

# Magnify App

The lifeblood of any business is the *right* people. The Magnify App ([www.mgnfy.net](http://www.mgnfy.net)) helps companies to recruit the right people who will ensure business growth. These are usually people who are in the top 20% of the population in terms of the right attitude, and who possess high levels of courage and resilience.

What you see at an interview, isn't necessarily what you get!

Do you have great salespeople? What if they leave? What if you had a benchmark of their success traits to compare candidates against?

Check candidate scores with your best people scores. If they match or exceed, interview. If not, keep looking.

## Supporting book 'Magnify Your Potential'

### Advantages of Magnify Your Potential

Each section within the book is designed to explore an opportunity for self-development and fulfilment through growth and contribution. All forms of leadership start with self-leadership and choosing to have an extraordinary life. There are suggested actions for you to consider to increase your overall optimism and resilience levels which, in turn, leads to a growth in general happiness, confidence and wellbeing.

In addition, simple steps for building new habits using repetitive actions which will rewire the brain to automatically find solutions and make positive choices are proposed.

### The book is designed to help:

- Businesses
- Individuals
- Coaches & Trainers

### How to use the information presented in this book for Business

The 80/20 rule establishes that 20% of people in any business environment are carrying the rest. What if you could turn this statistic around? This would benefit those people who are achieving excellent outcomes. By placing greater emphasis on character, you will find staff who will deliver the best results for your organisation, regardless of any incentive to do so. The right people don't need to be closely managed. They are self-motivated to achieve great results because, at a deeper level, it is who they are.

When hiring, the Magnify app offers unique insights regarding how to find the right people for different roles. Most firms have particular team members they would consider as ideal role models. These are the people you wish could be cloned! Employers can ascertain the subconscious strengths scores of their best staff members and use these scores to create a champions role models benchmark.

Take the emotion and guesswork out of the equation and hire with more certainty by comparing candidate scores against champion role models. If they match, or exceed scores, then invite them for an interview. If not, keep looking.

Decide what strengths you consider to be essential 'must haves' for the role. E.g.

Ideal person for the role:	"Must have"
Growth mindset, highly optimistic, someone that can look at challenges and focus on finding the right solutions	High Optimism scores
High work ethics, consistent high productivity. Can look at the outcome and create steps to achieve. We want results	High Productivity Scores
A great communicator. Someone that can connect with people at all levels	Balanced communication
Someone that will listen to clients; take into consideration their needs and provide solutions based on this, rather than what they think the client should have	Externally Referenced, Auditory
High attention to detail and accuracy	Small Picture
Lots of self- initiative. Someone that will be accountable and take responsibility	Answers "Yes" to Income before 12 years

The information contained in this book will help business leaders determine what subconscious strengths are non-negotiable for a role. For example, it is crucial for salespeople to have scores that are high in optimism, productivity, long and short-term challenges, and long and short-term good events. Likewise, if they are responsible for making cold calls, then a low kinesthetic score is a must. (High kinesthetics feel the pain of rejection and may not make the calls.)

### Benefits for the Individual

*'The world as we have created it is a process of our thinking. It cannot be changed without changing our thinking'. Albert Einstein*

Recognise that your thoughts, beliefs and decisions have led you to where you are today.

You don't have to be average. Likewise, you don't have to be good at everything. Being great at one thing is better than being average in many things. Focusing on and developing your strengths will provide the most support for you on your journey through life.

Never let past limitations or other people's beliefs shape any decisions you make. Strive to be excited about your future and create a vision for your life based on what you want.

Focus on your strengths:

- Score levels 8–10: Realised Strengths – tasks or activities which energise you and that you enjoy the most. They create fulfilment and are where 'flow' occurs

- Score levels 5–7: Unrealised Strengths – these are areas in which you have the greatest potential for future growth
- Score levels 0-4: Learning phase – Critical strengths such as optimism, must be improved for a happier, healthier life and will support your growth journey
- Follow the exercises in the book and practice frequently every day for 60 days

Your past does not equal your future. Mindset is key, lessening the power of destructive emotions and developing more positive methods of existence. It is important to be aware that you can and must change your attitude in order to achieve your life's purpose. Your journey begins by knowing where to start and then designing steps to achieve desired outcomes. Just because you have never done it before, does not mean it can't be done.

If there were no barriers, what could you achieve?

Everyone can develop strategies to step up and be more, do more, have more in their lives. It is our journey to realise our full potential and to be the best versions of ourselves.

Individuals will be able to assess where they need to focus their time and attention for personal and business growth, and ultimately whether they are working in the right role.

Everything is possible when we remove the limitations that we impose on ourselves. Small daily changes can have huge consequences over time.

### **Benefits for Business Coaches**

Coaches will have the insights to understand their clients and teams at a deeper level and implement specific coaching programs for greater and faster results.

In order to effectively coach individuals or teams, it is useful to have a good understanding of the following character traits:

- Dominant communication styles
- Productivity levels and how to improve them
- Levels of optimism (optimism is contagious and so is pessimism!)
- Do they deal effectively with challenges in their life?
- Are they goal setters and achievers or do they need help to achieve goals?
- Do they have good attention to detail?
- Where are their roadblocks?

The Magnify App allows coaches and trainers to discover some of the underlying factors preventing clients from really reaching their potential.



The Magnify App suits any budget. Contact Julie Bowden: 0406 488 213 E: [jules@truecolourspeoplesolutions.com.au](mailto:jules@truecolourspeoplesolutions.com.au)



