, but the person who enables the existing team to become more effective.

Here are the 8 profiles, and the role within the team that allows them to be in their greatest flow:

Best team roles for each profile



Creator

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



Star

Stars are the best promoters, but need to lead from the front. Give them the chance to shine, and give them the space to deliver results without tying them down. Give them the systems and support to enable them to focus on building new business.



Supporter

Supporters are the best leaders, but don't expect them to come up with the plan. Build a plan and set the goals with a Supporter, and then let them lead the team towards the plan. Let them set their own management style, and their own agenda.



Deal Maker

Deal Makers are the best peacemakers, and will leave everyone feeling good. Don't expect them to go out cold calling, as they thrive on building the relationships they have. Work with Deal Makers to nurture the customer and relationships you have.



Trader

Traders are your best negotiators. They will always get you the best price, in both what you buy and what you sell. They want to be given the parameters in which to work. Traders will have their ear to the ground in your market and your team.



Accumulator

Accumulators are your best ambassadors. They are reliable, get things done on time, and are not prone to making rash decisions. Accumulators make the best project managers, when a specific task needs to be delivered reliably.



Lord

Lords are your best analysts. Give them the space to study the detail, and to deliver the data. Don't ask them to go out and network, as they are strongest when focused behind the scenes.



Mechanic

Mechanics are your best completers. They will wrap up the process and find smart ways to do it better next time. Don't ask a mechanic to start from scratch, but do give them an existing process or product to improve on.

When we place a team member out of their flow, we really only have ourselves to blame. When others are not in their flow, it is only a matter of time before you are pulled out of your flow as well.