



Behavioural Profiling is a fantastic way to enhance your own recruitment decisions or improve the existing relationships within your business. Here are 5 reasons to choose Hallidays...

## ✓ Team Building

Understanding how and why your team members behave the way they do, helps you to build better teams and achieve better results.

## ✓ Leadership

We provide invaluable insights into leadership styles and how to get better results by appealing to your people's preferences.

## ✓ Productivity

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

## ✓ Communication

Understand how your team, clients and prospects like to be communicated with, and how you can improve the power and quality of what you say.

## ✓ Recruitment

Make better recruitment decisions and understand how to help new members joining your team to be productive quicker.





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 you could achieve with your existing people if you could unlock their full potential? Here's how we can help...

David Maister suggests in his book 'Practice What You Preach', 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, accomplishment and commitment, you'll be well on your way to achieving your profit improvement.

## Where do you start?

Consider a 'HER Team Profiling' process - it has proven to work for many businesses. This is 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. This makes your job as a leader a challenging one and it is where we can help your business to achieve even more.

## Profiling with Hallidays is easy



### Step 1

Give us a call on 0161 476 8278



### Step 2

Book your personal profile and receive a colleague FREE.



### Step 3

Relax.  
Leave the rest to us!

*“ Amazing. I was stunned at how spot on my profiling was. It summed me up to a tee. It also illustrated why I get on so well with some people and have to work so much harder with others. ”*



Angie Gill  
Premier Point of Sale

## It's good to know...

When you understand the behavioural styles of your people you can improve communication skills, reduce conflict and better understand what motivates them. This means you'll be able to more effectively lead and manage your team, and unlock your team's full productive potential.

'HER Team Profiling' helps you overcome these 6 management challenges...

- Make better recruitment decisions  
(Have you wondered why you ever hired someone?)
- Repair dysfunctional teams  
(Help great people to work together)
- Avoid a lack of commitment  
(Motivate the right people to succeed in good teams)
- Fix communication breakdowns  
(Help people to communicate to get the job done)
- Increase customer loyalty  
(Create a better customer experience)

Because responsibility for all these issues falls to you as a leader, HER team profiling can help you to overcome these management challenges and increase your effectiveness.

If you would like to explore how Profiling could enhance your own recruitment decisions or existing relationships within your business, book your own personal profile. We'll supply both your role profile and profile of a colleague or associate FREE.