



Summary

Prime Directive:
Purpose

Definition of Success:
Contribution and Impact

Battle Cry:
Empower and Edify

Business Model:
Simple and Replicable

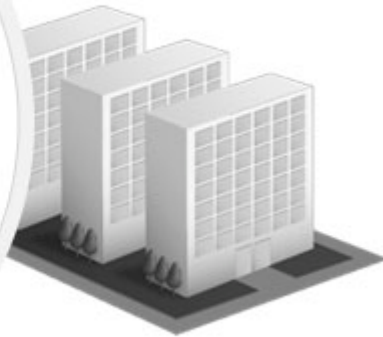
Pace:
Slower-Systematic

Lifestyle:
Cultured and Refined



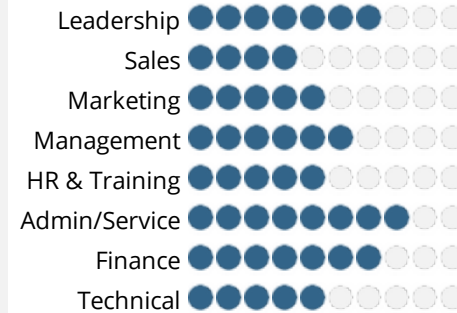
Willie Glaster

(210) 544-0712
bmscc2012@gmail.com



Business Competencies

Your Skills



SKILLS

Societal-Thinker

You are an intelligent and visionary business builder committed to influence and change the world around you. You are motivated to have an impact on others using your expertise, experience and education. Contribution and freedom defines success for you. You will likely prefer innovative, change or cause-based concepts that promote the growth of others.



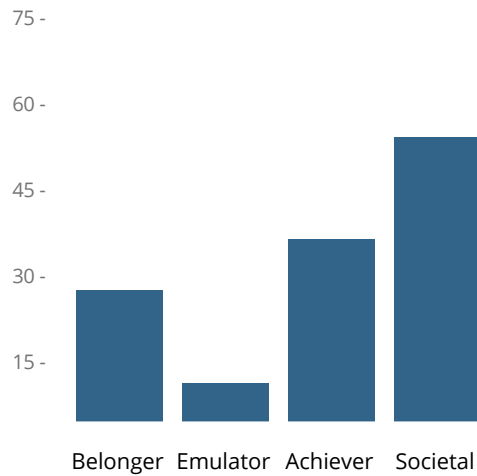
Planning and systematizing are your strengths. You measure personal worth by precision, accuracy and quality of results. You do well in formal, functional and structured environments.

Values & Work Style

Create

A good fit for you is a company with a Create Culture. They value flexibility, adaptability, and thrive in what would have earlier been viewed as unmanageable chaos. Their external focus and ability to quickly develop new services and capture market share makes them leaders and differentiates them in the marketplace and forces less agile competition to play catch-up.

Culture

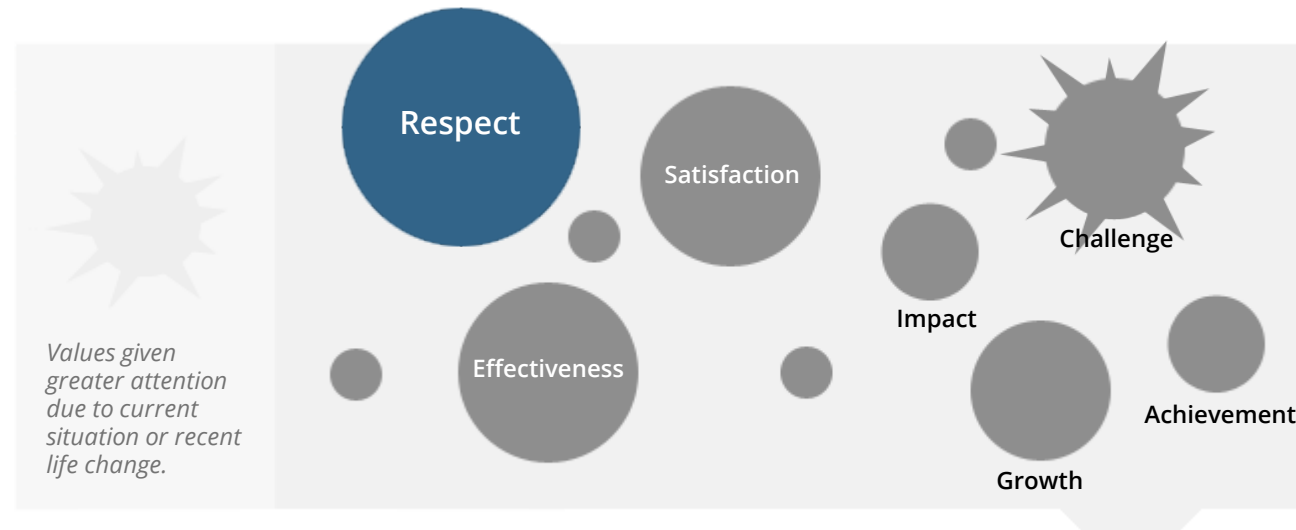


Societal

Societals tend to be well educated and actively seek out information. They are reflective, creative, purpose-driven and relentless in pursuing and sharing ideals. They are change leaders and are receptive to new ideas and technologies. Societals are among the established and emerging leaders in business, yet they continue to seek challenges. They are mature, satisfied and reflective people who value simplicity, knowledge, justice and responsibility.

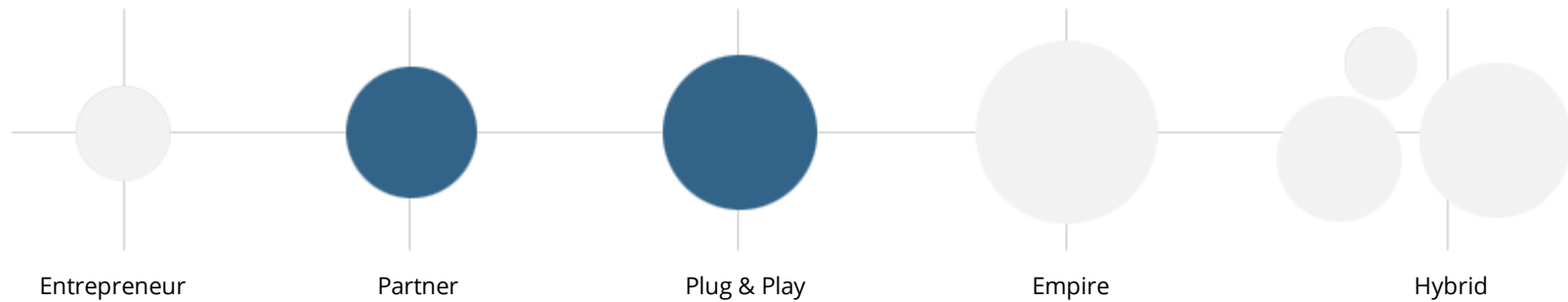
It is not unusual to see a Societal acting as an advocate for those they believe need protection, counsel or direction. You are honourable, dependable and consistent in word and deed; your reputation and credibility is meticulously safeguarded.

Like many Societals, you are a knowledgeable and dedicated advisor and mentor who enjoys being involved in policy, procedures and politics. Highly principled, purpose-driven, a history of achievement and an insatiable desire to make a difference describes you.



STAGES OF GROWTH

My Stage of Growth



Your Stages of Growth: Stage 2: Partner / Stage 3: Plug & Play

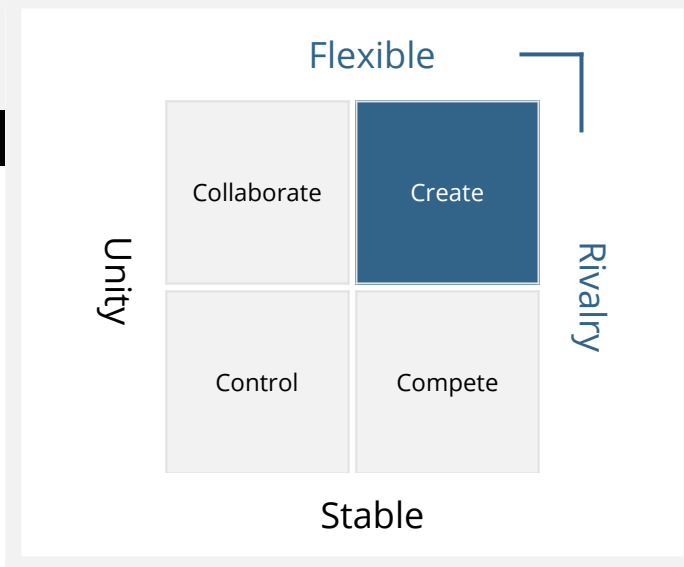
Stages of Growth are determined by a company's managerial style, organizational structure, formal systems, major strategic goals and founder/owner involvement. As a business grows the systems, procedures and products will adapt to support an evolving business model, the needs of the employees and to satisfy end-user demands. Within each phase of business the skills of employees need to complement owner's plans and market expansion strategies. There are 5 Stages of Growth.

Entrepreneur	Partner	Plug & Play	Empire	Hybrid
Evolving and dynamic Product-oriented	Collaborative and growing System-oriented	Systematic and replicable Owner oriented	Bureaucratic, top-of-mind Market share oriented	Intrapreneurial, renewing Innovation oriented
First to market, Better terms and territories, Fewer rules, Say in pol-icies, Financial rewards	Market awareness, Complementary skills sets, Best practices, Desirable markets available	Faster ramp-up, Resales, Proven, replicable systems, Advisory boards, Buyer co- ops	Brand equity, Strong Financials and support, Merger and acquisition potential	Well-defined products, Flexible systems, First to market, Leveragability of resources

CULTURE

What is a Business Culture?

Culture is a complex issue that essentially includes all of a group's shared values, attitudes, beliefs, and behaviors. Culture is broad – encompassing all aspects of a group's internal and external relationships – and culture is deep in that it guides individual actions even to the extent that members are not aware they are influenced by it. There are four Cultural Types.



You fit well in a “CREATE” Culture

A dynamic, entrepreneurial, and creative place to work. Innovation and risk-taking are embraced by employees, leaders and franchisees. A commitment to experimentation and thinking differently are what unify the organization. They strive to be on the leading edge. The long-term emphasis is on growth and acquiring new resources.

Success means gaining unique and new products or services. Being an industry leader is important. Individual initiative and freedom are encouraged. Their ability to quickly develop new services and capture market share makes them leaders and differentiates them in the marketplace and forces less agile competition to play catch-up.

Your
Cultural Fit is
Similar to



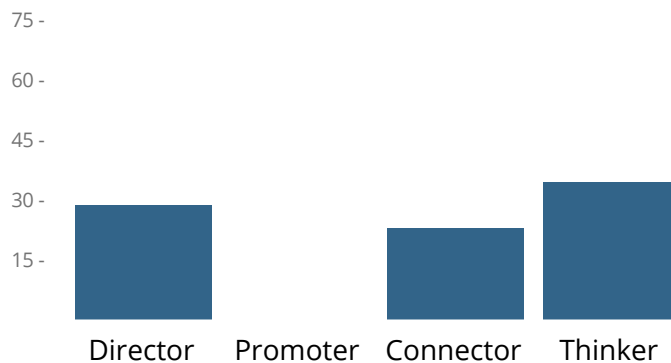
WORK STYLE

What is a Work Style?

For greatest satisfaction and effectiveness, one should seek a work or business environment consistent with their natural tendencies. Work Style is particularly important for the business owner as they will set the pace and direction for employees, partners, vendors and clients. There are four Work Styles.

You are a Thinker

Scores indicate you are a Thinker. People in this group are analytical, persistent, systematic, and excellent problem solvers. Thinkers tend to be detail-oriented, which makes them more concerned with content than style. They are task-oriented individuals who enjoy perfecting processes and working toward tangible results. They are almost always in control of their emotions.



My Work Style

Pace:

Slower-Systematic

Priority:

Task

Seeks:

Accuracy, Precision

Strengths:

Plan, Systematize, Orchestrate

Under Stress May Become:

Withdrawn, Headstrong

Workplace:

Formal, Functional, Structured

Disorganization drives you nuts. It's A-Z, folks. How tough can it be?



Logical

Analytical

Deliberate

Problem Solver

Planner
Follow-through

Systematic

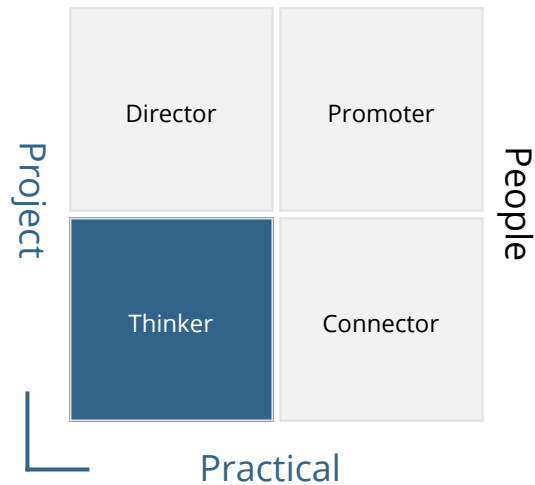
Conscientious
Persistent
Complex

Measures

personal worth by

- Precision
- Accuracy
- Quality of Results

Possible



You are conscientious and deliberate when making decisions. Some may see you as serious and complex. Your intelligence and ability to see different points of view endow you with quick and unique sense of humour.

Your strengths include an eye for detail and accuracy, independence, dependability, persistence, follow-through, and organization.

COMPETENCIES

The Eight Competencies in Business

Understanding one's Business Competencies is important. More important however, is learning how to leverage strengths and fill the gaps with employees who complement the growth strategy.

Your Competency Scores



Your profile pattern is similar to:

Carly Fiorina



Why

- You share Values
- You share Competencies
- You both thrive in a Create business culture
- You are both Purpose driven

Motto:

"Collecting Appreciating Assets"

SALES & BUSINESS

Development

All businesses require some form of sales.

There are 3 primary types of sales and naturally there are individuals that are suited for one over another. Your sales orientation is marked below.

Sales Orientation

Brought to You By

✓ Consultative

Relational

Competitive

You fit well within a business where the sales are of a consultative, solution-based nature. You are able to build high trust and high credibility relationships with your prospects. You are good at understanding your customer's business environment, critical business drivers, and high priority business initiatives and then crafting a solution to help the customer achieve their objectives. The consultative sale can at times be a complex, long term process involving collaboration of both the buyer and the seller. You are able to lay a solid foundation as an expert or consultant for future sales with this prospect.

