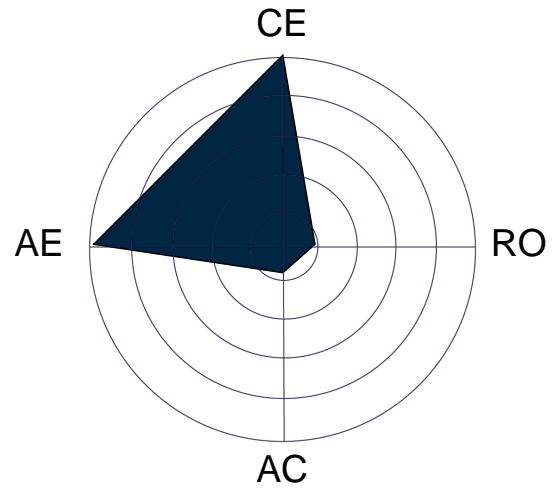


Your Winning Profile Summary

Learning Style:

Accommodator

As an Accommodator, Gary's profile indicates an active, doing mentality and that he is someone whose strength lies in the practical completion of plans of action. Gary's daily drive comes from the need to accomplish tangible goals and his natural energy and high work ethic comes from a determination to succeed at whatever he turns his hand to.



Clifton Strengths Domain:

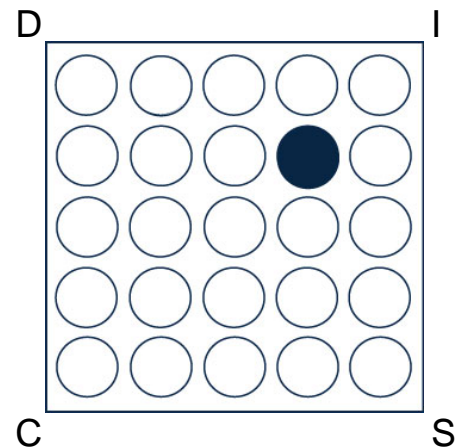
Influencing

Talent 1	Talent 2	Talent 3	Talent 4	Talent 5
Strategic	Woo	Positivity	Belief	Maximizer

Discus Style:

Communicator

Gary possesses a combination of assertiveness and openness, relating to Influence in DISC terms, and can be described as a Communicator. This style is (fittingly) communicative and sociable, characterized by a friendly and outgoing nature with other people and a feeling of ease in strange company. The most important thing to a Communicator is the building of positive relationships with other people.



Performance Drivers

Impact Driver	Relationship Driver	Pressure Driver	Growth Driver	Organization Driver
Dynamic	Persuasive	Positive	Interactive	Synergetic

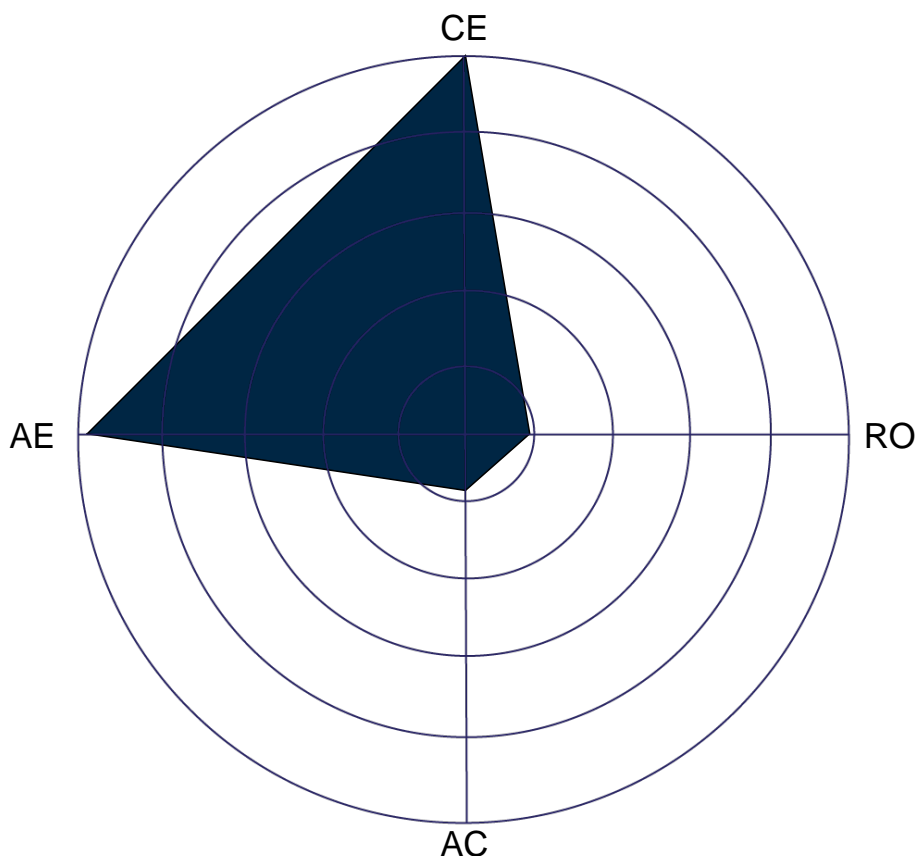
Learning Style

Accommodator

As an Accommodator, Gary's profile indicates an active, doing mentality and that he is someone whose strength lies in the practical completion of plans of action. Gary's daily drive comes from the need to accomplish tangible goals and his natural energy and high work ethic comes from a determination to succeed at whatever he turns his hand to.

This profile also describes people who are naturally outgoing and who are comfortable around others. Accommodators can, on occasions, act impulsively, basing their judgments on gut instincts and may rely more heavily on people for information than on their own technical analysis when solving problems.

However, Accommodators will often make strong leadership candidates - having the confidence in their own ability and a willingness to take risks in order to succeed coupled with the drive and determination to see things through to a positive conclusion. The overriding factor throughout Gary's profile is the receptive, experience-based approach to learning that emphasizes a strong affinity for human interaction. Gary has a passion for action - the practical completion of tasks and a constant drive to achieve. In doing so, he will look to build a strong team around him.



Learning Style

Accommodator

Assets

- Getting things done
- Leading, taking risks
- Enjoys challenging experiences
- Being adaptable and practical

Needs

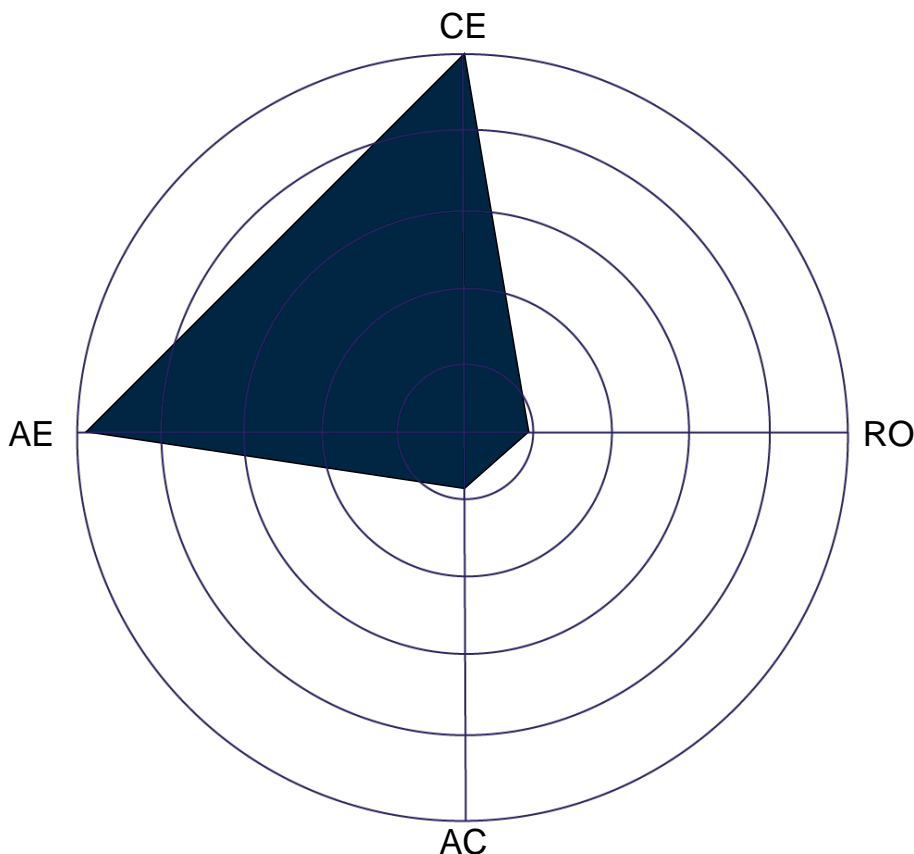
- Action oriented
- Outgoing and extroverted
- Acts on instinct rather than logic
- Impatient and pushy

Perceives Information

- (Concrete Experience)
- Receptive, experience-based approach
- Treats each situation as a unique case
- Relies on others rather than own analytical ability
- At ease with other people

Processes Information

- (Active Experimentation)
- Carries out plans, enjoys problem solving
- Learns from hands-on experience
- Trial and error - risk takers
- Dislikes passive learning



Clifton Strengths Domain

Influencing

Strengths Domains describe a person's greatest possible value add to a team. They help us to understand strengths from multiple angles. While individuals need not be well-rounded, teams should be. A well-rounded team with talent themes from all four domains often have valuable contributions that lead to high levels of performance.

Gary has a profile with dominant Influencing themes. He is comfortable taking charge, happy to speak up, and make sure the team as a whole is heard. In short, Gary will utilize those themes to give his team its voice.

Gary can sell the organization's ideas and concepts to both colleague and clients. He will help his team reach a much broader audience by injecting passion and enthusiasm into everything they say and do.

Value to the Team

- Focus and conviction
- Igniting passion
- Energizing
- Presenting compelling arguments
- Enthusing others.

Needs

- Validation
- Energy
- Leadership
- Opportunity to move
- Verbal processing.

Talent 1	Talent 2	Talent 3	Talent 4	Talent 5
Strategic	Woo	Positivity	Belief	Maximizer

Clifton Strengths Domain

Talent 1: Strategic

People talented in the Strategic theme create alternative ways to proceed. Faced with any given scenario, they can quickly spot the relevant patterns and issues.

Talent 2: Woo

People with Woo love the challenge of meeting new people and winning them over. They derive satisfaction from breaking the ice and making a connection with someone.

Talent 3: Positivity

People with Positivity have contagious enthusiasm. They are upbeat and can get others excited about what they are going to do.

Talent 4: Belief

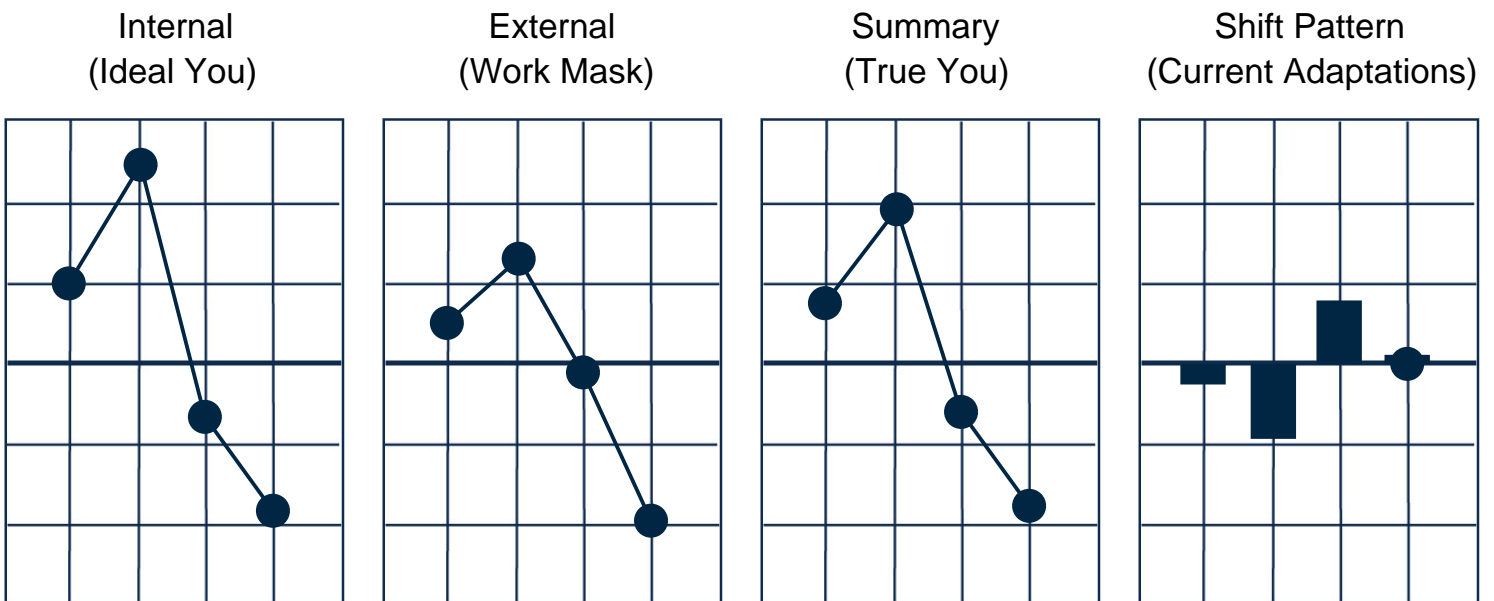
People talented in the Belief theme have certain core values that are unchanging. Out of these values emerges a defined purpose for their lives.

Talent 5: Maximizer

Maximizers focus on strengths to stimulate personal and group excellence. They seek to turn something strong into something superb.

Axiom Discus

- Dominance -** Gary's levels of assertiveness and competitiveness appear to be at appropriate levels for his current role, or at least he perceives no significant need to adapt them. He is neither showing himself as more, or less, dynamic and pro-active than would naturally be the case.
- Influence -** Gary's level of communicativeness and self-confidence is not showing a marked adaptation to his working conditions. There is some indication that he may be working in marginally more formal circumstances than he would prefer, and that he feels somewhat less open to express himself.
- Steadiness -** Gary shows little or no variation in his Steadiness scores between his Internal and External Profile, implying that he feels that his current natural pace of work is appropriate to the needs of the situation in which he finds himself.
- Compliance -** In terms of his attitude to Compliance, Gary seems well adapted to his current working conditions. On a scale from formal and structured to informal and independent, he appears to fit the needs of his current conditions without any need for significant adjustment.



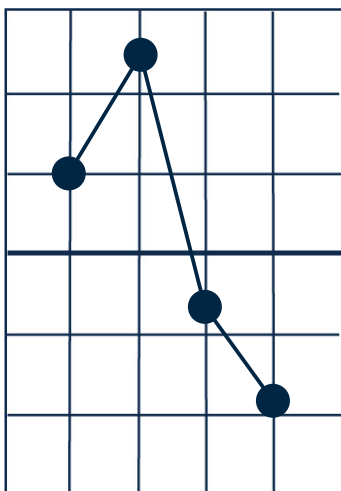
Axiom Discus

Discus Style - Communicator

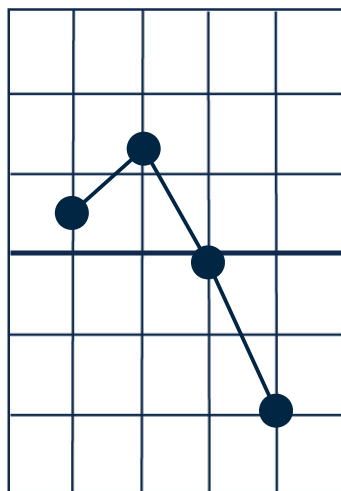
Gary possesses a combination of assertiveness and openness, relating to Influence in DISC terms, and can be described as a Communicator. This style is (fittingly) communicative and sociable, characterized by a friendly and outgoing nature with other people and a feeling of ease in strange company. The most important thing to a Communicator is the building of positive relationships with other people.

Gary will wish to develop a real rapport with a person before reacting to specific ideas or proposals. In a negotiation, therefore, it is important to build a social relationship with the Communicator if they are to be motivated towards accepting new ideas or proposals. Rejection is a factor that Gary may find difficult to accept, and a purely confrontational approach will, conversely, have a negative effect.

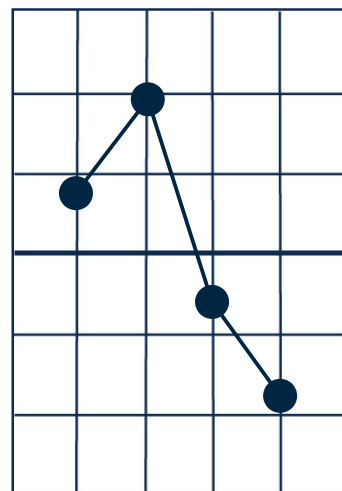
Internal
(Ideal You)



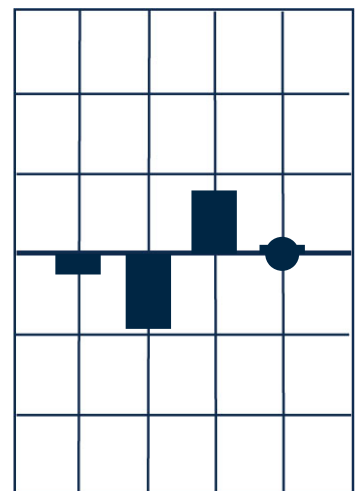
External
(Work Mask)



Summary
(True You)



Shift Pattern
(Current Adaptations)



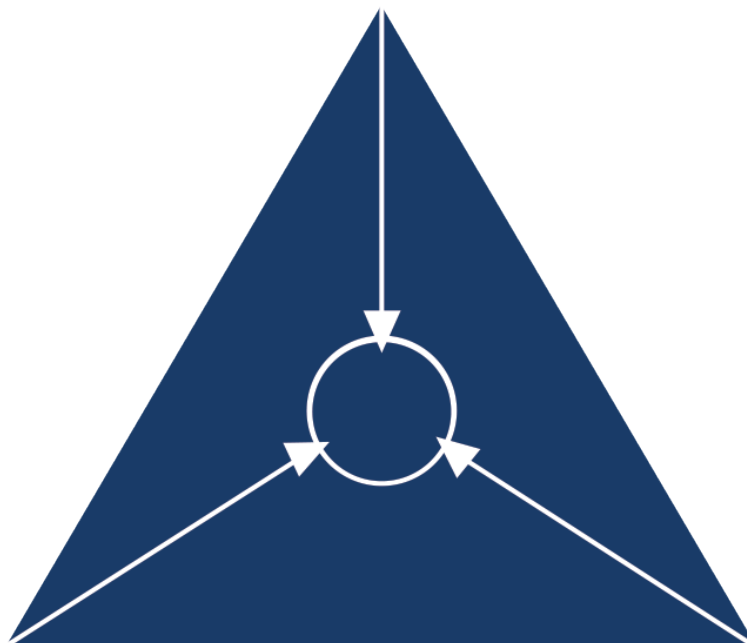
Performance Drivers

Drivers are the external manifestation of your internal energy. These five Drivers are the key factors to best use your talent in a team environment and also a leadership position.

Impact Driver	Relationship Driver	Pressure Driver	Growth Driver	Organization Driver
Dynamic	Persuasive	Positive	Interactive	Synergetic

Winning Profile measures three aspects of your psychological make-up - thinking, feeling, and acting - and triangulates the results, creating a three-dimensional picture of you.

Dr. Russell, in his search for a less linear profiling system, discovered that the three instruments above, while each linear in their own right, created results that integrated with one another in incredibly revealing ways. This process of Triangulation put the information into sharper relief, accurately measuring the three components of psychological behavior -- how you think, feel and act - and creating the three-dimensional picture Dr. Russell was looking for. Triangulation is now the cornerstone of the Winning Profile process, the most accurate profiling system in the world.



Drivers Characteristics

Gary's Impact Characteristics

Impact Driver:
Dynamic

Dynamic people are very keen to get on with things, very active and, at times, impatient. They don't always think or plan, but they're confident in their abilities and tend to learn through doing. Dynamic people are risk takers, outgoing and spontaneous, who enjoy succeeding in achieving goals set for them.

- Gary enjoys working in a fast-paced environment where new opportunities are made available to him. He takes an original and adventurous approach to life
- A proactive nature and willingness to express his views and take risks are hallmarks of strong leadership
- Others are likely to gravitate toward his self-confidence and assured nature, particularly in times of pressure, but he also can be quite persuasive
- His preferred style is one of energy and pace, communicating enthusiastically and acting quickly. He can be expected to adopt a very a hands-on approach to management
- He has an enthusiastic, animated and sometimes impulsive style, and looks for his team to mirror his highly responsive management style
- Because of his broad thinking, he usually presents only the big picture. As a leader, he may frustrate others by failing to provide all necessary details for a project

Drivers Characteristics

Gary's Relationship Characteristics

Relationship Driver:
Persuasive

Confident and outgoing individuals, Persuasive people are comfortable sharing their views and ideas with others. They are able to use their charisma to sell to others and they enjoy meeting new friends. They work best in teams, but also comfortable leading and can be more assertive when needed.

- Being a strongly communicative type, he works well in roles that require direct interaction with customers or clients. He is quickly able to build a strong rapport with most people

- While he prefers to take a personable, persuasive approach, he can be assertive and deal with people in a more direct way should circumstances demand

- He is likely to contribute a lot at meetings, but can be impulsive and when speaking publicly may ad lib rather than adhere to a script, relying on charismatic style to win others over

- He is a talented presenter and likes to find powerful phrases and words to excite and evoke emotion in his audience

- However, he may be impatient when listening to other people's views and opinions, preferring that they get to the point and focus on the most relevant details

- He may state his mind without sufficiently considering the consequences

Drivers Characteristics

Gary's Pressure Characteristics

Pressure Driver:
Positive

Positive people are glass-half-full individuals who will approach all challenges with an optimistic attitude. They inspire and motivate others by saying the right things to lift spirits and instill confidence, even in the most pressured situations and environments.

- He adapts well to changing environments and is quick to move on and not dwell on the past. He has the flexibility and tolerance to cope with rapid change and unexpected challenges

- He has a strong presence particularly during times of pressure, when others may be distracted and performance levels could drop

- During times of pressure, he can help lift team morale, presenting a positive, "can do" attitude. He has a "glass half full" approach that may be motivating to those around him

- He is ready to take risks when the opportunity arises, but he is not naturally analytical, and his assessment of the risk may be based on instinct, rather than a detailed investigation

- Indeed, he may act impulsively at times, but his ability to address and deal with challenges comes from a positive, motivated outlook

- He is not a patient individual. He may become frustrated when he feels his ability to achieve is being impacted by obstacles or delays that are out of his control

Drivers Characteristics

Gary's Growth Characteristics

Growth Driver: Interactive

Interactive people are people people. They learn best when reflecting on their experiences and from interacting with others. Very people oriented and good communicators, they will be seen as sensitive, empathetic, helpful and intuitive.

- He is an enthusiastic, energetic person with an adventurous approach to life, keen to try new experiences and engage with dynamic people
- He enjoys the challenge of adapting to new, unpredictable experiences, and may lose motivation if constrained by a repetitive work environment
- He prefers to learn from hands-on experiences and real-life situations. He thrives in dynamic environments where he can work with others to complete tasks, set goals and experiment with different approaches
- Indeed, he has a low threshold for traditional lecture style/didactic teaching methods and will lose focus and attention very quickly in such environment
- He is most motivated if he perceives the value and tangible impact of what he is learning in regard to achieving his personal and professional goals
- He is most productive when he feels his work is appreciated by his colleagues and management. He looks for positive feedback and praise, where appropriate, for his efforts

Drivers Characteristics

Gary's Organization Characteristics

Organization Driver: Synergetic

Synergetic people can inject an energy and enthusiasm into even the most mundane task. They have faith in their ability to reach a positive conclusion and will adopt hands-on approach to implementing plans. Their preference for positive communication with others means that they can be distracted from questions of planning and detail. They find formal situations demotivating, particularly where they need to work without informal contact with others.

- He thrives in a busy working environment that offers lots of variety and allows him to think and act quickly. He can be impatient and prefers to avoid unnecessary meetings and bureaucracy in order to get things done
- His decision-making process tends not to be rooted in analysis and investigation, but rather more in his own sense of judgment
- Such is his enthusiasm to achieve goals that he may spend less time on detailed planning, preferring to rely on his instincts to deal with issues as they arise
- He places great value on feedback from others, both positive and negative, which may drive his decisions, whether or not it aligns with what more detailed data analysis suggests
- He is not a natural organizer, preferring to act rather than spend time considering the consequences of his actions in detail. Once he commits to a decision, he is able to use his powers of persuasion to bring others to agree with his point of view
- Consequently, such is his enthusiasm to move things along that he will benefit from others who take a more cautious approach and will check and challenge him

A Message from Dr. Gary F. Russell

Dear Gary,

Let me personally thank you for being a part of our Winning Profile. Your desire for continuous learning and the improvement of yourself and others around you is commendable. Everyone can see and recognize exceptional performance, whether it be in sport, the arts, or in the business world. But we all have trouble understanding, selecting and, critically, reproducing it.

Our goal was to create a three-dimensional psychological outline of your attributes, characteristics and talents, to give you a clear and compelling picture of your greatest assets. When utilized correctly in the right setting, these talents can strongly maximize your performance.

So, now that you know your profile... so what? What do you do now? How do you win with this information and better understanding of you? How can you surround yourself with a team that complements your talents and strengths?

These are exciting, but critical questions you face. We would encourage you stay in touch with us so we can continue sharing with you more information about our Winning Profile Performance program. We can teach and coach people to learn how to on a day-to-day basis to make marginal gains in your own performance and the performance of your team as well.

It's a simple and ever-adapting process. For me, every new person I come in contact with is a new and exciting exploration of winning. We would like to help you understand, beyond the written word, the implications of this report. We are confident it is THE WINNING WAY for you, your coworkers and your entire organization. I'm excited to discuss more with you!

Sincerely,



Dr. Gary F. Russell
CEO/Founder, Winning Profile