

# Are you ready to unlock the people potential in your business?

Every business owner we speak to believes they could achieve more if they could only tap into the full potential of their people.

What about you?

## Is there more to be achieved with your existing people if you could unlock their full potential?

Some in-depth research by David Maister (in his book 'Practice What You Preach') suggests if you raise the job satisfaction of your people by 10-15% you can **add as much as 42% to your profits**. The research goes on to point out that when you help your people improve their sense of challenge, improve their sense of accomplishment (pride) and improve their sense of commitment you'll be well on your way to achieving your profit improvement.

## Where do you start?

Consider an '*ER team profiling*' process – it has proven to work for many businesses.



“*Profiling provided insights that will support and develop our team. Stimulating and productive. Thank you.*”

*Tim Haley of Haleys Accountants*

Because every one of us is different, our individual views of what is 'challenging', what is an 'accomplishment' and what we want to be 'committed' to is different. Therefore your job as a leader is a challenging one.

## It's good to know... understanding is 50% of the solution...

When you understand the behavioural styles of your people you can improve communication skills, reduce conflict and better understand what motivates your people. As a consequence you'll be better able to recognize how to effectively lead and manage your people. You'll be able to unlock your people's full productive potential.

## 'ER Team Profiling' helps you overcome these 6 management challenges:

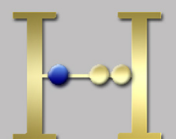
- Prevent **Bad recruitment decisions** – ever wondered why you hired someone after they've been with you for a while?
- Repair **Dysfunctional teams** – why is it, you can sometimes find great people but struggle to get them to work well together?
- Avoid a **Lack of commitment** – and how come there are times when the right people in good teams just can't be bothered?
- Fix **Communication breakdowns**– and why on earth don't they communicate better to get the job done right?
- Prevent **Letting customers down** – if these things are happening, is it so surprising if customers' experiences are less than perfect?
- Reduce **Management hassle, grief and stress** – leave these challenges unresolved and responsibility falls to you as leader!

Overcome these management challenges and your effectiveness as a leader/manager will soar. You can start to overcome these challenges using '*ER Team Profiling*'

Turn over to find out how '*ER Team profiling*' can help.....

**Profiling**

**HALLIDAYS**  
*Exceeding Expectations*



## Five reasons to use 'ER Team Profiling'



### Team Building

We are all wired differently. When you understand how and why your team members behave and interact the way they do, you can use this knowledge to build better teams and better team-working to achieve better results.



### Communication

Get it wrong and all hell can break loose. However, improve the power and quality of communication with your team, your clients and your prospects to understand, in advance, their preferred style of communication, their motivations, and their dislikes.



### Leadership

The effectiveness of your team leaders has the biggest impact on the performance of your teams and your business. 'ER Team Profiling' provides invaluable insights into leadership styles and how to get better results by appealing to your people's preferences.



### Recruitment

Get it wrong and it undermines your success. People excel and shine in job roles that are a good match for their skills and natural behaviour style. 'ER Team Profiling' helps you get it right by identifying good/bad profile matches.



### Productivity

Profiling illustrates how people are likely to react to change, highlights stress and allows you to develop strategies to support your people and your business.



We have used 'ER Team Profiling' within Hallidays LLP for the last 2 years. It has been profoundly useful. Every potential new recruit now completes a 'Personal Profile'. We use the 'Job Role Matching' and 'Relationship Analysis' functionality to help us assess team members strengths for the role in question. This approach also helps us decide on the right Hallidays' team for the new recruit. I can say with complete conviction that 'ER Team Profiling' has made a hugely positive contribution to improving the quality of our recruitment at Hallidays and continues to do so.

I have been so impressed with the insights provided that every member of the company has been profiled including all partners. This information has been used to facilitate the restructure of our teams; to support our appraisal and development processes; and to help identify (and thus better support) employees exhibiting early signs of tension and stress.

Team members exhibiting profiling strengths around communication and marketing now form our core 'business development team'.

This team, together with a systematic approach to our sales and marketing activities means we are seeing some healthy success. Plus, team members showing a preference for, and more suited to, compliance work have also resulted in accounts production and quality improvements too.

As part of our ongoing commitment to profiling, all partners have recently been re-profiled. This information has been used to inform and develop specific work stream responsibilities for each partner and are helping support their personal development plans too. Hallidays has experienced a significant period of growth and change. Having the right people in the right roles has played a fundamental part in this. Profiling will enable me to keep an eye on emerging internal talent and get the best from our people. I would not be without this invaluable tool. I would be very happy to discuss my experiences with any business leader. ”

**Nigel Bennett FCA BA (Hons), Managing Partner,  
Hallidays LLP**

**Your next step** - If you would like to explore how Behavioural Profiling could enhance your own recruitment decisions or indeed the existing relationships and team work within your business, book your own personal profile with Hallidays and we will also supply both your role profile and profile of a colleague or associate **FREE**.

**Arrange a discussion, email [clientservices@hallidays.co.uk](mailto:clientservices@hallidays.co.uk) or call Jane 0161 476 8276.**

**Your Remarkable Guarantee:** We are so confident that you'll be delighted with the 'ER Team Profiling' service we put our money where our mouth is – if you are not delighted with our service you only have to pay what you think it is worth!

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