

A group of approximately 15 people, mostly men, are on the deck of a large, multi-masted sailing yacht. They are wearing white polo shirts, some with a logo on the back, and dark shorts. The yacht is moving through blue water, creating white spray at the bow. The sky is clear and blue. The text is overlaid on a dark blue semi-transparent box in the upper left corner.

Predictive role profiling for high-performing executive teams with PROPHET

Executive team profiling drives higher performance

Our senior team profiling process transforms how people communicate, make timely decisions, leverage strengths, value difference and pull together under pressure, ultimately creating greater value and business success.

The performance and value of any business are heavily reliant on the effectiveness of the lead team. Any gap in alignment or lack of collaboration at the top will erode value in that business. Through our team profiling process, we help the team to develop, communicate and execute strategy to derive maximum value for that organisation.

Our team profiling helps leaders to fast-track business team performance. It provides insight to guide leaders in executing strategy and developing their senior teams.

Situations where team profiling provides significant benefit include:

- New teams where collaborative relationships have not yet been established and the team is not yet aligned
- Established teams needing to refocus after a change such as a new strategic plan
- Senior teams that need to step up to a higher level of performance
- Two or more teams that need to come together and work as one team
- Teams formed from more than one organisation such as after a merger, acquisition, joint venture or alliance





PROPHET team profiling tool has been developed for senior and specialist leaders and those with similar levels of responsibility. It provides leaders with valuable insight through individual profiles and team profiles.

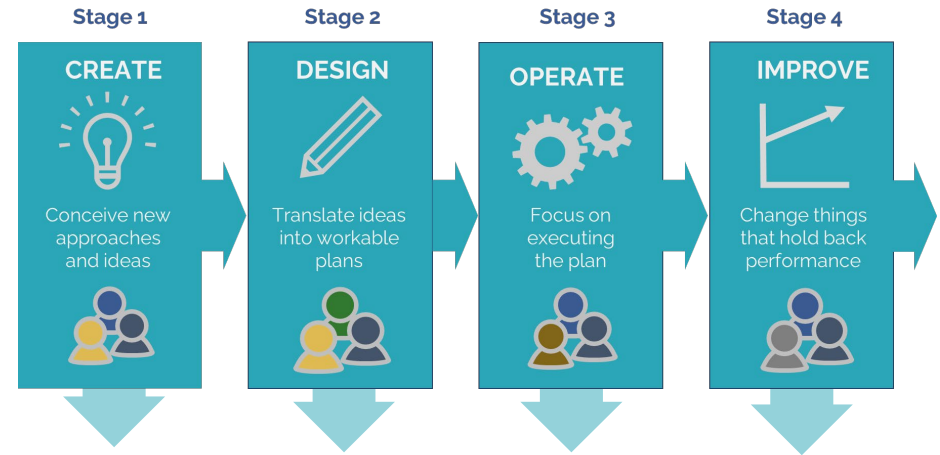
It is particularly useful when a senior team needs to:

- Develop strong alignment around its business context and the relationship people have in the execution of strategy
- Generate greater individual and team insight and raise awareness of opportunities and potential challenges or blind spots to their performance
- Defining actions to set the team up for success

PROPHET is a business-focused profiling tool that helps people understand how they and others work in a commercial context and how they can best work together to bring value to their organisation.

An introduction to PROPHET

PROPHET helps individuals understand their style of working and its implications for working with others. It also helps teams understand how to get the best from everyone and form the right relationships to enhance performance significantly. Finally, it helps organisations understand the potential of their people to execute business strategy.



The Business Stages

PROPHET examines the extent to which people prefer Creative activities, or to Design, Operate or Improve. The PROPHET schema follows the four stages: generating new ideas, turning them into workable plans, delivering on these plans and improving and fixing any mistakes. Once these stages have been completed effectively, it is time for the next important idea, and the cycle starts again.

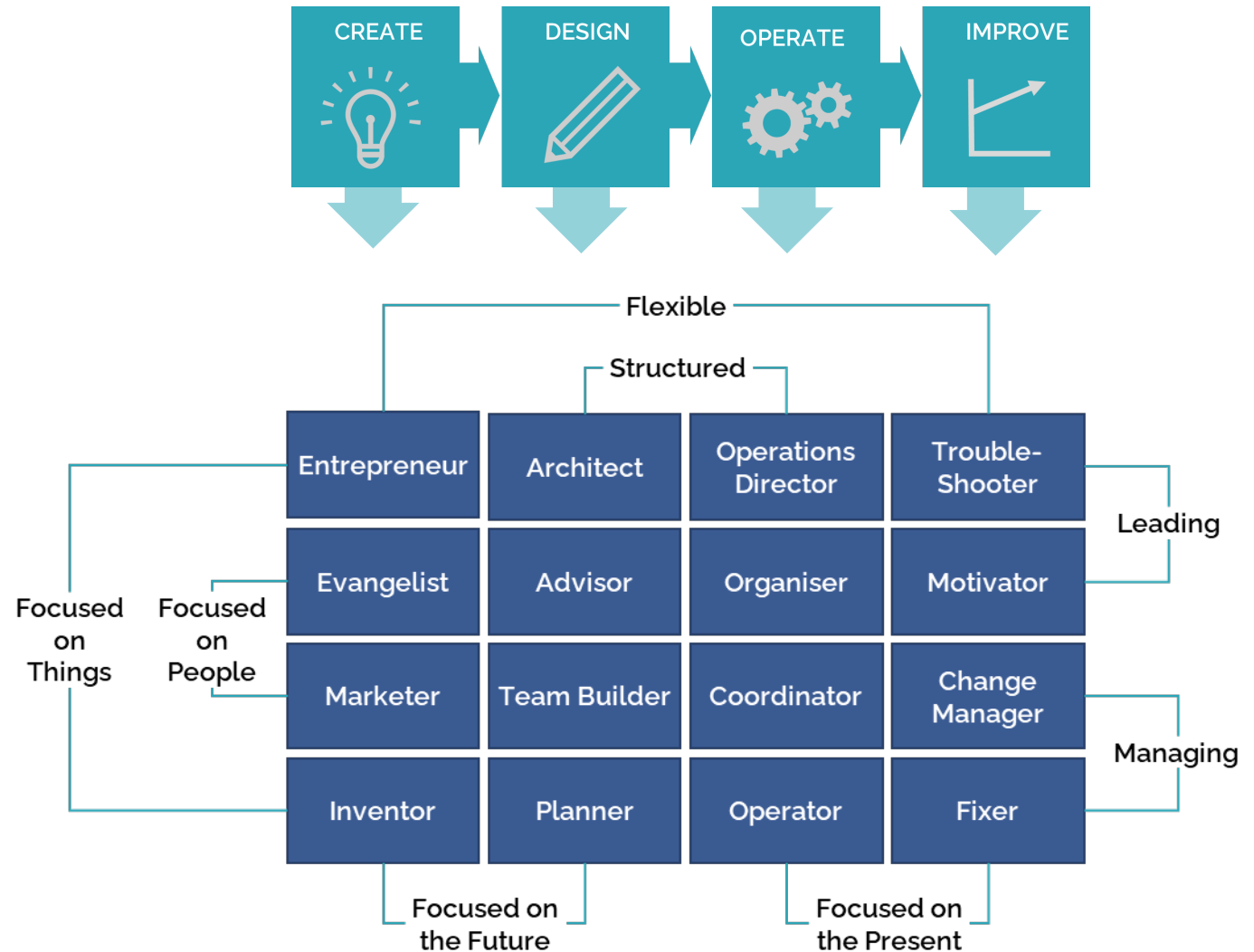
Each of these four stages is mapped against the PROPHET schema, made up of 16 different business Roles that a successful business is likely to need.

Entrepreneur	Architect	Operations Director	Trouble-Shooter
Evangelist	Advisor	Organiser	Motivator
Marketer	Team Builder	Coordinator	Change Manager
Inventor	Planner	Operator	Fixer

PROPHET role alignment

Different combinations of Inclinations map to form PROPHET's 16 business Roles, all of which are vital to business. Regardless of the size of the team, all of these Roles and responsibilities are likely to be needed at different phases of a business cycle, but in a small organisation or team it might be necessary for a few people to have a very wide remit. High-performing businesses are built on a balance of these 16 different Roles. Ideally, people need to perform a Role (or Roles) that reflect their preferences, so that they enjoy and are motivated by work, and therefore more likely to perform well and succeed.

PROPHET is based on a schema that represents a typical business cycle: a business needs to come up with new ideas, then turns them into workable plans, delivers on these plans and improves or fixes mistakes. The 16 PROPHET Roles map onto these stages of business, looking at the extent to which people prefer to be Creative, or to Design, Operate or Improve within a business. PROPHET helps people understand when it is time to leverage their own preferences within the business cycle and when it is time to leverage those of others.



How your PROPHET reports are constructed

Individual Reports



Motivations

What stimulates desire and energy in people to be continually interested and committed to a job or role or to attain a goal. PROPHET looks at four Motivations: Driving, Influencing, Team and Order.



Decision-making styles

How people react to situations and choices, what their approach is to selecting a course of action among alternative possibilities. PROPHET looks at four Decision-making Styles: Inspired, Experimental, Systematic and Analytical.



Inclinations

PROPHET also looks at the extent to which people are inclined to focus on different competing business activities, all of which are important for success. People may be inclined to be: focused on People or Things, Managing or Leading, focused on the Present or the Future, or Structured or Flexible.

Entrepreneur	Architect	Operations Director	Trouble-Shooter
Evangelist	Advisor	Organiser	Motivator
Marketer	Team Builder	Coordinator	Change Manager
Inventor	Planner	Operator	Fixer

The role alignment heat map

Finally, PROPHET examines relative preferences across the 16 business Roles that span the four business stages: Create, Design, Operate and Improve. This helps identify who is likely to be an ideal business partner, with complementary Motivations and Decision-making Styles. Although illustrated as a grid, the PROPHET schema is more than two dimensional. The first column is connected to the last column, and the top row is connected to the bottom row. It is structured as a torus or donut shape. For example, the Trouble-shooter Role is only one step away from the Entrepreneur, sharing three similar Inclinations.

Team Reports



The Team Report is intended to be used as part of a facilitated session, aimed at helping a team perform at its best, harnessing the mix of talents and experience, with different personalities bringing different approaches and different perspectives. When team members know where their respective preferences lie, they can understand how to derive maximum value from one another. This Team workbook helps groups understand their collective preferences and potential blind spots, and what this could mean given the team's objectives.

Organisations using PROPHET



What PROPHET clients say

Since first experiencing the service on a senior leadership programme a few years ago, I have used PROPHET as a tool for fast-tracking relationships and improving productivity across my whole organisation, amounting to over 200 people. By first using PROPHET to ensure the 40 most senior people are aligned, use common language and can play to their strengths, I found a way of promoting global collaboration on a complex and challenging program. We then cascaded PROPHET down through the teams and it has been very well received by the individuals. PROPHET has added significant value to my organisation in terms of productivity and working relationships, and is now instrumental in my leadership thinking as well as talent and resource planning.

Jo Cardwell, Managing Director, Collateral and GWIM International Technology, Bank of America Merrill Lynch



To predict future macro and commodity trends for Rio Tinto's strategy and investment process, I need my team of highly technical and analytical economists and markets specialists to form strong relationships across Rio Tinto's global businesses. PROPHET's insight helps us collaborate better within the team and outside of it. Its analytical and commercial methodology makes it easy to engage my department and informs decisions I take about the department.

Vivek Tulpule, Chief Economist, Rio Tinto



We have used PROPHET throughout Western Link and with our consortium partners. It has helped shape my approach to developing the relationships critical to the success of this major infrastructure project.

Graham Edwards, Project Director, Western Link, Joint Venture National Grid and Scottish Power Transmission



I used PROPHET as part of an executive team effectiveness programme because it enables a leader to see the makeup of his team, as well as acting as a guide to relationships and how each person can contribute maximum value to the team. The tool described each person very accurately and has enabled me to raise performance at both the individual and team level. I also used the team analysis to inform our recruitment process by looking for a strategic hire to fill a clear gap in the team dynamic. PROPHET has shown itself to be a powerful tool for providing insight which has led to improvements in both team cohesion and alignment in my organisation.

Richard Rose, former Director of Controlling, RWE npower



©purepotential

e: info@pure-potential.co.uk
w: www.pure-potential.co.uk
t: +44 (0)1428 713399

social: follow us on LinkedIn and Facebook