



Announcing CONTRIBUTION COMPASS



The Only Profiling Tool To Highlight How Every
Team Member Can Contribute Their Best To
Your Business



Why choose Contribution Compass to guide your team to success?



We believe that great teams are built with people doing **what they are naturally good at**, and what they are naturally energised doing. We don't believe in spending time, energy and money in improving people's weaknesses. Instead we believe in focusing **on maximising 'best contribution'** which in turn maximises returns.

The Contribution Compass profiling tool considers **96 separate data points** to assess and understand every individual's area of maximum contribution to a team, company or organisation. By investing time in your area of maximum contribution, you spend more time working in your **'natural energy'** and creating the best results possible.

The problem with not working in the right role, and not doing work **that's in your natural energy**, is that you contribute far less than you could be. Worse case, not being in your flow can end in a job search for a role or company that does offer you the chance to make more contribution.



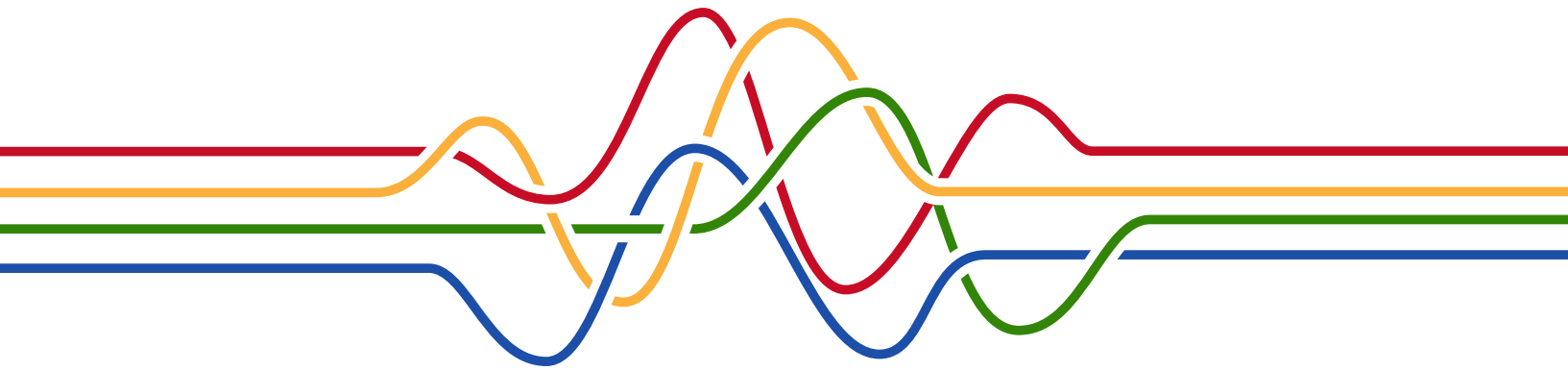
As a leader or manager, knowing your team's individual profiles means you'll be able to get the maximum contribution from everybody, as well as hiring the 'right' people first time, as your business grows and the team expands.

What is Contribution Compass?



Contribution Compass is a powerful personal and team profiling tool based on the ancient Chinese wisdom principles and teachings from the iChing.

By focusing on finding each person's natural energy, the reports generated highlight where a person makes their maximum contribution and where they will work in their "Flow Zone" being far more productive and valuable.



By working out a person's **natural energy**, this can then be used to create teams, managers and leaders that work well together by building balance and flow to maximise results and returns for the business.

Who is Contribution Compass for?



Knowing your own Contribution Compass profile is essential as a business owner, as it allows you to understand the team you'll need around you to grow a successful company.

It's also perfect for businesses that want to take the guesswork out of having each team member work in their 'natural energy' to do their best work and be at their most productive.

From small teams to large organisations with multiple teams, from customer service and sales teams to Boards of Directors - if you work with people, this tool will help you to maximise the return on your team's talents.



"The Contribution Compass profile report is scarily accurate!"



Who is Contribution Compass and what is our story?



At Contribution Compass we believe that people add the most value to a company when they spend more time doing what they are naturally good at. It makes innate sense to us to have people in a business in roles that empower them to do their best work and add the most value from their natural energy.

People are the heart and soul of a business and create all the energy, activity and flow. They are the lifeblood of an organisation, and every successful business is built on having the right mix of people contributing different perspectives, skills and talents. The magic that is achieved when you have a truly effective team is unmistakable and everything is possible when you have the right balance of energies working on a clear project or goal.

However, we were frustrated that while there were other profiling tools that considered personality traits and psychological assessments, there were questions about their statistical accuracy, or they just seemed to want to put people into a box and label them, which we are totally against! We went looking for a tool that was highly data driven and would help us tap into the power of a person's 'natural energy', but when we couldn't find one - we set about creating one. It took over 2 years of research and hundreds of thousands of pounds in capital investment, but we are very proud of the result.



Carl Bates



Chief Executive of the
Sirdar Group



Paul Avins



CEO of
Team Dynamics

Contribution Compass was founded by **Carl Bates**, global entrepreneur, speaker, author and Chief Executive of the Sirdar Group who then joined forces with **Paul Avins**, award winning UK business coach, author and CEO of Team Dynamics. They shared a vision to transform the lives of millions of people in companies and organisations around the world by helping them identify their own area of maximum contribution. The result is the world's first profile dedicated to helping individuals, teams and companies to understand and harness the power of people's natural energy and contribution to deliver sustainable growth across industries.



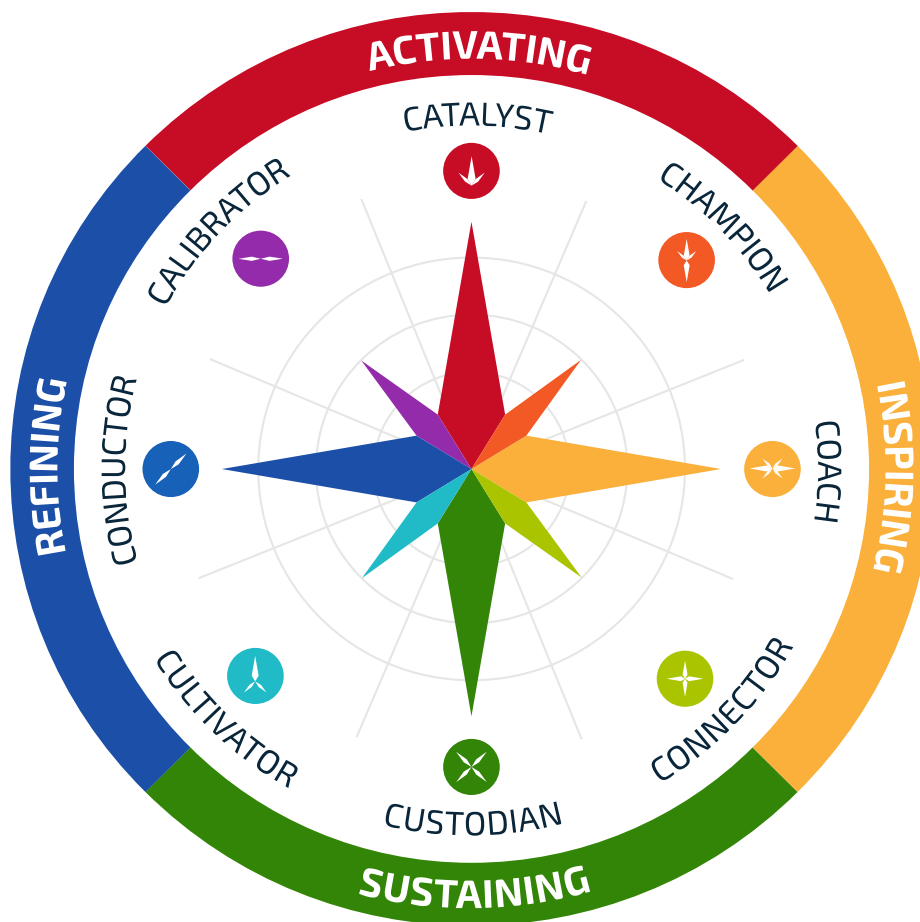
*"I can't recall when last I have received results of this calibre.
Very informative and precise."*



Overview of the 8 Contribution Compass profiles



Completed entirely online, each Contribution Compass report takes around 15 minutes to complete. By answering a series of 24 questions, an advanced algorithm identifies **one of 8 profile types based on a person's natural energy**. The report produced explains in detail the characteristics and highest area of contribution that person makes. It also provides an overview of a person's secondary profiles, so they can see how they can contribute more widely to a team and a business.



"This profile is so me! My biggest insight is that I have always been a team player, and have always been respected by my peers and juniors, but never really thought about what it really meant or why"





CATALYST

Accelerating Change

A **Catalyst** is a person who naturally brings change through accelerating a reaction or interaction, getting raw substance to interact in a vibrant and new way. Catalysts are dynamic, stimulating, driven and inciting. Their dynamic energy means they are often found starting new businesses, leading a new project or taking an existing project into its next big step. They easily plug into the world of ideas and into a vision of the future. Naturally innovative, they bring new ideas and creative approaches into any team.



CHAMPION

Blazing a Trail

A **Champion** is a person who, like a thunderbolt or a strike of lightning, shakes up the status quo and stirs up people to pay attention to the message they herald. Using their personal credibility, Champions shine light on the cause they rally for and incite others to join them. They are vibrant and exciting, and the call they make to pay attention is hard to resist. They excel at taking a proven idea and broadcasting its value to a wide audience, garnering support and enthusiasm.



COACH

Igniting Greatness

A **Coach** is a person who ignites the fire and passion of others to work together as a team focused on bringing a central idea to life. Coaches bring warmth, energy and inspiration, which lights up the path for others so that they may strive for personal excellence and team success. They excel at understanding people deeply and being tuned to their emotions and what their team really need in order to overcome challenges.



CONNECTOR

Building Bridges

A **Connector** is a person who brings people, ideas and resources together, and like a lake into which all rivers flow, they have a special gift that can unite the right people at the right time and place. This ability to connect is driven from a combined understanding of what people really need and the resources and opportunities available that may best serve those needs. They excel in communication and being able to talk through ideas, challenges and solutions to create a collective way forward.



CUSTODIAN

Honouring the Promise

A **Custodian** is a person who has the ability to nurture and support the ideas of others and bring them to life, while guarding and protecting the assets and resources under their care. Their gentle and supportive energy is grounded in their understanding of reality, resources, timing and practical considerations. They excel in their ability to get tasks done, maintain routines and honour commitments and deadlines, while ensuring that the right activity delivers tangible results.



CULTIVATOR

Nurturing Growth

A **Cultivator** is a person who guides and shapes the growth of a team, project or enterprise through a subtle influence that seeks to adjust, refine and develop. Just as a plant grows and strengthens through a flexible response to its environment, so too does a Cultivator make incremental adjustments in their environment to achieve long-term, sustainable growth. They excel in their ability to manage complex projects and deliverables, while making sure that resources are carefully managed and risk is mitigated in a timely manner.



CONDUCTOR

Optimising the Performance

A **Conductor** is a person who, just like the conductor of an orchestra, uses their focused and efficient energy to direct the singular instruments of the orchestra into a unified and optimised collective. With the wave of a baton, the conductor keeps the whole orchestra in rhythm and in tune. So too does a Conductor excel at making sure a process or function runs optimally and efficiently. With a natural affinity for analysis and data, a Conductor is able to find meaningful insights through information and the analysis thereof.



CALIBRATOR

Fine-tuning the Instruments

A **Calibrator** is a person who ensures that the instruments used to create value are continuously refined and adjusted where necessary. These instruments could include the business model, the systems or technologies, the methodologies utilised or any kind of tool required or applied in the delivery of the promise. This kind of energy is relentless in its pursuit of continuous improvement and incremental refinement. Calibrators excel when they can tinker with how the system works and experiment with new approaches to old problems.



**CONTRIBUTION
COMPASS**
with VET DYNAMICS

4 ways Contribution Compass can help your team navigate to success

Personal Profile

Find out which of the 8 Contribution Compass Profiles you are. Understand the 4 natural energies and how to harness them to find your flow and maximise your personal level of contribution to your team and company.

Leadership Teams

With our Leadership Team Development you can add value to every part of your business, establish a growth culture within it and gain the freedom of choice that being an owner of a successful business - an asset - can create.



Team Development

Whether you have a small growing team or multiple teams within your organisation, Contribution Compass will optimise your Teams' Productivity and Performance by creating a Culture of Appreciation and Collaboration.

Team Recruitment Licence

Use our industry leading Recruitment Licence to integrate Contribution Compass into every area of your recruitment process. Attracting better customers, improving your interview process and reducing the risk of costly wrong hires and resulting team disruption. All for one small fixed monthly fee.

To find out more about any of the above tools:

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🌐 www.vetdynamics.co.uk