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## **Develop Your Strengths, Get the Advantage you Need to Turbo-Charge Your Business**

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Let's face it, we're all looking for an advantage in business. We're looking for that edge, something that either makes our products better or something that gives us one-up on our competition. Maybe we can produce our product or service more efficiently. Maybe we can make whatever it is we make quicker, cheaper, better. What if you had access to certain information that would allow you to save money, reduce costs, increase employee productivity and increase plant output? Naturally you'd love to get your hands on information like that!

And, what if someone came up to you and told you that you could make better decisions about the people you hire and that by doing that you'd have a more efficient, effective, productive company, one where your employees even worked in greater harmony with one another and they'd be willing to tell you how you could achieve all these things. You'd want to hear what they had to say, wouldn't you?

But, you'd probably be a little skeptical too. After all, people around you all the time in business are telling you their ideas, giving you their thoughts, maybe even whispering things in your ear that sound good but have no real basis in fact.

But WHAT IF, the person who says they are giving you good information that you could rely on, that you could count on is actually deeply rooted in research and science and has been extensively tested with results proven over a nearly 30-year period? Wow, well, that kind of information would be incredible, amazing even and I don't know anyone who wouldn't want information like that. Do you?

Well ladies and gentlemen, this is the exactly the kind of information we have for you today and I am so excited about it I can barely contain myself. It makes me very very happy when I can present to you products that we've found that can make a true, immediate and bottom-line impact on your business and we have just such a product I am going to tell you about right now.

### **Increase Employee Productivity by up to a Whopping 225%**

I am going to share with you today information that has been used by companies like Eastman Chemical, Xerox, Chase Bank, Honeywell, The Hershey Company, Ernst & Young, and Allstate, among literally hundreds of others who have seen the productivity of their work groups explode by as much as a whopping 225%. Did you hear that, we're talking about major multi national multi-billion dollar corporate conglomerates increase the productivity by an astounding 225%. Could you use a 225% increase in your employee and production output? Of course you could. Who wouldn't want that? Heck, to tell you the truth we'd all probably be happy with even half of that. But hey, why settle when you can get a more than 200% increase in your employee and

company productivity and output for what I will tell you now is literally a pittance, an investment so small it would barely pay for dinner out with you and your favorite person.

**Take a look at some of the things some of the world's largest companies have had to say about this program.**

- *"Different from IQ or personality measures, this program provides clues to a person's natural advantages in undertaking particular tasks."* -- The Washington Post
- *"...this work is a landmark on the road to understanding what conditions and situations are necessary for people to do their best."* The Dallas Morning News
- *"The information provided by this testing system has provided our employees with an invaluable resource they will continue to use throughout their careers."* Kristi Steep, Leadership Consultant, Volkswagen/Audi
- *"Using this process we started to find that we can really identify how to build a team for success."* John Barr, Senior Managing Partner, Xerox Corporation
- *"This is absolutely one of the best tools for team building in which I have taken part."* Dick Spigarelli, Director, Johnson Controls Inc.
- *"Kolbe helped us understand our different styles and appreciate the differences."* Becca Dernberger, President, Manpower Staffing Services
- *"The Kolbe system goes far beyond what we had been doing traditionally. I now have completely new insights into the way people perform."* Dave Marsing, Expansion Manager, Intel

Well hold on to your seats boys and girls because the information I am about to share with you today is exactly this kind of information. Information that is tried and true and tested. Information that is practically perfected that will provide you with insights about the people you hire in your company. In fact, everyone in your company has a performance sweet spot – a mode of operation [MO] in which he or she excels – that drives success when focused on the right tasks. Just imagine how productive and effective you, your employees and your company would be if you knew exactly how each of your employees worked, how they operated – from the inside out. How they think, what makes them tick and how they best work?

**Match the Talent to the Task to Achieve Success**

What I am going to share with you does exactly that; it is a remarkable revolutionary assessment tool that will guide your company to improved individual and team results. Understand that skills can be taught and personalities can change, but instincts are hard-wired. This scientifically tested, one-of-a-kind program identifies the “striving instincts” used to solve problems and accomplish an individual’s best work. That is, it uncovers a person’s natural path to achieve success, whether it’s in a particular job, as a member of a team, or in life.

**Any Size Company can benefit from this System**

Companies large and small use the methods you'll learn in this program. Xerox implemented it to improve its already considerable team-building program. Arkansas Power and Light Company used it to help with its transition from a state utility to a competitive business. The owner-practitioner of a five-person dental office used it to successfully realign responsibilities after buying out another firm. Whether a business has five, five hundred or five thousand employees, what you will learn from this program will significantly enhance individual and corporate productivity.

**This program will help you to accomplish the following:**

- **Create effective teams by choosing individuals with complementary talents.**
- **Improve how existing teams perform by examining the complete array of talent within a team and explaining how to deploy that talent.**
- **Reduce employee stress and conflict and increase communication by understanding how people operate in the workplace.**
- **Help employees harness their instinctive talents in synergistic ways by discovering their own process to meet a challenge.**
- **Determine the best candidate for a given position by comparing an applicant's talents to what a job demands.**

**If you follow and apply the concepts offered through the program in this letter, you, your employees and your company will never be the same. What it will be is better, much better. Your company will operate more effectively, more efficiently and naturally, it will be more profitable.**

**Why can't we just all get along?**

Imagine if all of your employees got along? Imagine if there were no personality clashes or conflicts? Imagine if there was harmony among all of your department heads, and all of the people who report to them? Well, you can stop imagining this because **IT IS ALL ENTIRELY POSSIBLE, DOABLE AND ACHIEVABLE** and you will get the answers to how to make this all happen in this extraordinary program that we call the **"Strengths Mastery Advantage."**

**The "Team" Concept**

**But first, what you must understand is that in order for this program to work you have to view your company as a team, not just a conglomeration of assorted people with a variety of backgrounds, races, religions, ethnicities and ages who come together in one place at the same time every day to accomplish one goal, to produce or provide the product or service you offer at your company.**

Aside from the product or service your company offers the single most important thing you have is your employees. Period. If you can improve their individual performance as well as how they

interact, operate and perform as a group, as a team, then you can create and you will have a well-oiled money-making machine, just like the multi-national companies that have used this program to boost their performance and employee productivity by as much as 225%.

The “Strengths Mastery Advantage” is a program that will allow you to use testing and metrics to both hire new employees as well as use with your existing staff that will provide you with insights into their character, personality, disposition and their innate instinctive behaviors that will allow you to make decisions about their suitability for the performance of certain job functions and how their characters work and intermesh with your other employees and team members.

**In a nutshell, the “Strengths Mastery Advantage” program will allow you to construct the most effective team possible by allowing you to understand what personality types work best for performing certain jobs and getting along with other members of your company and team.**

### **Your Company, Your Team**

Here is a fact you must recognize, understand and embrace. If you do not, you and the company you have or the one you are trying to build, whether it is an online or offline model, will never ever be anything other than a rag-tag group of people who get together every day in one place to generate a product or a service that your company provides. YOUR COMPANY IS A TEAM. Period. Let me repeat that. Your company is a team. And just like any team -- regardless of the sport that you choose – from baseball and basketball to football and soccer, sailing, rowing, rugby or volleyball, every single team has a wide assortment of players; each and every one plays a particular position and each one presumably is the best at what they do in each of their respective positions.

### **Identify Your Company Super Stars**

Your company is no different. Your company is likewise comprised of a wide range of individuals with an assortment of talents, skills and abilities. Human nature being what it is, some of course are more talented than others and have greater ability. But regardless, each and every person should play their own respective position that is consistent with both their instincts and natural abilities. Let’s face it, you wouldn’t ask a defensive lineman to be a half back, you wouldn’t ask a pitcher to play the outfield and you wouldn’t ask the point guard to play center.

### **Make Sure You Have the Right Person for the Right Job**

Comparatively speaking, you likewise wouldn’t ask the head salesperson at your company to move to the accounting department, you wouldn’t ask someone on your assembly line to move to the phone room to handle customer orders and you wouldn’t ask your comptroller to do anything involving mechanics. Why? Because each person, for the most part, is suited for their jobs and

positions according to their natural predisposed instincts. Well, hopefully they are anyway. But we don't want to leave that to chance. What we want to do is reduce the understanding of your employees to a clear science, to a metric system that will provide both you and them with the most compelling, enlightening information about how they approach creative problem solving. This information in turn will empower you with the right information to ensure that each person in your company is working to their maximum potential and that your work groups are comprised of the right mix of personalities, skills and abilities to generate the most effective, efficient and productive results from their group project or assignment.

### **Don't Play the Odds, Increase Your Chances of Success with Tried and True Systems**

As I mentioned before, gaining the edge in business so often depends upon getting good information -- who has it, how it's used, and how reliable is it? Can it be trusted? Is it accurate? Can you rely on it and would you bet your son's college tuition on it, or would you risk your daughter's money for braces?

For more than twenty years, the company who I partnered with to provide me with this extraordinary personal intelligence has helped companies large and small meet the greatest corporate challenge of all – getting people to work together synergistically for the good of the entire organization.

**Amazingly, this one-of-a-kind system is based on an idea so simple, it's revolutionary. What they discovered is that natural, unchangeable creative instincts determine how people approach problems. When these instincts are allowed to thrive in the workplace, and when teams are built with the right chemistry around these instincts, individuals will work together in remarkable ways.**

By using this information about creative instincts systematically, the result was the development and creation of a new team management algorithm. Based upon a solid foundation of scientific research and formulating your staff and new hires around the recommendations contained in these reports, organizations see extraordinary increases in their productivity, in many cases up to an incredible 225%.

#### **Work groups with the right mix of instinctive chemistry will:**

- **Communicate more effectively**
- **Initiate Solutions**
- **Avoid and eliminate problems**
- **Be more profitable**
- **Bring products to market faster**

**This method allows you to maximize organizational performance by freeing people to utilize their instinctive talent and harnessing that talent in synergistic ways to drive productivity.**

The first step in your organization's development is to determine the resident talents within your organization. This testing system measures an individual's instinctive or natural strengths and it will provide you, the employer, with a language with which to describe these strengths and a method to communicate with others more effectively.

### **The Power of Human Instinct**

Human instinct is the power behind our actions. It's the source of our mental energy. Assessment tools have historically focused on measuring the cognitive (IQ) and the affective (Personality) parts of the mind. While these tools are helpful in selecting, training, and managing people, something has been missing. What has been missing is the "third part of the mind" or what is called the "conative" or "instinctive" part.

**Understanding how instincts combine with intelligence and personality will help you optimize the hiring, deployment, retention, and effectiveness of your employees.**

Assessing and understanding the instinctive methods of all of your employees will create a less stressful work environment where employees are more satisfied and more productive in their positions. Our instincts are not affected by genetics or social or environmental surroundings; they are unchangeable. The system that you will get measures a person's instinctive approach to creative problem solving. It describes the natural way each person takes action in four distinct modalities or Action Modes. Every individual has 100% mental energy or creativity that is distributed across all four Action Modes.

**Okay, here's where we get into it big time, I've provided you right here the four Action Modes that every single one of us operate in:**

- **Fact Finder (FF) :** The way we gather and share information. People within this mode range from generalist to specialist.
- **Follow Thru (FT):** The way we sort and store information. People within this mode range from being adaptive to being structured/systematic.
- **Quick Start (QS):** The way we deal with risk and uncertainty. People within this mode range from stabilizers to improvisers.
- **Implementor (IM):** The way we handle space and tangible solutions. People within this mode range from imagining to building solutions.

**Using these four modes you, as an employer, will understand your employees, recognize their strengths and then use that information to make decisions and take action, including**

**who you should hire, who will work best with a certain type of person and also who to pair people with in special projects assignments.**

All humans share the same four modes of operation, but differ in the energy distribution among the four modes. That is to say that those individuals have different striving instincts in the pursuit of their personal goals. The Kolbe concept further predicts that the unique individual predisposition equips people with special talent. Therefore, people who work outside of their natural talents, or striving instincts, would experience a great deal of stress. On the other hand, people who work in harmony with their striving instincts utilize their energy widely and maximize their performance. Working against instinctive strengths can deplete mental energy in unproductive ways.

Some of the most frequent applications of the information obtained from this index are in employee selection and teambuilding. This is based on the hypothesis that the most successful employees in similar jobs tend to be predisposed to respond to similar environments in consistent ways. In other words, that in order to be successful in a particular job, a person should possess a certain combination of the striving instincts that would match that job.

**When your team is not in sync or working together due to dissonance among personalities, here are some things that you'll see in employee performance and/or behavior:**

**Absenteeism** – your organization may experience greater employee absenteeism due to the stresses and pressures placed upon employees if they are not operating in the proper job according to their natural instincts.

**Employee e Retention**

How great would it be to be able to predict which employees remained with your company for any reasonable period of time? Think about all the time, energy, effort and resources you put into educating, training, teaching a new employee your systems, methods, processes, corporate culture, and everything necessary to make them a good, valuable and most importantly a productive employee.

Well, think about the incredible losses you and your company sustain when you loose an employee who has been there for a few years or longer. Tremendous. You have time, energy, effort and money invested in these people. When they leave, you've lost an asset, a resource and individual in which you have made an investment. Your goal is to keep these investments so they can continue working for you and providing you a return on your investment. Having to start the cycle all over again and again, time after time, is draining on you, your people, your division, other employees and ultimately your company in the way of lost time, lost productivity, and lost income.

**Remember, a happy employee is a productive employee and they are most likely to be happy if they are doing what they love, and they are likely doing what they love if they are working up to par with their natural instincts.**

**Quote: Imagine being able to retain 100% of your employees? How incredibly productive would your company be and how much more profits would flow right to the bottom line?**

### **The Negative Consequences of an Improperly Balanced Team**

If the employee functions as part of a team, mental energy may be dissipated through conflict due to polarization among the team members. This results from members of a team having significantly different approaches to resolving problems and there are no team members who can serve as a bridge through accommodating their disparate approaches. Unproductive use of team mental energy can also result from inertia – too many team members who all approach a problem in the same way. The best teams are those that are comprised of an appropriate balance of individuals to provide the optimal opportunity for synergy between the team members and their respective approaches to creative problem solving. An inappropriately constructed team may melt down and prove wholly ineffectual despite tremendous talent, skills and abilities among the team players. We've all seen this before, the problem is the team is just not working in sync, or harmony with one another. Maybe you've even been part of a team or group like this working on a project; you know what an incredible waste of time it is when the people in the group just don't work well together. All that changes and it changes big and powerfully with the **"Strengths Mastery Advantage"** program.

### **Hire your Employees with Certainty**

Have you ever thought about how much money does it really cost to hire someone? The latest statistics show that it can cost more than 50% of a worker's salary to hire and train a new employee. And what if that employee proves to be a poor choice? Come on, think about it, how many times did you regret hiring "that" person? A lot, I am sure. And we have all made that mistake, it's part of business. It's to be expected. Right? Wrong, at least not now, not with this new system that I am going to make available to you. The expense of recruiting, educating, integrating, terminating, and then rehiring another individual to replace the one you recently hired could easily exceed that annual figure, particularly when you add in the loss to productivity and morale.

Imagine having such a keen insight into people, and an understanding of their personalities, their instincts and their predispositions that you know in advance the kinds of people that would perform certain jobs well; wouldn't you want to know information like that? Wouldn't it be helpful to know that prior to hiring someone that they are the right person for the job? Now you can and it's possible when you understand the processes and the information that will be made available to you in the **"Strengths Mastery Advantage"** program.



### **Forecast With Relative Certainty the Creation of Project Groups, Divisions and Teams**

Imagine the incredible productivity you could get out of your employees when you assigned team projects and you knew in advance whether or not the team would work well together and will produce an effective finished report or completed project or assignment. Well, now you can. Just like a basketball team, or a football team, or any sporting team for that matter, each person, each individual, each player, plays a certain position; they are assigned their position according to their strength, that's how they were chosen. They run fast, they are big and are good blockers, good passers, good shooters, etc., etc. We should be applying this exact logic, which for the most part we try to do intuitively, when we create our own teams. We put them all together in one room and hope for the best. Sometimes we get good results, sometimes not. What if we could methodically, systematically, almost guarantee good to great results? How amazing would that be? Well, now you can when you use the **“Strengths Mastery Advantage”** program.

### **Stop all the Guesswork in Your Business – Using Tried & True Techniques that will Make You Money**

The problem is this is all guesswork. How many times have you either been involved in a group or tried to get the results of a group that simply is not getting along? The group gets stuck at every turn, there's a clash or conflict of personalities, someone disagrees with the process or steps that need to get done, maybe someone wants there to be more research or fact finding, and another person is ready to just jump right in and get the ball moving, maybe without all of the facts. This is a perfect, but unfortunately all too common example of what happens every single day in companies big and small across the country. Too many disparate personalities tugging at the process and how something should get done. Of course the greatest casualty here is the work; the work is never what it could be or should be, it's never the best work possible generated from that group of people. The best way to guarantee the best results possible from a group or team assignment is if you compose your group using the methods of identifying and matching the personalities of your players by using the **“Strengths Mastery Advantage”** program.

### **This is one Incredible Offer you do not want to Miss**

At this point you are probably thinking to yourself, “oh my god, these huge companies are using this material and these systems, I can't afford to use it for my small business!” And you know what, you'd be right to think that way. After all, the biggest most well known companies not just in the country but in the world use this testing. In case you forgot, let me remind you of just a few of the companies who use this product, this extraordinary testing program.

**(Insert assorted high-profile company names here -- bullet point style)**

And while we're at it, I might as well include some quotes about how incredibly effective it is:

- **Using Kolbe's system has made the difference between a mediocre management team, and one that works together and wins all the time." Richard Weden, President and General Manager, American Express Co. (Mexico)**
- **"Kolbe provides a catalyst that can help you evaluate what you are doing, how you are doing it and whether you should be doing it at all." The L.A. Times**
- **"Communication was enhanced, conflict was decreased, allowing us to all work more productively." Christine Wright, Chief Operating Officer, Brooks Rehab Solutions**
- **"If you want to discover your strengths and what gives you energy, take the Kolbe." Carmen Hannah, Principal, Holland Public Schools**
- **"Kolbe and teamwork are so critical to our success we can't even put a value on it." Bob Bieri, President, Prince Manufacturing**
- **"Kolbe takes behavior out of the personality and puts it into the explainable." Judeth Newham, CEO, Holland Community Hospital**
- **"Kolbe helped us understand our different styles and appreciate the differences." Becca Dernberger, President, Manpower Staffing Services**
- **"The Kolbe system goes far beyond what we had been doing traditionally. I now have completely new insights into the way people perform." Dave Marsing, Expansion Manager, Intel**

### **We Scour the Country to find you The Best Products to make you the Most Effective And Profitable Company you can be**

But, let's face it, this is MY job, this is what I do. My business team and I scour the country for incredible products like this. We are constantly on the lookout for the right tools, the right technologies and the right products that will help you, my clients, achieve the tremendous success you are seeking. And so, it's my job to not just find these kinds of products, but to find them and get them at a price that is affordable, a price that makes sense, a price that I can be happy and confident in presenting to you.

Sure, with the kinds of companies who use these materials you naturally would expect to pay thousands of dollars. And you know what, if you did you would still get your money's worth. After all, doesn't this product provide incredible value and tremendous returns in driving increased performance, productivity and profitability for your company? Absolutely yes. It does. It's proven, it's a fact, and it's irrefutable.

Think about it, you can increase productivity and the success of essential work groups with powerful human resource solutions used by the biggest most successful companies in the world. The information you will get from these reports will help your company build a strong team to make the most out of your most valuable corporate asset; your workforce. Using a time-proven

approach by one of the world's leading providers of instinct-based performance forecasting software, here's what you'll get:

- **we can help you improve the performance of individuals and business units.**
- **We can help you uncover strengths and hidden talents of your staff, so that working together will be easier and more productive than ever before.**
- **You will be able to configure high-achieving teams and predict with greater than 80% accuracy which groups will yield the best results.**
- **This is a breakthrough system of assessments, analyses, reports and 30 years of experience combined and it has helped companies like Alaska Airlines, The Hershey Company, and Allstate to name a few**
- **See a boost in personnel and productivity by as much as 225%.**

With these kinds of results of course you'd expect to pay thousands for information like this. But because of my bargaining power I am able to provide you with this extraordinary product for a paltry \$99. That's right, it's not a misprint, it's not a typo and yes, you'd think it is impossible. But we are entrepreneurs and that's exactly what we do; we do the impossible.

And that's not all, the offer gets better. (Secretly, you knew it would, right? – well, you're right)

Not only is this productivity enhancing profit-generating product available for a mere \$99, but I am also providing it to you with a 90- days 100% money back guarantee. That's right, a full 90 days for you to try this program yourself and see for yourself exactly what Xerox, (name companies) have been raving about. If you are not crazy about the results, you can return it AFTER 90 days for a full refund.

My bold 100% risk-free guarantee means you have nothing to lose and absolutely everything to gain. Come on, think about it -- \$99 that will change your business, and your life, completely and forever.

Click here to place your order for the "Strengths Mastery Advantage. " Or, call xxx – xxx – xxxx to order now by phone. Don't wait, don't delay because there are a few extra special goodies we have that we'll include, even at this ridiculously low price, so give us a call and get the information you need that will reinvigorate your employees, your business and your bank account!

To Higher Profits,

Rich Schefren  
Strategic Profits

**P.S.** I still have a small number of special reports I had printed for a seminar I spoke at earlier this year. These reports: "11 Ways to Play to Your Strengths and Change Your Life Forever"

explain the concept of leveraging strengths – and more importantly – how to effectively manage around your weaknesses...and include a list of my most productive ways to work around weaknesses and kick profits into high-gear.

This list is MAGIC when it comes to turning a struggling business around in a very short time. I'll send you one of the remaining copies of this amazing report – FREE, yours to keep – when you try my *Strengths Mastery Advantage* system today.

But only while they last, so hurry. [Order here now](#).

**P.P.S.** What if someone told you there was a treasure worth \$100,000 right under your nose – and that he'd be glad to lead you to it... would you let him? Well I'm that guy. And the treasure under your nose is the extra profits hiding in your business – if you're only willing to put in a little effort to find it.

By taking action today, you'll see a noticeable change in how you get things done, just 48 hours after taking your strengths assessment, reviewing your results and the in-depth video. And within 90 days, you will be well on your way to increasing your sales and growing your business by leveraging your new-found strengths...and creating extra profits in the 6-figures a year from now.

If you don't act on this one-of-a-kind opportunity now, you'll be kicking yourself for years to come when you realize how you're business and your life could have been totally changed.

So don't delay – if you want to change your life FAST, order now and try *Strengths Mastery Advantage* for yourself. I can make the risk-free guarantee I make because...In the first 6 months of offering this system, there was not a single request for a refund. That's phenomenal – and proves the value you're going to get.