

GAME Changers



ENTREPRENEURS
LEADING CHANGE

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Introduction

*GAME CHANGERS:
ENTREPRENEURS LEADING INNOVATIVE CHANGE*

“An entrepreneur is an innovator, a job creator, a game-changer, a business leader, a disruptor, an adventurer.”

Sir Richard Branson

Welcome to the Game Changers, where I have the pleasure of introducing you to five ‘small business’ owners, who in their own way. have ‘*Changed the Game*’ in their individual industries to make a bigger impact and lead the way for innovative change.

Pam Brossman and myself have also included our innovative game changer success stories, to empower you to take inspired action and lead your own industries into the next phase of business evolution.

Game Changer, in the context of this book, is all about stepping outside of your comfort zone and leading by example. Each of the authors in this book have in some shape or form, taken risks, thought outside of the box and used creative ideas to stand out and shake up their individual niche markets with resounding success.

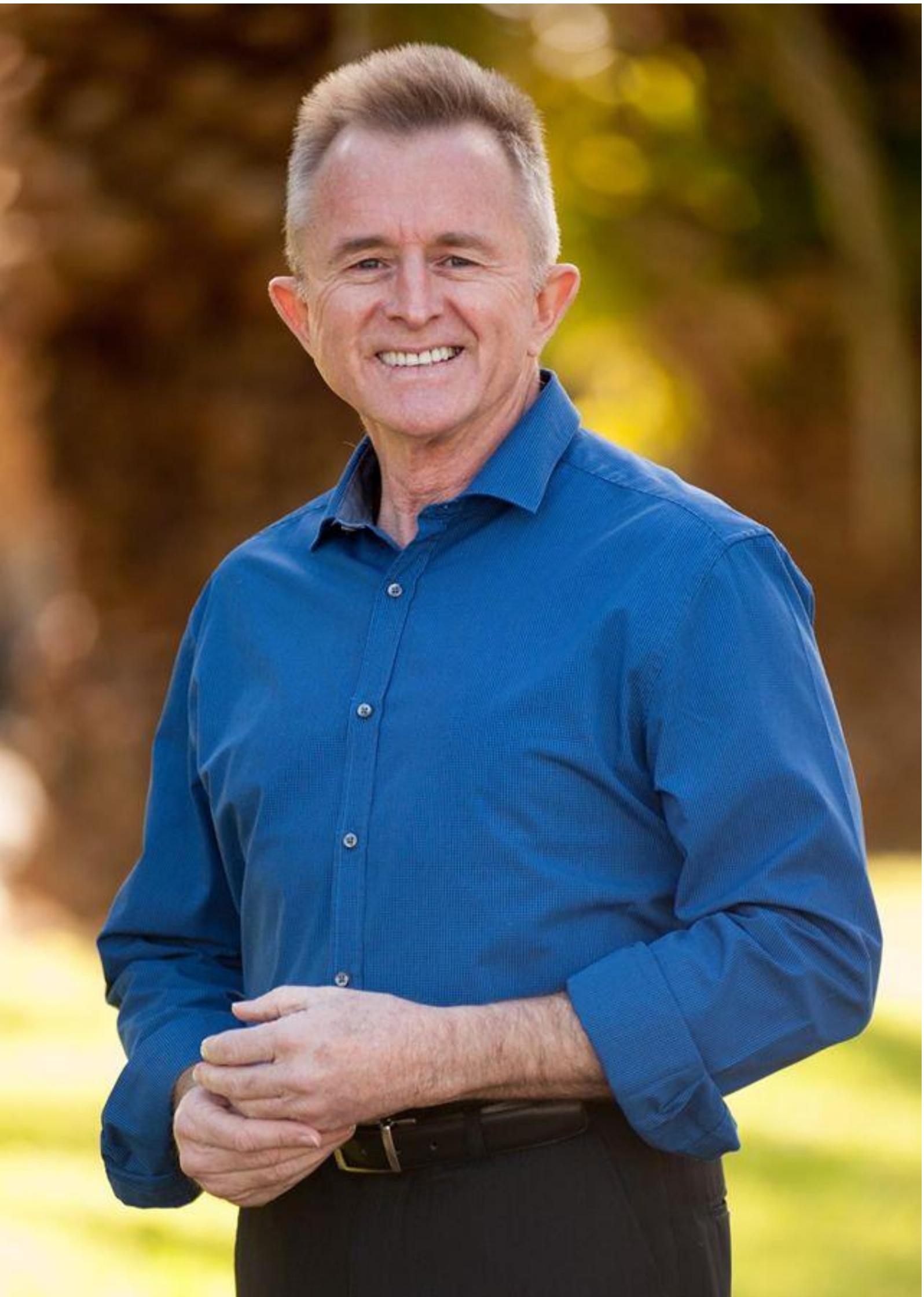


CHAPTER THREE

FROM KEYBOARD TO CAPTAIN

ALAN STEVENS





FROM KEYBOARD TO CAPTAIN

When I'm asked why I have continued to learn and how I came to be where I am today, I recall the words of UCLA's coach John Wooden, *"The most important (and valuable) thing I'll ever learn, is the next thing I learn after I think I know it all."*

Imagine at the age of 23 finding yourself well and truly in it at the deep end. That's where I found myself, in charge of a team of much older technicians, one of whom had been my supervisor just a few years earlier, and another 15 years my senior as my second in charge. Add to that my area of responsibility was communicating with the likes of police, banks and large corporates. If that wasn't enough, my Regional Manager had no technical knowledge or understanding of the nature of our work and he was no support at all. My work area covered Newcastle and Hunter Valley but my responsibility extended to the ends of those communication networks, in some cases to the other side of Australia. As a kid I was always tinkering with electronic and mechanical devices, so solving technical problems was never an issue to me, but now I had human temperaments, emotions and egos to deal with. If ever there was a 'sink or swim' situation, this was it. Needless to say, I had my work cut out for me with a huge learning curve ahead.



Over the following 15 years, due to the growth of the business, my staff numbers and responsibilities quadrupled. My main priority was to build strong efficient teams, a great culture and high performance. Building a strong organisation relies on building trust with your people so my career taught me very quickly the value of creating loyal and inspired staff. This was confirmed when I moved from there to start my own business. Two of my staff left and came with me while half the remaining staff would have followed if I had the position for them.

FROM STAFF MEMBER TO BUSINESS OWNER.

Starting this new business, I went from being a staff member just managing people to being responsible for growing the business, increasing sales as well as managing staff. Having no previous sales experience my learning needed to take on a new phase, because if I didn't manage the staff and the business, and especially attract new clients, the business would go broke. I had to be open to learn from all quarters and embrace new ideas.

The Surf Club one of my greatest mentors

One of my greatest teachers was not textbooks or the information I consumed but came from real life experience, like those in Surf Life Saving Clubs. In just 5 years I moved from being a participant, through the ranks of Club Captain and Zone



Supervisor looking after three clubs while taking the membership of my own club from 40 active members to 120.

During that time, I was awarded Regional Surf Life Saver of the Year for my services to Surf Life Saving, the first time ever that a member of our club had won this prestigious award. I was then nominated for the State Level Surf Life Saver of the Year award. Without realising it, these experiences were the foundation for the interpersonal skills and people relationship building that sowed its seeds in this time.

It was all about Human Behaviour.

In the first 20 years of my real working life I had worked as a supervisor for someone else's business, a business owner leading and managing people and at the Surf Club eventually responsible for 120 people. And every time I was successful at growing the teams and business. So what was it that made me so successful? What was it that I was consciously unaware of, yet unconsciously competent in?

I knew if I could have a greater understanding of human behaviour, how to read it, understand it and even positively influence it, I could not only become more effective at what I do but I could help many more people. So the quest began.



If there was one thing I'd learnt over the years it was that no two individuals are exactly alike, nor should they be treated as if they were. Something the sales training of the day didn't reflect. The more I learnt the more I questioned what was being taught. I realised what was missing was the allowance for individual personalities, the differences that make us each unique.

WHY I NEEDED A BETTER SYSTEM

The question was how to recognise and understand the differences. For many years I'd used psychometric assessment questionnaires in the attempt to detect a person's personalities. However, I found all of the tests to have too many shortcomings. You can't put questionnaires in front of young children. They simply just don't understand the questions and if you could you'd have to ask very basic questions that would have no value. For similar reasons psychometric testing is restrictive by different cultures, language and with the subject's varying levels of education.

I found the greatest problem was in the emotions and on two different levels. I was brought in by the owners of a FOREX training school to find out why all of their adult students were continually losing money. Their trainer at the time was an accomplished trainer and trader, so they were getting the best training possible. In the class every student performed well yet



when they started “live” trading they all lost money. Some losing it “hand over fist”. The reason had to be in their individual personalities, their emotions and their connection to money. I found other schools were having the same problem. To me, it was obvious that there was a need for a “psychology of trading” program.

At the insistence of ex-students from a number of different schools I started running my own courses. I developed a world first program designed to uncover each student’s individual personality while teaching them the technical tools of trading. I knew that when they each understood their own personality; what pushed their buttons and why and when they do what they do, they would have a far better chance to become successful traders. This is where I found one of the greatest problems of psychometric profiling. In the early part of each course, too often I found the student didn’t “fit” the profile their psychometric test gave. I found out that the students had tried to guess what personality they needed to have to be a good trader. They thought that if they could act like a great trader that they would get better results. If there is one thing we know, it is that under stress we all revert back to our own personality. And that was the personality they and I needed to understand.



This was not the only place that a person's emotions distort the results of a psychometric test. If you're feeling great or on the other hand say you've had a fight with your spouse or suffered road rage on the way to do a psychometric test, your emotions will impact on how you feel about the questionnaires. Your results will be different each time.

The other side of the emotions problem is from the person running the assessment. Too often I've heard people who conduct assessments say that they can observe a person's behaviour and know exactly what personality type the subject is. However, we know that two people observing a third person quite often will see that person differently. We all make judgements based on our emotions and how we see ourselves and we judge other people in relationship to our own emotional state. So as our own emotions change, so will our interpretation of other people. There had to be a better and far more accurate way to recognise someone's personality. I wanted and needed a way to read any person; young or old, male or female. In any situation and separate from emotions of everyone involved. The emotions, more than anything else, had to be taken out of the equation. Psychometric profiling also put people into boxes. They categorise people into as many as 16 different personality types, which is like saying every Young, Tall, Caucasian Males is the same as the next. With



that being the case I might as well have relied on their star signs to predict their personalities. I felt that profiling people like this was not only thwart with errors, it also didn't respect the person being profiled. For the next 10 years I immersed myself in the study of human psychology, the role emotions play and looked for what makes each of us uniquely different to each other.

THE SOLUTION

The solution was found when I linked 2 major points. Firstly, if our neurology and physiology; our minds and bodies are continually impacting on each other, then our thoughts and emotions must impact on our long-term physical appearance as well. Secondly, any muscle that is used repeatedly grows in size and definition, creating ridges and crevices. If the emotions can be detected in facial expressions then personality traits can also be found in facial features, which are the result of those repeated expressions and corresponding muscle movements. And if that was so then we could read a person's personality without any of the shortcomings of psychometric profiling and we could understand their emotions and anticipate how they would act under different circumstances.

I started extensive research into facial features, including how they develop and change over time. Investigating a number of different systems around the world, I found the one that made the



most sense to me. I refined it further to develop Rapid Trait Profiling and I now had my answer to reading personalities. As RTP is based on dimensions between facial features, it's proven to be unaffected by emotions. Now, and without any of the shortcomings I'd experienced before with psychometric profiling, I could profile any individual of any age, gender or emotional state, anywhere at any time. It meant I could treat each individual respectfully; as an individual in their own right, without labels or stigma.

At the same time, I researched Facial Expressions and their role in emotion. I trained with the world's leading authorities in the field of Micro and Subtle Expression detection. Micro and Subtle expressions occur as a person unconsciously responds to a situation or to something that is said. They "fire" unconsciously and shut down the moment the conscious mind kicks in, which means they can be very subtle. They are very short in duration, between one fifth and one twenty fifth of a second. They are the indicators that "leak" a person's true emotions and I learnt to read them at an elite level of accuracy. The face was now giving me so much information. On one hand, showing me a person's personality and on the other, their emotional state. Not being satisfied I wanted to take that even further. Having read body language for several decades I knew how much information our



subtle body movements gave away. Reading these movements in conjunction with the expressions added further power the mix. The three skills now told me everything I needed to know about a person's conscious and unconscious behaviours. But what do you now do with that information?

I needed to be able to test what I was reading and communicate those findings. NLP again gave me the words I needed confirm what I was seeing. And together the four skills form Rapid Pattern Profiling, which has proven to be a Game Changer in the Art of Reading People. I haven't found a situation they, in one combination or another, can't be used to build relationships and overcome problems.

I'm yet to come across any situation where Rapid Trait Profiling and Rapid Pattern Profiling can't be used. I've had great results in;

- Business Leadership
- Personal Relationships
- The Dating Scene
- Guiding parents in raising their children and recognising their natural gifts and learning styles
- In areas of Mental Health



Business Leadership covers everything from relationships between managers, colleagues, strategic business alliance, staff and customers. The lack of Leadership in Business has become a major concern in Australia. For more than a decade, on the world stage, we have been falling further and further behind other countries in leadership skills. We are presently 116 out of 140 countries when it comes to innovation and we are now very last after all of the other OECD countries in collaboration.

To turn the tide, three distinct areas need attention. The first being **Peer to Peer**, which can be between department, between work colleagues or forming strategic alliance with other businesses. And it is here that a business's problem generally starts. If you can't get it right at this level, you'll have even more problems when it comes to working with staff and clients.

Two business partners had been working together for more than a decade and continually clashed in their day to day roles. They had so many personality traits that differed yet it was in the differences that their business had been so successful. They each brought unique skills to the table; one very methodical and fine detailed, while the other bigger picture and outcome focussed. Once they understood their own traits and how they differed to each other and they learnt to talk to each other in that one's preferred manner, their relationship became more relaxed.



There are many benefits to recognising the other person's traits. A few of them are;

1. Improved negotiation skills
2. Reduced conflict and greater cooperation between individuals and groups
3. Stronger alignment and cooperation
4. A unified business direction and purpose

Relationships between **Managers and Staff** is the next area. Staff turnover is a leading problem for business owners today where more than 4 out of every 5 employees who resign from their jobs are quitting their managers and not their jobs. At the same time, more than two thirds of employees are either disengaged or actively disengaged in their work. The main cause has been attributed to the lack of people skills and the inability to come to grips with human behaviour, and existing leadership training is not meeting the challenge.

Every business pays the price, whether the inefficiencies are in their own business or in any of the businesses they deal with. I've found that the difference in personalities and the inability to recognise, understand and communicate to those differences is the main reason. If you want the best out of your staff you need to know what makes them tick. It's not a matter of wrapping them in cotton wool. It's about inspiring them to deliver at their greatest



potential. This only happens when they are doing the work they love and are being treated the way they need to be treated. Everything you need to know is in their facial features and expressions. I can't impress though how important it is to get the right training.

As they say a little knowledge is a dangerous thing. I found a perfect example of this when a Bank Manager cornered me one day at a business luncheon and asked me how he could tell his 2IC why he should unfold his arm. The manager had been told that folded arms are a barrier and meant that such people are disconnected. Even though the 2IC was very efficient, the Manager was of the belief that if he got his 2IC to unfold his arms he would be more efficient. I agreed with him that folded arms are a barrier, but not necessarily a barrier to the other person. I pointed out that it can be a barrier to a wide range of things, including keeping out the cold or just for physical comfort. There are so many reasons and most of them have nothing to do with interest or disinterest one has in the other party. In the case of the 2IC it worked out it was for personal comfort. The manager was sure that the 2IC didn't like him as he only folded his arms in his presents and not with the staff. After a few carefully chosen questions it worked out that the 2IC also folded his arms in the presents of anyone he saw as an authority or senior to himself. It



was a way of overcoming his personal insecurity. His traits also showed that he required more physical space, whereas his manager required far less space. He felt intimidated and crowded. Whenever the Manager pushed the issue and demanded him to unfold his arms the outcome would become the opposite of what he was after. The 2IC would become agitated and less efficiency. I went on to explain how the Manager could make his own relationships more effective. How he should approach staff and clients so they felt more comfortable and how he could get far better results all round.

What made this story most interesting was 6 months later while attending a finance Expo, a broker from another bank asked what folded arms meant. I could see it had been a major concern to him. He had a huge smile as I explained my views. It turned out that 12 years earlier when he had worked at another bank, he had had a manager who had had an issue over folded arms. An issue that had caused stress amongst the staff. Yes, you guessed it, it was the same manager. For more than 12 years the manager in question had believed a generalisation about folded arms being a disinterest in him and that it was a barrier to productivity. It was the manager's belief that had been the barrier. For all those years he had negatively affected the feelings and loyalty of his staff. The manager's relationships changed for the better the moment



he learnt how to read and respond to the personality traits of each staff member and those of his customers. He learnt the need to read body language correctly and in context with each situation.

When a leader understands these things they immediately benefit in so many ways, including:

1. increased productivity through improved teamwork.
2. improved communications
3. reduced conflicts and bullying
4. increased staff loyalty
5. reduced sick leave
6. improved staff retention saving on retraining and administration costs

WORKING WITH CUSTOMERS AND CLIENTS.

One of my students, a Real Estate Agent was telling me how his competition was complaining that he was continually taking their clients away from them. This is not something he had set out to do. It was just the way things worked out. He learnt how to speak too and treat prospective clients correctly, which his competitors weren't doing. He had originally come to one of my Fast Track Introduction courses where he learnt the skills to build instant trust and rapport. Seeing the potential and the advantage he would have over his competition, he signed up for my full course. In one



of the later sessions he relayed the story of how one client told him why they had “sacked” the other Agent in preference to him. For him reading his clients had become second nature. Recognising not only their wants and needs but also how to talk to those wants and needs, specifically, to their individual and unique personalities. He quickly found this wasn’t an isolated case and other clients followed. My satisfaction was in hearing that in just one of these cases his commission had more than covered the full cost of his course.

People buy from those they know, like and trust so knowing how to speak to your clients is crucial. Another two students, owners of an advertising and marketing firm told me in the middle of their course that they had a presentation to deliver to a huge potential client. Their concerns were how to structure the presentation and how best to deliver it. We were only part way through the course so I profiled the executive they were to see. His photo showed high levels of confidence and authoritativeness. It also showed that he was very critical and analytical and would find any errors that existed very quickly. His features also showed he was a sequential thinker. Very structured in how information needed to be presented to him. It was obvious if the presentation wasn’t structured correctly and the correct delivery adhered to, they would be wasting their time. They on the other hand didn’t need



such strict structure. In fact, they preferred a much looser style. If they hadn't known his structure and delivery needs they would have been wasting their time.

Some of the key benefits when dealing with clients and customers are;

1. building rapport
2. increased sales
3. greater customer satisfaction and retention
4. more loyal customers
5. fewer customer complaints

PERSONAL RELATIONSHIPS

Years before if anyone had said to me that I would be on TV profiling English Royalty and Australian Politicians I would have laughed at them. I'd just finished a training session with a Marketing firm in April of 2015 when I received a call from producers at Chanel 7 asking if I'd seen Julie Bishop roll her eyes in parliament. I hadn't so they sent me a link while I was on the phone. I told them what I saw and they asked me if I'd go on The Daily Edition that afternoon. Well what do you say when you have no preparation time – I said of course I will. What could go wrong? Well nothing, even when they brought out a video of British Royal, Kate Middleton. Both women had rolled their eyes,



but for completely different reasons. That and the announcer's beliefs became the focus of the segment. From the talk at the time it highlighted how little most people read others with accuracy. I've gone on to profile past and present leaders of our major Political Parties for News Corp and others.

The Daily Mail then asked me to profile the Bachelor, Sam Woods on three different occasions. The first was to gauge his compatibility with the first three women he appeared with. The second was over some controversy; if he had lied when he said he had not remembered one of the other female contestants he'd had had been reported to have met in Bali a year earlier. The third time, to determine if the relationship would last with the woman he finally chose as his partner. I've profiled sporting stars for Fox Sport and profiled the photos of listeners on a number of different Radio Stations.

Almost without exception, every time I train a business person, they realise that the skills they learn can be used in their personal relationships as well. One particular business owners asked if I'd profile his girlfriend and tell him how they could make the relationship stronger. I had the advantage of spending time with him, but his girlfriend I hadn't met, not even to this day. All I had were her photo. I profiled them both and he told me when they read their own profiles they were amazed at the accuracy. They



read each other's profiles, looking at the similarities and they took special note of their differences. The profiles gave them understanding on how they could keep their relationship strong and enjoy the differences in a long and fruitful relationship. Gary Chapman wrote about "The 5 Love Languages"; words of affirmation, quality time, receiving gifts, acts of service, and physical touch. Being able to read and talk to your partner's traits takes the 5 love languages to a completely different level, as this couple found. Imagine knowing what words to speak, how to spend that quality time, what gifts to give, how to be of service in the way that matters, and delivering the physical touch that is most loved and wanted. This lead onto working with more couples to improve their relationships and with those looking for a new partner.

DATING AND AVOIDING THE PSYCHOPATH

I've lost count of the number of people ask me to tell them if this person or that person is a good fit for them. Every time I give a talk or run a workshop in a social setting the phones come out; photos of girlfriends or boyfriends, or prospective new partners. How can they improve their relationship or should they trust that he or she is who they said they are? I've also had quite a few men and women say they'd like me as their "wing man" on a Friday evening. That's not going to happen but I've been happy to give



them an education. Sitting in social settings finding out what they see and then giving them the real story. This began to happen with such frequency that I could see that this was an area that desperately needed my people reading skills. Workshops like “The Ultimate Dating Workshop” and “How to Avoid the Psychopath and other Practical Dating Tips” soon followed with more and more demand into the dating scene.

There is no shortage of Dating sites, of which many cases have millions of members. They continue to prove to be a predator’s playgrounds with a high percentage of the profiles not who they say they are. Should you be worried about how to protect yourself? The answer is a big Yes. The profiling tools these sites employ make it extremely easy for predators to be connected to their next victim. But you can protect yourself by learning to recognise their traits and the inconsistencies in their written profiles.

And on the other hand, a large number of the profiles are decent people who just don’t project themselves in the right light. It’s led to advising clients on how to pose for their images, the location and writing their profile based on the strengths their facial features exhibit have changed their dating experiences for the better. Over the years I’ve spoken to quite a number of Sex Therapists, Dating Coaches and Relationship Counsellors around



the world. Looking into joint ventures and how the skill set could make dating sites safer.

In my wildest dreams at school I never thought I'd be profiling people on dating sites. Nor did I think I'd be called to write dating and relationship books. But that's my next project, writing three dating books. One for men, one for women and one for same sex, covering;

- how to find the right partner and avoid the psychopaths
- the first meeting
- if they are a keeper, how to keep them.

PARENT TO CHILD COMMUNICATION

Conflict and friction between Parent and child are more often nothing more than the differences between their personalities. I recently profiled a mother and her 14-year-old daughter from just their photographs. They were struggling to communicate. To overcome some of the issues, the daughter was moved from a co-ed school to a private girl's school and had become more withdrawn and non-responsive to her mother. The mother was finding it more and more difficult to talk to her daughter and the rift was widening between them. Although they had many traits that were similar they also had some that were polar opposites. It was in these differences that the problem lay. The daughter's



features showed she had a verbose speaking style, a need for full of colour and description. Her mother on the other hand has a very concise speaking style and the complete opposite to her daughter's. When we are stressed our traits become even stronger and in this case the gap increased. Concerned about her daughter, the mother would become even more concise. To the daughter, her mother's questions sounded like an interrogation and of course the daughter shut down and withdrew. Advising the mother to first explain to her daughter why she was asking each question, turning the questioning into a discussion solved the problem. Their interactions became more conversational and in line with the daughter's communication style. Being able to read their traits made it very easy to recognise and correct problems.

UNDERSTANDING AND GUIDING CHILDREN

In late 2014 I joined a group of business owners to collaborate and build our collective businesses. First we had to learn about each other's business with the intent to promote each other's products and services through our contacts. It didn't take long to realise the other people were struggling to understand RTP and RPP and how diversely and extensively they can be used. So I put the challenge to them. "Show me your child's photos and I'll tell you about their learning style, their strengths and the situations that will challenge them as they grow up". Michael, the head of



the group gave me photos of his eighteen-month old daughter. He didn't tell me at the time that she had a phobia with the vacuum cleaner and every time she heard it she became extremely stressed. After taking on board what I told him about how she liked to learn he showed her the vacuum in pieces. He talked to her about it with as much detail as I'd told him she needed as he slowly assembled it in front of her. She is no longer phased by its noise and it wasn't long before she wanted to push the vacuum around. He is one of the people who has gone on to tell me how they are still using the information twelve months later, and hopefully well into her school years.

You never know, your child might be a young entrepreneur or a budding musician. James, a Real Estate Business Coach gave me his 5-year-old son and 7-year-old daughter's photos. I could see traits that showed his son had a gift for music. Not only did this point to possible hobbies and careers, they found out how they could use music to guide his moods. And it gave James and his son a level they could really connect on. His daughter on the other hand had traits that, although they are a great gift, they would undoubtedly not fit into the traditional school system. Her traits showed she would come up with ideas that others would struggle to understand and that she would like to do things that others her age haven't done. I advised James to trust her, give her room to



expand and see how her ideas unfolded. One of the many things she has now done was to write her first story for children. At the age of eight she is now a published author. And to celebrate that and her birthday, she has become the youngest person to climb the Sydney Harbour Bridge. Like her father she wants to become a coach. She is writing affirmation cards in her own words to help other kids, especially those going through emotional issues at school. Not only are the skills game changers, they also help develop new Game Changers.

You can imagine what this would mean to all of our children if every teacher understood each child's learning style, where their strengths lay and where they would have challenges. I believe there would be a lot less children labelled with conditions that could be far better handled than they are today. In 2011, I was running an event for young adult social group titled "How to avoid the Psychopath and other practical dating tips". At the completion the Director of the group asked if I could profile her 6-year-old son. When I asked if she could bring him to me, she told me he had Asperger's and wouldn't sit still. Instead I had her send me some photos of him. I told her how I wanted the photos taken and from those I profiled his personality. They gave me everything I needed to understand his learning style; how he took information in and how he preferred to respond and behave in



given situations. Knowing what would cause him stress and what would make him more comfortable gave his mother the knowledge of how to make his life easier and hence moderate his behaviour. Being a single mother working long hours, she relied on after school care as well as the teachers. She took the information to his teacher and his after school care and quite cleverly telling one that the other was helping her by following the advice, the other also complied and took the information on board. With very little effort on all his life changed. 12 months later I was speaking at a Health Forum in Newcastle. She and her son were both there and she was kind enough to come on stage and talk about her experience, and all the while her son sat unchaperoned in the audience. Another two and a half years later, she did another testimonial about him no longer needing a psychologist, how his life is well on track and how happy and well behaved he is. She also spoke on how having taken what I taught at the original event for her group she had also found the man of her dreams. She and her son have moved in with him and his son and are using the skills to keep their relationship strong.

From that experience I've wanted to get the skills into the hands of child psychologists so when a few years ago a group of Psychologists in the United States contacted me I was well please. They had been following my videos on You Tube and approached



me with an interesting problem. They work with children with Autism, children who came to them through government contracts. Their problem was that they were taking too much time observing and profile each child and not having enough time to get sufficient outcomes. Autism has a wide spectrum and each person reacts and responds differently. The time they had remaining to work with each child was short and they were not getting the results they knew they could get had they had more time. With Rapid Trait Profiling they realised they could profile the child in the first encounter and with and Rapid Pattern Profiling they had instant confirmation of their initial read and they had an ongoing way to measure their rapport with each child. They found that this ultimately gave them greater success with each child. They also found, by profiling each member of the practitioners at the same time, that they could match the right professional to each client for greater results again. They also found they could profile the child's parents and build greater trust with them as well.

GETTING GREAT RESULTS WITH ADULT MENTAL HEALTH TOO

It was not just in the young that I found Rapid Pattern Profiling helped with emotional issues. It's been very useful with adults as well. Tim, a Railway Accident Investigator called me while he



was on extended sick leave. His frustration came from seeing one horrifying accident after another and feeling helpless to prevent them. His stress mounted until he couldn't take any more. His employer sent him to a Psychologist where he went through Cognitive Behavioural Therapy. Not getting results, he contacted me. We spoke about what we could do but his management decided to send him to a second Psychologist and then a Psychiatrist. When he mentioned me to the Psychiatrists, the thought of him coming to me was rejected. That was until Tim pulled out his smart phone and profiles the Psychiatrist with "*ProfileMe*", my first mobile App. Impressed with the results, Tim was then sent to me. At this point Tim had been on leave for PTSD for 2 years. He had spent all that time and in his own words said it had got nowhere. I took a different approach and in a matter of weeks, working together for only 90 minutes per week, the last two years started to make sense to him. Instead of focussing on the issues the health professionals had, I look for something different. With everything that had happened, he had lost connection with people. Being able to connect with them became important so we focussed on him being able to read other people. What he didn't know at the time was, you can't learn to read and understand other people's without understanding your own. He soon understood his traits; their upside and their down side. He understood how to recognise when the downside; the side that



caused him grief, were being triggered and he learnt how to take control of situations. Over the 10 weeks we work together, utilizing the skills he learnt, he renegotiated a property with his ex-wife and better custody access to his children. He also built a strong relationship with his children and he has not looked back since.

WHAT NEXT?

My thoughts now were “how could I extend my reach, open new markets and impact on a greater number of people?”

The obvious answer was with the popularity of smart phones and devices I should designed a mobile profiling App, and one quickly became two. My first, *ProfileMe* teaches you how to recognise and understand 7 key personality traits and explains how the person you profile prefers to be treated and how they are likely to behave. People love them yet they wanted more and in particular they wanted to know how should they change the way they normally speak to match the other person’s preferred style. So *ProfileMatch* was created; which now meant people had a way to build instant rapport. The Apps were uploaded to iTunes and Google Play and from there they have been downloaded all around the world.



The feedback on who's using them and in what applications has blown me away. Schools use them to increase understanding, communications, to build resilience and reduce bullying. Singles use them on dating sites and in the quest to find the right partner. Business people use them in their sales work, team building and negotiations. They use them to know their clients in advance of that important meeting. Imagine checking out your prospective client's photo on their website, LinkedIn or other social media site and having your presentation fully prepared in advance. Well, many are doing just that.

I've enjoyed the journey getting to where I am today. I've lived the philosophy that "the most important thing I'll ever learn is the next thing I learn after I think I've learnt it all". When I first heard these words by John Wooden, American basketball player and coach, I realised this is how I'd been living all my life. And they will continue to be my guiding light. I enjoy speaking, conducting workshops, profiling individuals and couples and especially training and coaching individuals. The part I enjoy most is knowing that the skills I've developed empower people and change lives.

I advise you not to just take what I have said here on face value, but to also do your due diligence. For every person and situation written about here, you will find their video testimonials on my



website. Many of the testimonials were sent to me many years after I worked with those people. In some cases, as many as four years later. I don't know of anyone else who can boast of achieving such long term results. Rapid Trait Profiling and Rapid Pattern Profiling are game changers in the Art of Reading People. If you don't have these skills, you have to ask yourself "Why Not?".

At the end of the day "what defines us is never what we say, but what we do". And for those who don't walk their talk my favourite reply is, "*I can't hear a word you're saying because your actions are deafening*". As an old friend once said to me, "character is who you are in the dark".

ADVICE TO YOUNGER SELF

If there was one thing I'd tell my younger self it would be, before taking anyone's advice, first look at their life. Know that their advice will take your life no further than it's taken them. Find your purpose, get passionate about it, look listen and learn, and only take advice from those who have earned the right to give it.



GAME CHANGER PROFILE

ALAN STEVENS

From an early age I realised the most important things in life are found in the relationships we build. Without strong relationships we can't go very far but no one seemed to be teaching the skills at all well. I've made it my mission and passion to find out what makes people tick and how to communicate with them in the way they want to be spoken to.

When I'm profiling people I always remember that *"Sometimes it is the very person who no one imagines anything of, who do the things that no one can imagine."* In other words, everyone has a gift and it's up to the rest of us to see it in them.

Alan Stevens is known as the Celebrity Profiler and Australia's leading personality and business profiler. He has been featured on National TV profiling the likes of our leading politicians, TV and sports stars as well as Britain's Royalty. He works with Businesses, Health Professionals, Teachers, Coaches to help them understand themselves and read other people far more effectively. Using Rapid Trait Profiling and Behavioural Pattern techniques,



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Alan is able to conduct Advanced Personality and Character Assessments in just minutes. And with the number of profiles running into the thousands Alan's services are unique and unrivalled in the field of reading people.

He has spent over 30 years in all walks of business to understand human behaviours; how people think and what makes them tick. What drives them and what motivates them to create better teams and produce greater profits.

Alan is now consulting to small and medium businesses, National Real Estate Companies, Government Departments and Not for Profit organisations.

He is now working with a range of organisations internationally and the UK Guardian described Alan as “the leader in reading people globally”

To find out more visit the following url:

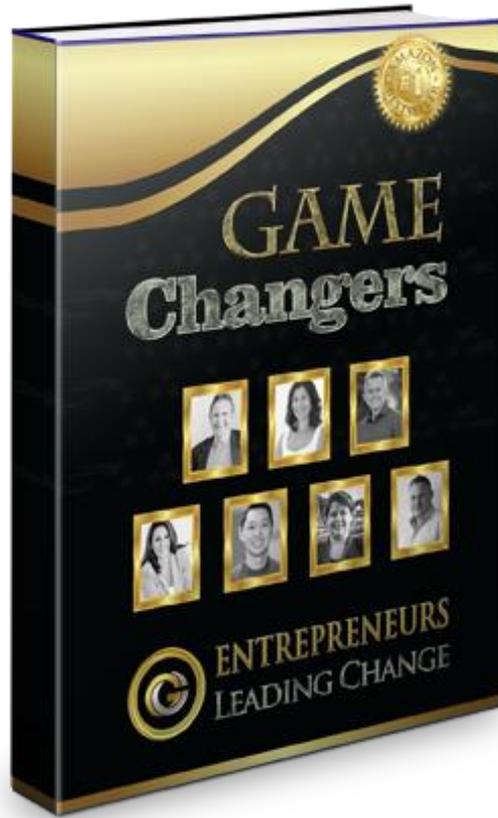
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