

UNLOCKING YOUR ENTREPRENEURIAL POTENTIAL

A Guide to Maximizing Success by Understanding How You Function

Unlock Your Entrepreneurial Potential

Ok...so you want to get the most amount done every day but you feel frustrated when people do not understand how you operate. You have your way of doing things. Over time you have found shortcuts and actions that from day to day seem to create the best results for you. However, you bump into people that simply do not “get it” or relationships that always seem to be a challenge, that is, they do not understand how you are able to get things done the way that you do.

Now we have all heard a thousand times that people are different and that we are all unique. We use these platitudes to sugarcoat feelings and make everyone feel special while simultaneously not identifying how one is special.

Let me be brutally clear - **YOU** are special. In fact, **YOU** have unbelievable superpowers that make you completely amazing. The issue is.... You may not know exactly what they are or how to convey and describe those superpowers to another human being.
This can create tension on your team, with clients or even in your family dynamic. Often we learn coping mechanisms to deal with these differences over time and figure out how to deal with things in a 80/20 model of the world.

In this guide I am going to share actionable tactical things you can do right now to get a deep and clear understanding of your superpowers so you can become more:

- Efficient
- Increase productivity
- Reduce stress in dealing with people who do not understand you
- Increase communication lines with your team and people you care about
- Zone in on your top 20% activities that produce 80% of your results
- Be mindful of the bottom 20% activities that produce 80% of your frustration, stress and procrastination



Richard Canfield

Co-Host of Wealth Without Bay Street, Amazon Bestselling Author, Podcast Host, Authorized Infinite Banking Practitioner, Business Owner, Real Estate Investor, Father, Husband, and all-around nice guy!

Unlocking Your Entrepreneurial Potential, is a guide designed to help entrepreneurs discover and leverage their instinctual strengths for success. As a father of two who is married to an incredible wife and an entrepreneur myself, I understand the challenges of navigating the business world while staying true to your unique talents and abilities.

For most of my life, I felt like a square peg being forced into a round hole. The traditional education system and conventional work environments seemed designed for an average style of learning and working, which didn't always align with my natural instincts. However, in 2013 things truly changed for me!



What happened???

I attended a training course around the concept I teach and implement in my own life to deepen my knowledge of The Infinite Banking Concept®. As an Authorized Infinite Banking Practitioner with the Nelson Nash Institute and an avid learner I am always trying to hone my skills.

When attending the session they told my colleagues and I that we needed to complete the Kolbe A™ Index before arriving. Discovering my Kolbe A results was a game-changer. It validated my unique approach to tasks and problem-solving, and it transformed my personal and professional life. From that day forward something shifted and my life began to progress with much more ease. I finally felt understood and free to truly be myself in a world that seemed to control and suppress my natural gifts.



Richard Canield together with Strategic Coach Founder and Best Selling Author Dan Sullivan

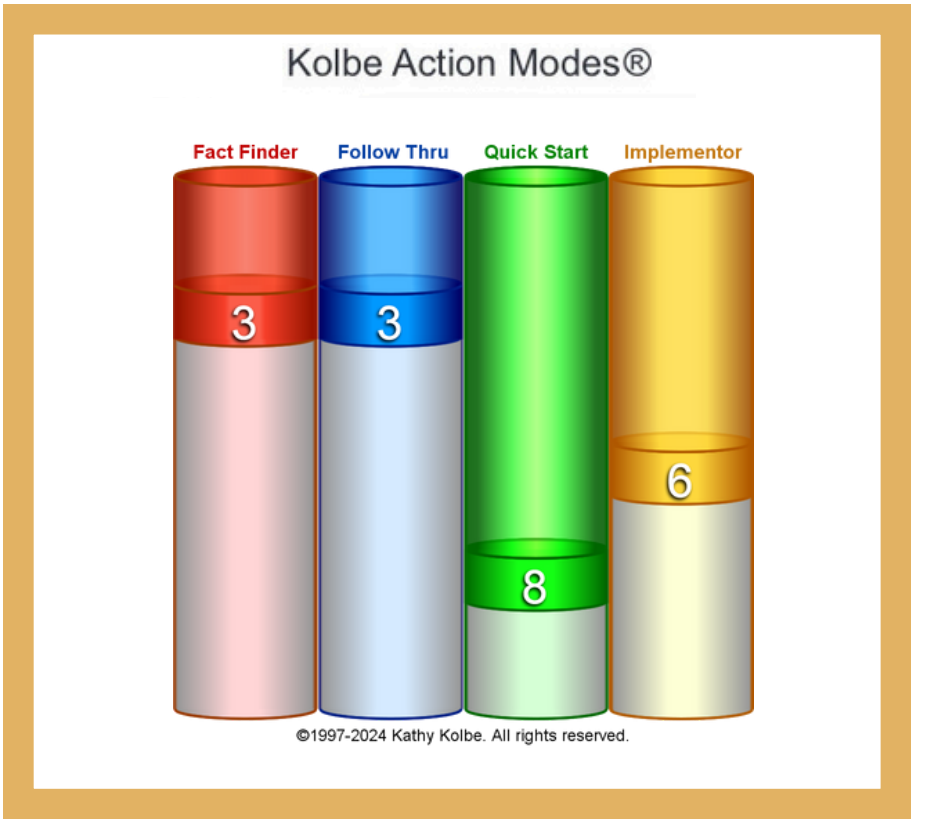
Today, eleven years later I am now a Kolbe Certified™ Consultant. I'm passionate about helping entrepreneurs just like you and their teams understand and leverage the massive power of their instinctual strengths. With a combination of my own Kolbe natural strengths coupled with a few other core programs we will discuss below, I can guide you through the process of discovering your Kolbe superpowers and provide personalized insights to optimize your effectiveness in business, with your key relationships and beyond.

Join me on this journey to unlock your potential, embrace your natural talents, and achieve remarkable success. Let's work together to turn your instincts into your greatest assets.

PRO TIP:

When working against your natural instincts you may be more likely to procrastinate. These are energies spent on things that MUST happen but do not energize and fascinate you. You may be competent at them but just because you can do something does not mean you should. Stop *"Shoulding on yourself."*

Embracing Your Unique Instincts with the Kolbe A™ Index



*See my own Kolbe of 3386 above

My journey of discovering my Kolbe results began with a feeling of being out of place in traditional settings. From childhood through my professional life, I constantly felt like I was being pushed down a path that didn't align with my natural instincts. The conventional education system and work environments seemed designed for a one-size-fits-all approach, leaving little room for individuality.

Before I stumbled upon the Kolbe A Index at the age of 33, I struggled with feelings of inadequacy. I was often criticized for not adhering to conventional methods of working. Being on time was a challenge, and the idea of focusing on one task at a time felt stifling. Multitasking, something that came naturally to me, was discouraged, leaving me feeling like I was swimming against the current.

However, discovering the **Kolbe A™ Index** was a revelation. It provided a framework to understand and validate my instinctual methods of operation. The Kolbe A Index measures an individual's **conative strengths**—their natural way of **doing** things. Unlike other assessments that focus on traits or behaviors, the Kolbe A Index looks at how individuals take action and solve problems.

This distinction is crucial for entrepreneurs. In the fast-paced and ever-changing world of entrepreneurship, it's essential to understand how we naturally operate to maximize our effectiveness. The Kolbe A Index helps entrepreneurs like us recognize that there's no one-size-fits-all approach to success. In fact, all of the success you have already achieved is likely a direct result of what makes you kick-butt naturally. It celebrates what is unique to you. In fact according to the Kolbe Index your results are so unique that there is only 5% of the population that would solve problems in the same way you do! For me, understanding my Kolbe results was a game-changer. It showed me that my approach wasn't wrong—it was just different. In fact many of the things I had been led to believe a person shouldn't do - I am actually supposed to do. For example, the concept of a *"not doing list"* was revolutionary for someone like me who struggled with traditional to-do lists. Instead of focusing on what I should do, I learned to embrace what I should avoid, clearing the path for productivity.



For many this is a foreign concept...it certainly was for me. My brain would generate hundreds of ideas and to-do items, my lists would get progressively larger and more overwhelming during the day. Constantly adding more and more onto it. Shoot forward to today and my understanding of the Kolbe A™ Index and I can minimize this frustration. Instead of getting clear on what crazy ideas that I want to accomplish (the old way of doing things), now I identify all the ideas that flood my brain and remove the ones I will NOT be working on that day. This focuses my attention and gives my brain permission to no longer waste mental or physical energy on those things.



By eliminating things I reduce the pressure on my shoulders to be constantly working and I also reduce the desire to keep adding new things onto the list that never ends.

Moreover, my Kolbe results helped me understand why my instincts often led to successful outcomes. As someone who initiates in the Quick Start and Implementor modes, I thrive on innovation and efficiency. I realized that my tendency to innovate and create shortcuts wasn't a quirk—it was a strength. By embracing my natural instincts, I found myself achieving success in ways that felt authentic and efficient.

I have always been flooded with a constant barrage of ideas swirling around my head. I often explain it like the tornado's in the movie Twister. Every once and a while in the tornado you see objects clearly as they pass by. First a cow, then a tractor, then a house, then a windmill and so on... each of these items as they go by feel like a potentially unbelievable new business idea, marketing strategy or the next best thing I need to be working on at that moment. In my younger years I was often paralyzed by so many ideas and I would pull over to the side of the road to write them down. If I did not have paper I would write on the back of my hand.



Now, I understand that this natural gift is one of my superpowers and I truly have an endless well of ideas. I thrive in brainstorming sessions with others as we talk things out loud. My synapse's fire and ideas that seemly would not connect are now brought together for everyone's benefit.

But this guide is not about me...it's about you! My stories are to connect the impact of how this information can revolutionize your own thinking as you move forward.

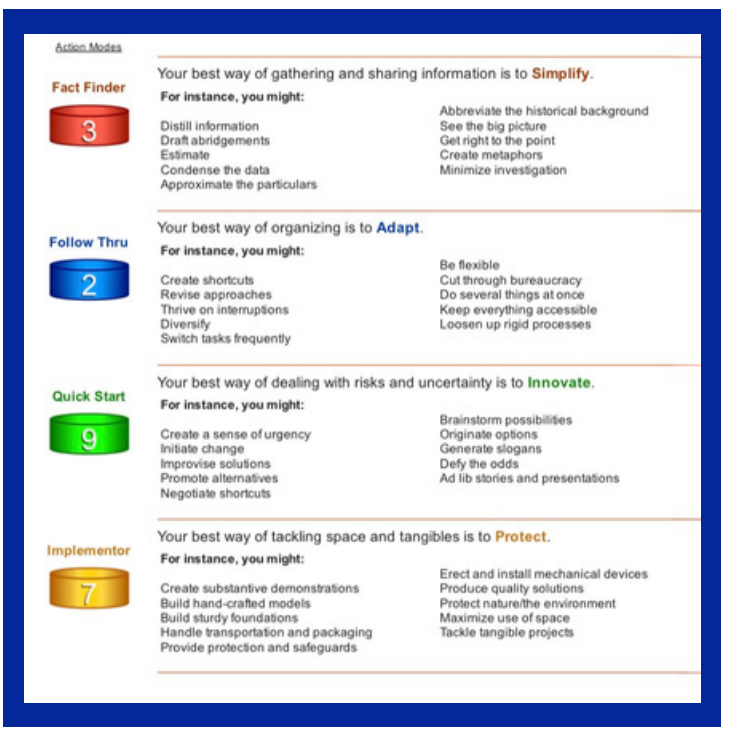
Understanding Conation and the Kolbe A™ Index

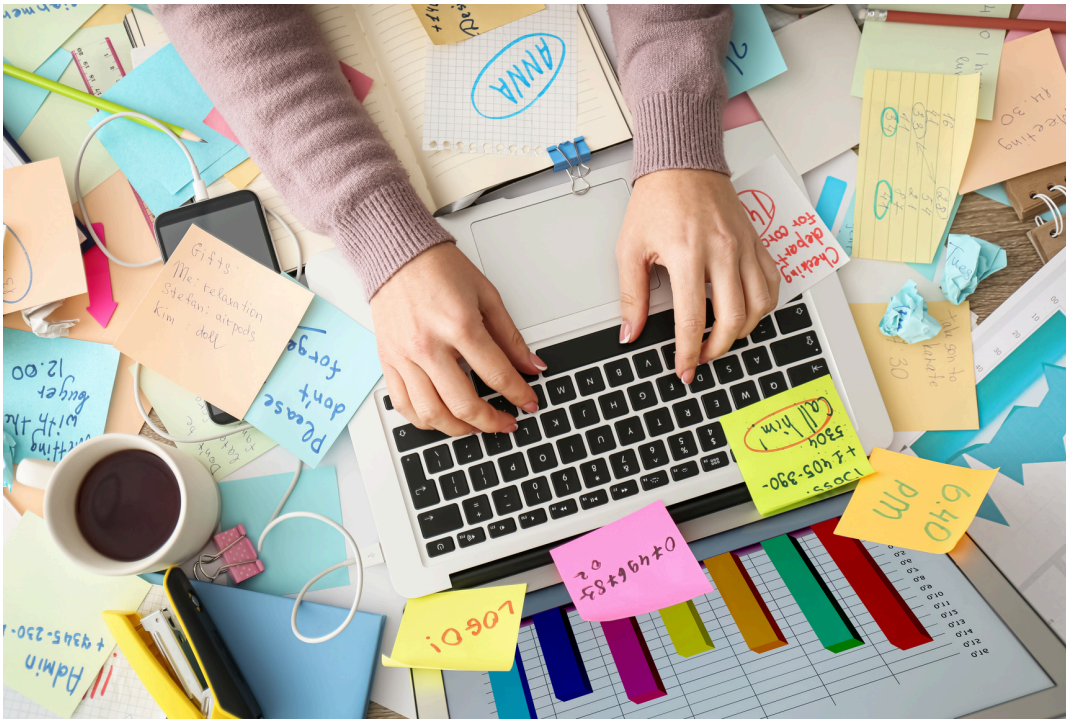
Conation refers to the mental process of striving, including desire, volition, and striving toward a goal.

Active choice and decision making often happens in the moment based on our instincts in a way we don't realize. The power of conation is the basis for Kathy Kolbe's incredible gift to the world. The Kolbe Indexes measure the four conative action modes to determine your natural MO (Modus Operandi).

Unlike cognition (thinking) and affection (feeling), conation is focused on the doing—how we take action to achieve our goals. In business and personal life, understanding conation is crucial because it provides insights into how individuals naturally approach tasks, solve problems, and make decisions. Nothing happens without taking some form of action. Therefore if we can get crystal clear on how you take action naturally and by instinct, we can help simplify your life and focus your natural way of getting things done.

There are 12 conative strengths. You can do all of them, however you have a natural strength in each Action Mode that will help you make better decisions. Best of all, it's completely natural to you!





Conation plays a vital role in both business and personal life. In business, understanding how individuals naturally operate is essential for maximizing productivity, fostering effective teamwork, and driving innovation. Just consider for a moment who you've been around that is natural at brainstorming and generating endless ideas for your team. They may have a messy desk and scattered papers versus a teammate who has everything in order and in group meetings is always asking to see the step by step approach or steps needed to complete a project. These are examples of HOW this person actually gets things done showing up in real time during your meetings!

A deeper knowledge of this enables leaders to align tasks with individuals' strengths, leading to improved performance and job satisfaction. In personal life, conation helps individuals make informed decisions about their career paths, relationships, and personal development. By understanding their natural inclinations, individuals can leverage their strengths to achieve their goals more efficiently. It can also quickly explain where a build up of frustrations may be showing up at work or with a friend, colleague or spouse who, simply put, gets things done in a vastly different way than you. There is no good or bad here...only a natural instinct.

OVERVIEW OF THE KOLBE A™ INDEX

The Kolbe A Index is a proprietary assessment tool developed by Kathy Kolbe that measures an individual's conative strengths. Unlike affective assessments, which focus on traits and behaviors, the Kolbe A Index looks at how individuals take action and solve problems. It consists of four Action Modes®, each representing a different aspect of conation: Fact Finder, Follow Thru, Quick Start, and Implementor.



PRO TIP

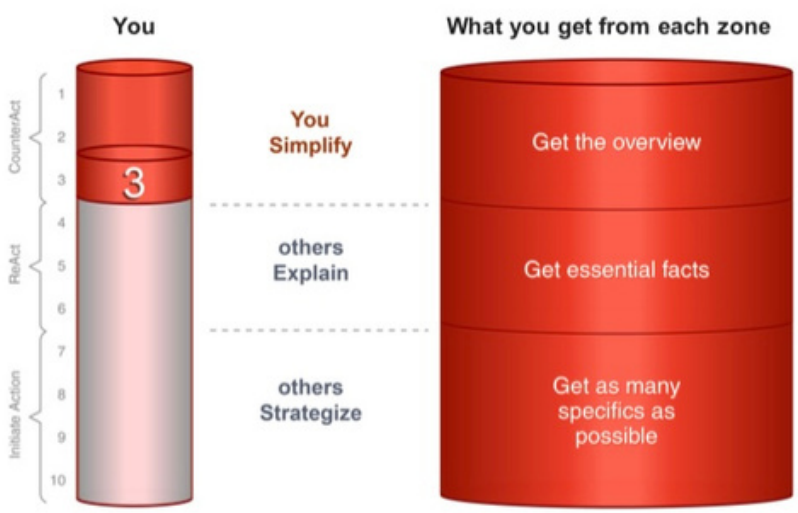
There is no high or low on the scale. You are perfect just the way you are. Your instinct to do things is whatever it is. These action modes simply identify **HOW** you will go about using your natural gifts in each mode. The Highest number is where you will instinctually begin the process naturally. This is referred to as your initiate action.

For example, I am a 8 Quick Start, meaning I initiate my actions in this action mode, whereas I am a 3 in Follow Thru and land in the CounterAct zone. This means I can still follow through but the way I do this is vastly different than someone who is higher on the scale.

Fact Finder

The Fact Finder mode indicates how individuals gather and process information. Those with a high Fact Finder score naturally gather detailed information, analyze data, and seek clarity and specifics. They tend to excel in research, data analysis, and making informed decisions based on facts and evidence. It is really important to understand how you gather is just one aspect, Fact Finder also identifies how you share the information you do collect with other people.

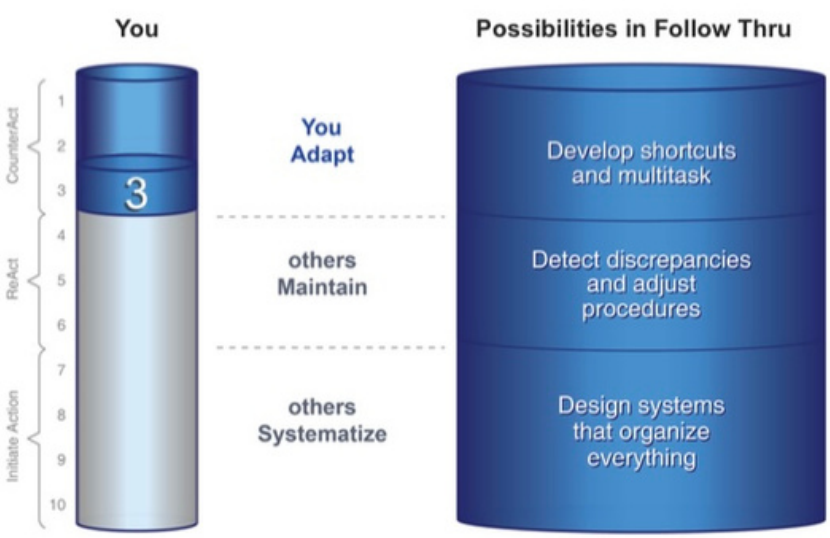
For example, I am a 3 Fact Finder which is on the CounterAct zone. My way of doing things in this area is to Simplify. I can collect large amounts of information, but I typically only need enough to then turn around and explain the basics in some type of analogy or demonstration of the core points to another person and then I generally stop the data collection process.



Follow Thru

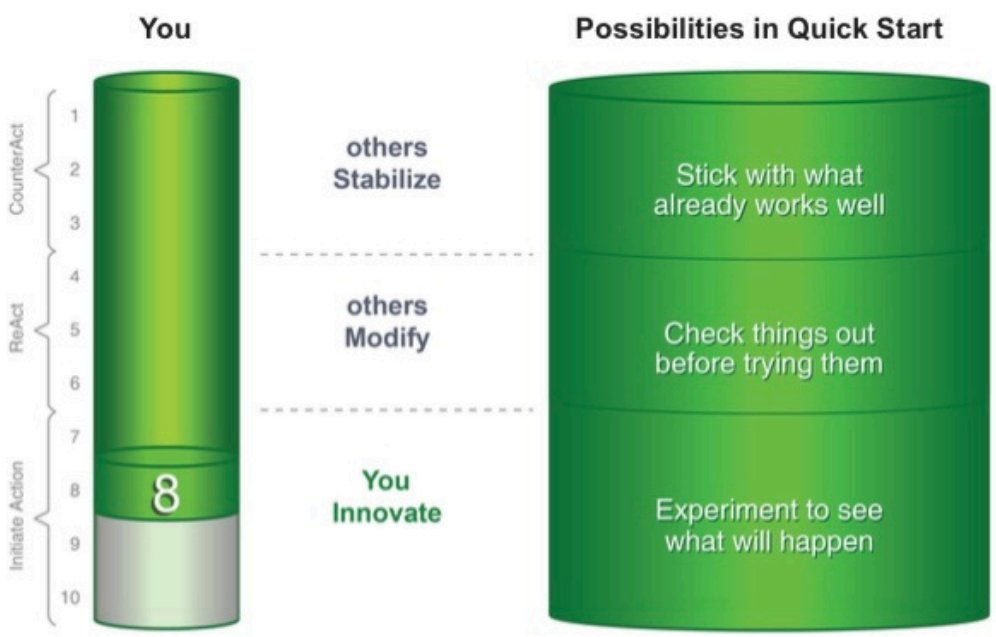
The Follow Thru mode reflects how individuals organize and systematize information. Individuals with a high Follow Thru number, tend to excel in creating systems, establishing procedures, ensuring tasks are completed and force closure on projects. They are detail-oriented, organized, and thrive in structured environments. The higher on the continuum they are the more likely they will advocate to keep what they build the same and it is possible they may be resistant to change of that system.

Whereas a CounterAct Follow Thu like myself is designed to adapt. That means creating shortcuts, multi-tasking, cutting through bureaucracy, and being very flexible with how things get accomplished. It also means I am more likely the person who will test and see where a system breaks so we can look for alternative ways of doing something.



Quick Start

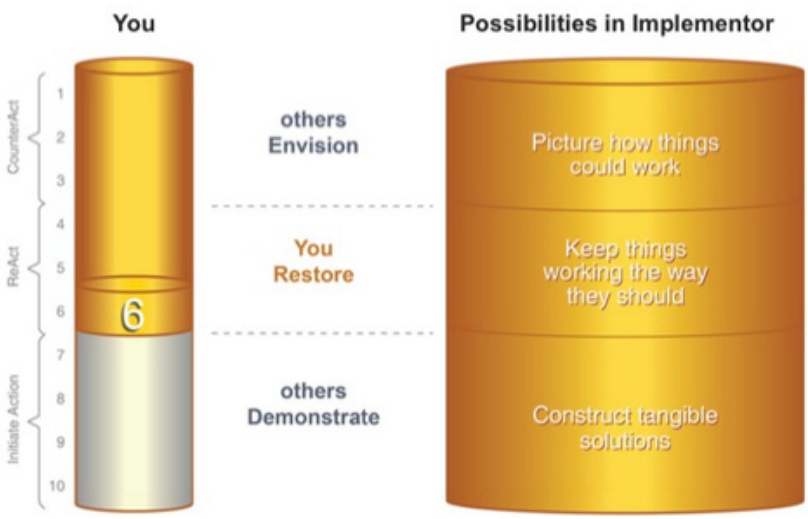
The Quick Start mode indicates how individuals deal with risk and uncertainty. Those with a initiating Quick Start are spontaneous, adaptable, and much more comfortable taking risks. They tend to excel in generating ideas, initiating projects, and embracing change. Quick Start individuals are often innovators who thrive in dynamic environments. They have a tendency to race the clock, improvise, brainstorm, and create a sense or urgency in others or around a project. This is the category I find myself in.



Implementor

The Implementor mode represents how individuals handle space and tangibles. Individuals with a high Implementor are hands-on, practical, and skilled at working with physical objects. They tend to excel in tasks that require building, creating, and manipulating objects. Implementors are often known for their practical problem-solving skills and ability to bring ideas to life, that is, make them real in the physical world.

They don't just want to visualize, they want to construct and they want the solution to be of high quality and durable. They also tend to provide protection and safeguards. Implementors in the 1-3 range tend to visualize and picture everything then describe it rather than construct, repair, renovate or build from scratch.



Each Action Mode in the Kolbe A™ Index provides valuable insights into how individuals approach tasks and solve problems. By understanding their Kolbe results, individuals can leverage their natural strengths to optimize their performance and achieve greater success in both business and personal life.

Leveraging Your Kolbe Results for Tailored Business Strategies

Reflecting on my journey before discovering my Kolbe A™ Index, I realized how much time and effort I wasted trying to conform to expectations that clashed with my innate working style. The frustration of being labeled as disorganized or scatterbrained weighed heavily on me, leading to a sense of feeling odd or strange compared to my peers, dissatisfaction, and frustration internally. I often wondered...why is it that I can't just do things step by step? Why do I have to do so many different things at once? Why am I always running from one thing to another and getting speeding tickets? Yes, even speeding tickets... My need to race the clock and get from one thing to another is so strong I did not even realize it was happening. However, everything changed when I began to apply the insights from my Kolbe results.





Embracing my natural inclinations to multitask and innovate on the fly wasn't just about finding a better way to work—it was about optimizing my natural talents. Implementing changes based on my Kolbe Strengths™ transformed my workflow and interactions, making me far more effective and happier in my endeavors. I finally had permission from myself through my understanding to let go of my notions about what the world wanted and how the school system and society expected me to get things done. The idea of conforming always felt like swallowing gasoline. The reality is that I need to march to the beat of my own drum for many things in life and to reduce overall frustration I had to learn to guard my energy from doing things outside of my natural talents.

INNOVATION

As someone strong in the Quick Start mode, I tend to thrive on innovation and exploring new ideas and possibilities, this often shows up for me personally as brainstorming with others. Understanding this aspect of my instinctual strengths has allowed me to drive innovation within my business and also that of the clients and business owners I work with.

For example, when faced with challenges, I don't shy away from trying new approaches or experimenting with unconventional solutions. It's actually quite the opposite, these challenges I face or perhaps one that you even face has a degree of excitement to it. The thought of jumping on a phone call or zoom to hear the challenges being faced by another entrepreneur speaks to me. I know that my potential to help them extract new ideas and come up with action steps is extremely high. Before learning my Kolbe I didn't realize I was doing this all the time. I thought I was just being a helpful person and I had not put the glue together that this is a natural way of being.

This willingness to innovate has led to the development of unique products and services that set my business apart from competitors. I have even helped create several systems that help our team of advisors save hours during their process with clients and create leverage...but I am most definitely not the right person to maintain those systems and to double check they are working correctly!

RISK MANAGEMENT

My Kolbe results also shed light on my approach to risk management. While I might not always follow conventional risk assessment methods, I've learned to trust my instincts, especially as someone with a high Quick Start and Implementor score. Rather than getting bogged down by extensive risk analysis, I rely on my ability to assess situations quickly and make decisions based on intuition and experience. This has helped me navigate risks effectively, leading to calculated risks that often yield high rewards. It also allows me to do many things on the fly. That includes recording content for our many Youtube channels, interviewing people, and coming up with analogies to explain things off the cuff.



GET INTO ACTION MODE



Up to this point I have been sharing both insights and images of my own Kolbe A™ result. Context is what helps us connect the dots of the things we learn in the world to our own life and experiences. Now it's time to get you into "Action Mode". Consider the things I shared about my experience and the high level overview of four action modes. There is only one way to determine your own Kolbe, and that is to take the Kolbe A™ Index for yourself.

For the purposes of this guide, you might benefit from also identifying areas of your affective (feeling) preferences as well. Fill in the blanks below with what comes up for you. This may be helpful in your discovery process. Once you have identified these and also have your Kolbe A Index in hand, you may see some interesting connections between how you feel about the things you do and the actual way you tend to go about doing them.

Working with others:

What have you noticed about yourself in meetings with others and when working on team projects? Specifically what do you find you always enjoy and get excited about in these environments? It could be during the meetings or after the meetings are over. It could even be a specific aspect of the work you end up doing on projects with others.

I am naturally good at..._____

_____

_____

_____

_____

I get excited about _____

_____

_____

_____

_____

Third Party Validation:

You have heard from people that they really appreciate certain things about you or that they rely on you for something when it comes to teamwork or perhaps getting a project completed. You often find yourself being included or called in to be of assistance to do some specific tasks that seem to happen time and again. Fill in specifically what comes up for you here.

People tell me they like/appreciate how I _____

_____

_____

_____

_____

I can be relied upon to make sure that _____

_____

_____

_____

_____

Personal Observations:

I tend to get frustrated with others when they _____

_____

_____

_____

I find that I get my best work done on most days when _____

_____

_____

_____



TEAM BUILDING

One of the most profound impacts of my Kolbe results has been on team building. Recognizing that each team member has unique instinctive strengths has prompted a revolutionary shift in how we approach projects. By aligning tasks with each team member's conative strengths, we've unlocked a level of productivity and synergy that was previously unattainable.

For example, assigning tasks based on individual strengths has led to smoother workflows, reduced conflicts, and increased morale within the team. There are many team members who are fearful, or even frustrated if they are asked to hit the record button of a camera to make content for our Youtube channel, but they seem to have a natural gift review a policy and procedure manual or deal with compliance and regulatory issues. For myself it's the exact opposite. Hand me some forms to fill and a procedures manual and I will run for the hills!



DECISION-MAKING

Understanding my Kolbe results has significantly influenced my decision-making process. As someone who has a 8 QuickStart I initiate the bulk of my action in this zone. Then I turn to assess what tools and materials or resources are needed to solve the problem, then I will try to identify the core elements or get to the bottom line and then finally with my adaptable Follow Thru I will seek out alternative routes to what has been laid out. This iteration process helps identify shortcuts and can move things into action often at lightning speeds.

GO BEYOND THE RESUME

Understanding and leveraging instinctual strengths can have broader implications beyond individual success. In an era where innovation and adaptability are paramount, emphasizing conative strengths equips businesses to meet complex challenges with agility and creativity. By fostering environments that recognize and nurture diverse strengths, businesses can drive innovation, boost productivity, and achieve sustainable growth. Once you have your whole team mapped with a Kolbe A™ you can work directly with a Kolbe Certified™ Coach to determine what they call “Right Fit Roles” and even seek out new additions to your team based on the Kolbe instincts that you need for the position rather than all the fluff they add to a resume.

Book a consultation to learn more about the RightFit™ Hiring Process to get a custom job profile for what you need done. Screen your applicants to determine if they are the right dynamic for your team.

BOOK NOW



In summary, understanding your Kolbe A Index is essential for tailoring business strategies to your unique strengths. Whether it's driving innovation, managing risks, making decisions, or building effective teams, leveraging your instinctual strengths can lead to greater success and fulfillment in your entrepreneurial endeavors.

CASE STUDY

Transforming Teams with Kolbe Insights

Imagine a small marketing agency struggling with project delays, communication breakdowns, and low morale. Despite having talented individuals on the team, they often found themselves overwhelmed by conflicting priorities and misunderstandings.

Enter the Kolbe A™ Index. Upon discovering their Kolbe results, the team embarked on a journey of self-discovery and transformation. Here's how Kolbe insights helped them overcome their challenges and achieve success:

Understanding Individual Strengths:

Through Kolbe assessments, each team member gained insights into their unique instinctual strengths.



SARAH

The project manager, discovered she had a high Fact Finder and Follow Thru scores, medium Quick Start and low Implementor. She could excel in organizing and planning and had a great ability to picture what needed to be done and what a completed project looked like; however, she often got stuck on research and would only rely info to her team once she had enough information to be satisfied. Her need to do things more in a step by step approach ensured that when they were building as a team nothing was missed and every “t” was crossed and “i' was dotted...but it also seemed to drag projects out a bit longer than everyone wanted.





CHRIS

The creative lead, had an initiating strong Quick Start, driving innovation and ideation. While everyone loved Chris's energy and he was fun in meetings, he was always coming up with a new idea and often abandoned some that the team had already started working on. While everyone else was busy trying to complete the work, Chris was coming up with new ideas and suggesting random emails and slack messages to make changes and modify what the team had already agreed to do. Consistently, Chris was feeling frustration of having to fill in internal web forms and documents that took up too much time and seemed redundant. His growing frustration was actually starting to make him feel trapped and he confessed he had considered finding a new position with a company that wouldn't have as many restrictions on what he could do. He was a great team player and was always there to help but the lack of speed and timeline to get a project into the endzone seemed stifling to him.

MIKE

The technical specialist, scored high in Follow Thru and mid range in Implementor, thriving in hands-on tasks and problem-solving. He was good at dealing with a lot of the tech stuff and making sure that different marketing tools and software systems were speaking together. However, with a 1 Quick Start, Mike advocated heavily to keep things the same and not rock the boat. It was revealed to his team, through Kolbe, that when he takes a lot of time and effort to build something that is durable and that works, but they continue to ask or demand changes to be made, Mike does not feel valued. All of these nonstop revisions to the system he had constructed were starting to build up within him as his major frustration at work.

On the surface they all worked together well and had great relationships and respect for one another. However, frustrations were building and unveiling their Kolbe's and doing a team consultation allowed them to detach from the emotional side that was building up and instead get clear on how they were designed to function and best use their time and talents.

Leveraging Diverse Gifts And Creating Clarity:

Rather than viewing their differences as obstacles, the team embraced their diverse strengths. They realized that each member brought something valuable to the table. Sarah's meticulous planning ensured projects stayed on track and within budget. Chris's innovative ideas sparked creativity and excitement, while Mike's practical approach ensured feasibility and implementation and that the things they were building for clients would last.

On top of that, they realized they were underutilizing some of their natural capacity and found some strategies in discussion with the Kolbe Certified™ Coach to start reducing their frustrations.

For example, the team agreed they could use Chris's talents to do more marketing and sales activities for their company to bring in even more clients. He was happy to start getting his face on camera and recording some Youtube Content.

Mike was feeling pressure in dealing with clients on the back end and getting bogged down with repeated questions on how to use or work with some of the marketing platforms they set up for clients.

Chris and Mike found a way to work together to create some evergreen content screen share videos in typical high energy Chris style so they would have simple, easy and fun videos to make their clients lives easier and Mike did not have to be the face of it all.

Mike agreed to work with Chris to modify or create a new internal form that summarized the core information they needed from Chris and agreed to create a "one off" google folder they could share so Chris and his assistant were able to upload documents and minimize extra steps on Chris's end. This would give him a feeling of speed and reduce his frustration with forms.

All three of them agreed to revisit the process from start to finish and have a fresh brainstorm. This would clear up redundancies they could remove to streamline workflow. Everyone would be clear on the purpose of all the steps they used. Finally, Chris would be able to see a visual flow chart and have a nice, simple reference point on why each step in their process is used a certain way and who it benefits. This would reduce his frustrations around any forms he may have to fill in by truly understanding the big picture of why it was needed.

They all agreed to check in once a month for a 20 minute chat with one member of the team and discuss their Kolbe Strengths™ together. This would not only bring them closer together and be fun, but would help them identify and get ahead of any issues that may be building up well before it happens.

Efficient Collaboration

As the team worked together, they noticed a remarkable increase in efficiency and productivity. Tasks were completed faster, with fewer errors and rework. By aligning tasks with individual strengths, they eliminated bottlenecks and reduced project delays. The team's morale soared, as they witnessed the tangible impact of their collaboration.

Superior Results

The transformation was evident in the quality of their work. Clients praised the agency for their innovative ideas, flawless execution, and timely delivery. With each successful project, the team's confidence grew, fueling their motivation to take on even bigger challenges.

The story of this marketing agency illustrates the power of Kolbe insights in transforming teams. By recognizing and leveraging individual strengths, teams can overcome challenges, enhance collaboration, and achieve superior results. In a diverse team composition, aligned according to members' instinctual strengths, each individual contributes in their unique way, leading to more effective collaborations and ultimately, greater success.

Refining Business Coaching Strategies with Kolbe

Kolbe assessments offer valuable insights that can refine business coaching strategies, particularly in leadership development and conflict resolution. Let's explore how Kolbe analysis can enhance these areas, along with a real-life example of its impact.

Leadership Development

Kolbe assessments provide leaders with a deeper understanding of their natural strengths and inclinations. Armed with this knowledge, business coaches can tailor leadership development programs to capitalize on these strengths, fostering effective leadership styles and strategies.



For example, consider a CEO, John, who scored high in Quick Start and Implementor modes but lower in Fact Finder and Follow Thru. Armed with this insight, John's coach helped him leverage his Quick Start strengths to drive innovation and adaptability within the organization. They also worked on strategies to balance his impulsive tendencies with a structured approach to decision-making, ensuring his ideas were effectively implemented.

Conflict Resolution

Understanding the instinctual strengths of team members is crucial for resolving conflicts efficiently. Kolbe assessments shed light on how individuals naturally approach problem-solving and communication, enabling coaches to identify potential sources of conflict and develop strategies to mitigate them.

Imagine a scenario where two team members, Sarah and Chris, frequently clash over project priorities. Sarah, with a high Follow Thru, prefers a structured approach while Chris, with a high Quick Start, thrives on flexibility and innovation. Through Kolbe analysis, their coach facilitated open dialogue and helped them recognize the value in each other's approaches. They devised a collaborative workflow that allowed Sarah to maintain structure while giving Chris the freedom to explore new ideas, resulting in reduced conflict and increased productivity. Sarah understood and recognized that when Chris wants to miss a step or suggests doing things a new way she would be open to looking at it (when time is appropriate in her calendar) and consider his great ideas. Having proven time and again that his ideas seem to work, she would be more proactive at assessing them for merit and consideration of change.



Chris, who tended to “brain-dump” on everyone and leave a meeting in total chaos, agreed he would take some better notes on his meetings and jot his ideas down on a google doc when they would come up. If he really wanted change or saw something that would make a big difference in productivity, joy, or client value he would first run the idea through a Strategic Coach tool called an Impact Filter™. Then if he still felt the idea had enough merit he would submit it to Sarah in an email and wait for her to initiate a meeting to discuss it further.

Here is a fantastic **12 minute video** of the tool’s creator where Dan Sullivan is explaining the power of the Impact Filter™. You can even hear the similarities in Dan’s natural way of doing things and how Chris does things on the team.



Celebrating Dan Sullivan’s 80th Birthday

Taking the Kolbe A™ Index

Taking the Kolbe A Index is a straightforward process that can provide invaluable insights into your natural strengths and instincts. The assessment is 36 questions and you can have your results instantly. You need to be focused and set aside approximately 30-40 minutes to complete it. The key is to not overthink but instead trust your instincts as you answer. There are no wrong answers, only the response that is the best fit for you.

Here's a step-by-step guide on how entrepreneurs can take the Kolbe A Index and what to expect from the results:

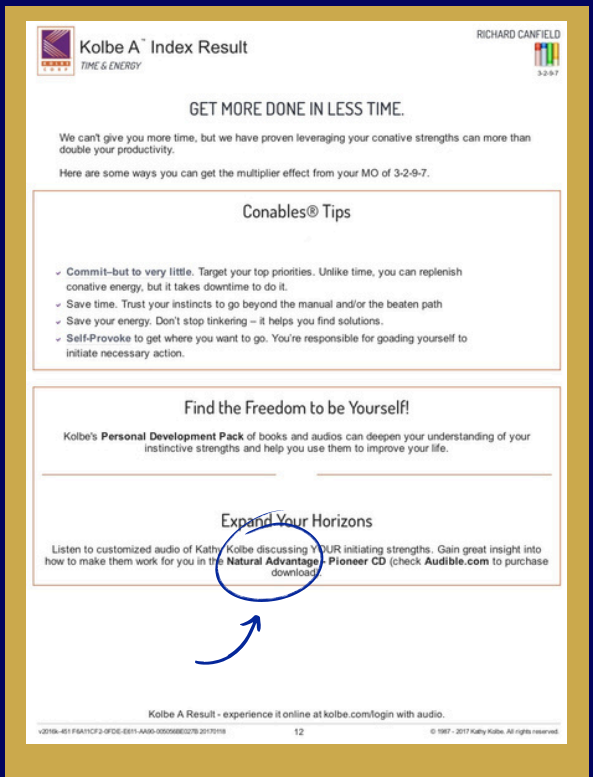
Step 1: Order your report and take the assessment now!

ORDER MY KOLBE A NOW

Step 2: Receive Your Results

After completing the assessment, you will immediately have access to an audio walkthrough of all the components from Kathy Kolbe herself. This is worth pure gold! You should use the print function at the top right hand corner and choose print to PDF so you can save a copy of your report. These results will include a numerical score for each of the four action modes, ranging from 1 to 10, indicating the strength of your instinctual preferences in each area. It will identify your do's and don'ts, how you should be spending your time based on the pyramid of energy, and game changing tips on how to fit best in the world given your unique Kolbe results.





Kolbe A™ Index Result
TIME & ENERGY

RICHARD CANFIELD
3-2-9-7

GET MORE DONE IN LESS TIME.

We can't give you more time, but we have proven leveraging your conative strengths can more than double your productivity.

Here are some ways you can get the multiplier effect from your MO of 3-2-9-7.

Conables® Tips

- **Commit–but to very little.** Target your top priorities. Unlike time, you can replenish conative energy, but it takes downtime to do it.
- Save time. Trust your instincts to go beyond the manual and/or the beaten path
- Save your energy. Don't stop tinkering – it helps you find solutions.
- **Self-Provoke** to get where you want to go. You're responsible for goading yourself to initiate necessary action.

Find the Freedom to be Yourself!

Kolbe's **Personal Development Pack** of books and audios can deepen your understanding of your instinctive strengths and help you use them to improve your life.

Expand Your Horizons

Listen to customized audio of Kathy Kolbe discussing YOUR initiating strengths. Gain great insight into how to make them work for you in the **Natural Advantage - Pioneer CD** (check **Audible.com** to purchase download).

Kolbe A Result - experience it online at kolbe.com/login with audio.

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Step 3: Get your Kolbe Natural Advantage Audio

Once you have downloaded and saved your Kolbe report scroll down to page 12 of the report. At the bottom of this page called “Get More Done in Less Time” you will find your Natural Advantage.

Step 4: Choose a Kolbe Certified™ Consultant

Schedule a deep dive conversation to get serious momentum! Once you've identified a certified consultant, schedule an assessment session. This can typically be done online or over the phone, making it convenient for busy entrepreneurs. However, we would encourage doing it via zoom. Most people are visual learners and this way you can review the colored PDF report together and take notes right on the document. Your coach will be able to give you extremely actionable tips and instant items you can implement immediately to begin getting more traction in your daily work and with some of your key relationships. You should book at least 45 - 60 minutes to do a proper in depth consultation.

Book Your FREE Consult Here

Step 5: Understand Your Results

Your consultant will guide you through your results, explaining what each score means and how it impacts your approach to tasks and problem-solving. They'll help you identify your natural strengths and how you can leverage them to improve your effectiveness in various aspects of your life and business.



What to Expect from the Results:

- **Insight into Action Modes®:** You'll gain a deeper understanding of how you naturally approach tasks and challenges in four key areas: Fact Finder, Follow Thru, Quick Start, and Implementor.
- **Validation of Instincts:** Your results may be very validating once you receive them, showing that there's no one-size-fits-all approach to success. What works for others may not work for you, and that's okay.
- **Guidance for Improvement:** Your consultant will provide actionable insights on how to leverage your strengths and mitigate your weaknesses. This guidance can help you enhance your productivity, decision-making, and leadership skills.
- **Enhanced Self-Awareness:** By understanding your instinctual strengths, you'll gain greater self-awareness, allowing you to make more informed choices and align your actions with your natural tendencies.
- **Improved Team Dynamics:** Understanding your Kolbe A™ Index results can also enhance your ability to work effectively with others. By recognizing and respecting the diverse strengths of your team members, you can foster better collaboration and achieve superior results.

Taking the Kolbe A Index is a valuable investment in your personal and professional development as an entrepreneur. By gaining insights into your instinctual strengths, you'll be better equipped to navigate challenges, leverage opportunities, and achieve success in your business endeavors.

Dive Deeper with a Personalized Consultation

Congratulations on completing your Kolbe A™ Index assessment!

Now that you have your results, you may be wondering, "What's next?" The answer lies in diving deeper with personalized coaching.

Why Consider a Personalized Consultation?

A personalized coaching with a Kolbe Certified™ Consultant offers numerous benefits for entrepreneurs:

- **Deeper Understanding:** While your assessment results provide valuable insights, a “coaching” allows you to explore your results in greater depth. Your consultant will help you understand how your instinctual strengths influence your behavior and decision-making processes.
- **Tailored Guidance:** A consultant can offer personalized guidance on how to leverage your strengths and mitigate your weaknesses. Whether you're looking to enhance your productivity, improve team dynamics, or refine your leadership skills, coaching provides actionable strategies tailored to your unique profile.
- **Clarity on Application:** Understanding your Kolbe results is one thing; knowing how to apply them effectively is another. Coaching provides clarity on how to integrate your instinctual strengths into your daily life and business strategies, maximizing your potential for success.
- **Customized Solutions:** Every entrepreneur faces unique challenges and goals. A coaching allows you to discuss specific issues or opportunities relevant to your business and receive customized solutions based on your Kolbe profile.



DURING YOUR PERSONALIZED COACHING, YOU CAN EXPECT TO

- **Review Your Results:** Your consultant will review your Kolbe A™ Index results with you, explaining what each score means and how it impacts your approach to tasks and problem-solving.
- **Identify Opportunities:** Together, you'll identify opportunities to leverage your instinctual strengths in your business endeavors. Whether it's optimizing your workflow, improving team dynamics, or refining your leadership style, your consultant will help you pinpoint areas for improvement.
- **Develop Actionable Strategies:** Your consultant will provide actionable strategies and techniques tailored to your Kolbe profile. These strategies will empower you to capitalize on your strengths and address any challenges you may face.
- **Create an Action Plan:** By the end of your coaching, you'll have actionable steps captured to immediately help you optimize your instinctual strengths and achieve your business goals.

READY TO DIVE DEEPER?

If you're ready to unlock your full potential as an entrepreneur, I invite you to schedule a personalized coaching with me. Together, we'll explore your Kolbe results and develop strategies to enhance your effectiveness and success.

To book your coaching or learn more about my services, please contact me at

BOOK your consult with Richard Canfield Now

Whether you're looking to boost productivity, improve team collaboration, or enhance your leadership skills, coaching is the first step towards optimizing your instinctual strengths and achieving your entrepreneurial goals.

Don't wait—take the next step towards greater success and fulfillment in your business journey. Contact me today to schedule your coaching!

Conclusion

Unlock Your Potential with Kolbe

Throughout this journey, we've explored the transformative power of understanding one's instinctual strengths through the Kolbe A™ Index. From discovering your natural inclinations to leveraging them for greater success, the insights gained from Kolbe can be truly life-changing. By understanding your Kolbe results, you gain clarity on how you naturally operate in the world. You discover that what may have been seen as weaknesses are, in fact, unique strengths waiting to be utilized. From your approach to problem-solving to your preferred methods of communication, Kolbe sheds light on every aspect of your entrepreneurial journey.



PRO TIP

You are not limited by conventional norms or one-size-fits-all approaches. Your instinctual strengths are your greatest assets, and embracing them can lead to unprecedented levels of success and fulfillment in your business and personal life.

But understanding your Kolbe results is just the beginning. To truly unlock your full potential, I invite you to take the next step and book a personalized coaching with me. Together, we'll delve deeper into your Kolbe profile, exploring how you can optimize your instinctual strengths to achieve your goals.

During your coaching, we'll develop actionable strategies tailored to your unique profile, empowering you to overcome challenges, enhance productivity, and lead with confidence. Whether you're a seasoned entrepreneur or just starting your business journey, coaching can provide invaluable insights and guidance. Don't hesitate to invest in yourself and your success. Contact me today to schedule your coaching and embark on a journey towards greater fulfillment and achievement in your entrepreneurial endeavors.

Remember, your instinctual strengths are your superpowers. Let's work together to unleash them and realize your full potential.
Here's to your success!

Book your Coaching Consultation Today and Discover how you can Unlock Your Inner Superhero

BOOK HERE

BONUS CONTENT



UNLOCKING YOUR ENTREPRENEURIAL POTENTIAL

A Guide to Maximizing Success by Understanding How You Function

Enhancing Self-Awareness with Synergistic Tools - Level up your Superpowers

In addition to the Kolbe A™ Index, several other assessment tools can enhance self-awareness and personal effectiveness. Each tool offers unique insights into different aspects of an individual's personality, strengths, and preferences. When used synergistically with the Kolbe A Index, these tools provide a comprehensive understanding of one's talents, allowing individuals to leverage their strengths fully. I am an advocate for each one as they have personally helped me in more ways than I can truly describe.

It is important to be aware that these suggested tools are generally dealing with the affective part of the mind. Unlike Kolbe which is based solely on the Conative part of the mind and is consistent throughout your life. Affective assessments are great to assess a point of time in your life and they may shift and modify somewhat over time.



Working Genius

Developed by Patrick Lencioni, Working Genius identifies six natural inclinations that drive individuals' ability to excel in their work. These inclinations are **Wonder, Invention, Discernment, Galvanizing, Enablement,** and **Tenacity**. Working Genius helps individuals identify their areas of strength and weakness, providing insights into how they can thrive in their roles. In the book “The 6 Types of Working Genius” you can read the powerful story of how this teamwork platform came together. It changed the direction and profitability of their business. Like cogs in a machine these 6 types identify each type of person needed to get a project over the finish line.

The most important component isn’t identifying your strengths but actually having clarity on the working frustrations of your team. Once you know what frustrates them you can move and adjust the workload around to maximize your efforts. It can also be used to help fill the gaps where you require team support.

For example my working genius is Discernment and Invention.

Discernment - You are naturally gifted at and derive energy and joy from using your intuition and instincts to evaluate and assess ideas or plans.
Invention - You are naturally gifted at and derive energy and joy from creating original and novel ideas and solutions.



Working geniuses create energy, joy and passion. They are simple and easy for you to do. Working frustrations rob us of joy and energy.

Clifton StrengthsFinder



The Clifton StrengthsFinder, based on positive psychology research by Gallup, identifies an individual's top strengths out of 34 possible themes. These make up what they refer to as your strength DNA. They separate them into four main categories of strengths.

The four categories are:

- **Strategic** - Strengths that help you absorb and analyze information that informs better decisions
- **Influencing** - Strengths that help you take charge, speak up and make sure others are heard
- **Relationship Building** - Strengths that help you build strong relationships and hold a team together
- **Executing** - Identify strengths that help you make things happen

The focus is on your top 5 and top 10 strengths. The report identifies very specific tips to both understand and leverage these strengths in your life and when working with others. It also points out blind spots that you should be aware of. These blind spots have been truly helpful for me and helped enhance my awareness. Now I can often see when I am creating an issue when working with people relative to these blind spots. Additionally, this awareness allows you to communicate your blind spots in advance, almost as a forewarning to anyone you are working with.

By focusing on what individuals naturally do best, the StrengthsFinder empowers individuals to develop and apply their talents in various aspects of their lives. It helps individuals understand how they can contribute most effectively to teams and organizations.

Here is a list of all 34 strengths

To see an example of a report in full you can access my own report here:

[Richard Canfield 34 Strengthsfinder DNA report]

CliftonStrengths®

RICHARD CANFIELD | 08-18-2009

Your CliftonStrengths 34 Results

You are uniquely powerful. Your distinct CliftonStrengths 34 profile sets you apart from everyone else. This is your talent DNA, shown in rank order based on your responses to the assessment.

Use this report to make the most of your strongest CliftonStrengths themes, navigate the rest and maximize your infinite potential:

- **Read and reflect on your results** to understand what you naturally do best.
- **Learn how to apply** your strongest CliftonStrengths every day.
- **Share your results with others** to create stronger relationships and improve teamwork.



STRENGTHEN

1. **Input**
2. **Positivity**
3. **Woo**
4. **Developer**
5. **Belief**
6. Responsibility
7. Ideation
8. Relator
9. Communication
10. Self-Assurance

NAVIGATE

11. Maximizer
12. Futuristic
13. Strategic
14. Learner
15. Achiever
16. Focus
17. Analytical
18. Includer
19. Activator
20. Arranger
21. Command
22. Significance
23. Consistency
24. Empathy
25. Discipline
26. Intellection
27. Connectedness
28. Restorative
29. Competition
30. Adaptability
31. Harmony
32. Individualization
33. Context
34. Deliberative

You lead with **Strategic Thinking** CliftonStrengths themes.

EXECUTING themes help you make things happen.

INFLUENCING themes help you take charge, speak up and make sure others are heard.

RELATIONSHIP BUILDING themes help you build strong relationships that hold a team together.

STRATEGIC THINKING themes help you absorb and analyze information that informs better decisions.

READ "IDENTIFY YOUR UNIQUE CONTRIBUTION: THE CLIFTONSTRENGTHS DOMAINS" SECTION TO LEARN MORE ›

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Kairos Cognition

Kairos Cognition, developed by Cheryl and Bill Lucas, focuses on understanding cognitive preferences and communication styles. It helps you identify your dominant and cognitive preferences; how you prefer to think, listen, observe, move, read, and talk. It looks at where you fall in the population based on these categories and highlights your thinking preference. Are you more Sequential or Associative in your thinking preferences based on these categories when added together.

By understanding their cognitive preferences, individuals can improve their communication skills, enhance teamwork, and resolve conflicts more effectively. I have found this particularly helpful in helping to explain to others why I have a distinct need to move all the time. As a highly active mover I can now clearly and accurately indicate to others around me why my movement matters. It actually increased my cognitive capacity. Here is a snippet of what my report identifies for context as active mover:

When you activate your skeletal muscles you generate a potent dose of compensatory neural stimulus. Under the influence of this stimulus, not only are you more resilient for physical activity, you think more clearly, store in memory more durably, and retrieve more reliably than you do when you are still. Active movement raises your alertness as you increase your activity levels, and you paradoxically experience mental fatigue the longer you sit still. The more active you are as a mover, the more cognitive functioning you tend to lose by sitting.



The Why of You powered by PRINT®

PRINT®, created by Paul Hertz and Eileen Heaton, identifies individuals unconscious motivators and behaviors. Think of an iceberg, what you see is the tip above the water, but underneath is where the real action is. That is how we are as humans. Your unconscious motivators are key drivers in what makes you the real you.

Known as "SHADOW" and "BEST" behaviors. It helps individuals understand the underlying patterns driving their behaviors and reactions in various situations. PRINT provides insights into how individuals can overcome obstacles, improve relationships, and achieve personal and professional growth. When your unconscious needs are being met you exhibit the incredible best behavior traits that have you show up as your best self...but if these needs are not being met you will trigger “Shadow” behaviors that manifest themselves in your interactions with those around you. Which will include your teams, spouse, kids and every important relationship in your life.

There are 72 PRINT combinations in total, these make up your motivational identity. What truly motivates you in everything you do in life? It would be important to identify and share it with those who are close to you.



Above the water is what the world sees but below the water is your unconscious motivators.

Synergistic Use with Kolbe

When used together, these tools complement the insights provided by the Kolbe A™ Index, offering a more holistic view of an individual's talents and preferences. For example, while the Kolbe A Index focuses on how individuals take action, Working Genius helps identify the specific areas where individuals excel in their work. Clifton StrengthsFinder highlights an individual's unique strengths and talents, providing additional context to their approach to tasks and problem-solving and mindfulness of when their strengths can show up negatively for others around them.

Kairos Cognition enhances self-awareness by providing insights into cognitive preferences, helping individuals understand how they process information and communicate with others. PRINT dives deeper into the underlying motivations behind individuals' behaviors, shedding light on why they approach tasks and interact with others in specific ways. This gets to the core of WHY you do what you do.

By combining these tools, individuals gain a comprehensive understanding of their instinctual strengths, cognitive preferences, strengths, and motivations. This holistic view enables individuals to leverage their talents effectively, improve communication and collaboration, and achieve greater personal and professional success.

Learn more about how all of these can potentially interact together and hear personal examples from my own experiences. Book your consultation today!

BOOK HERE