

Proven Match

Personal Franchise Assessment

William Hampton



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Because Fit Matters!

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Lifestyle and Motivations

Buyer motivations are the psychological drivers of behavior. The Life Style and Motivation Assessment includes: Buyer Motives, Values and Prime Directives which determine what about the self is the meaningful core, the vital center that governs people's desires and the expression of these desires in life, business and the marketplace.

Buyer Motives: Achiever-Emulator

William is a tenacious business builder not satisfied until they dominate the market. Motivated by the desire for status and achievement they have goal-oriented lifestyles and deep commitment to success. Control and money defines success for the Achiever-Emulator. They favor classy or unique business-to-business replicable concepts with strong growth potential.

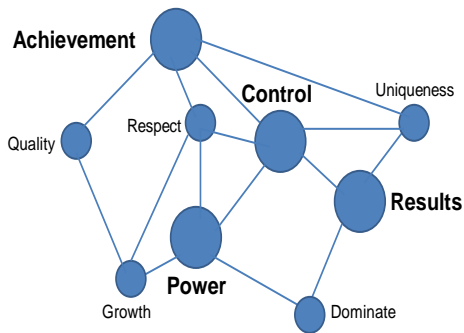
Fearless and action oriented the Achiever-Emulator will at times challenge processes deemed ineffective and implement their own systems. They respect time, numbers, systems and their competition in their ongoing drive to be the best. Great strategic planners and decision makers they abide by results based plans long into the future. Adversity seems to strengthen their convictions.

Direct and to the point, as business person William might prove intimidating but nonetheless respected. Capable of wearing many hats their expectations and demands are high of both themselves and others. In the end it's about results, making a profit and setting themselves apart. It is not necessary for others to like them but a mistake to not to heed their counsel.

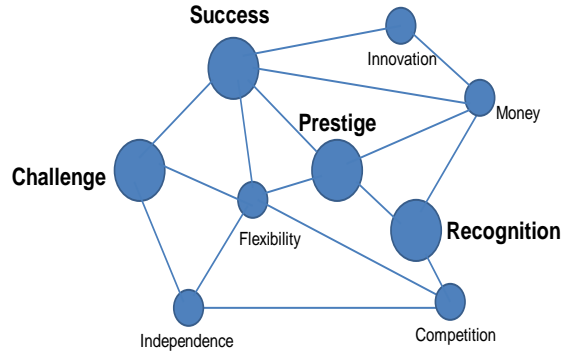
Values

It has been established that it is an individual's personal value system which directly dictates his or her motivations.

Achiever



Emulator



Hierarchy of Values

Based on assessment results here are **William's** values:

- Achievement
- Respect
- Control
- Quality
- Challenge**
- Recognition

Values highlighted in red (if any) are Wild Cards. These value(s) indicate either a dramatic change of recent or something amiss in their lives. Wild card values will have greater emphasis or attention given them during current situation, and are often temporary once that value is attained.

Prospect at a Glance

Stage of Growth				
Entrepreneurial	Partnership	Systematic	Bureaucracy	Intreprenuerial
Core Competencies				
Administration & Management	Sales & Promotion	Marketing & Advertising	Technical & Product Knowledge	Client Management & Support
Sales Potential				
Low	Average	Above Average	Excellent	
Business Development				
Contractor	Single Unit	Multi-Unit	Area Developer	
Sales Orientation				
Consultative	Relationship		Competitive	
Work Style				
Director	Promoter	Collaborator	Thinker	
Leadership Style				
Autocratic	Paternalistic	Democratic	Laissez-faire	
Focus Preference				
Broad/People	Narrow/People	Broad/Task	Narrow/Task	
Compliance				
Low	Average	High	Very High	

Needs and Wants in Business

- Strong and credible leadership and management
- Quality and consistency in product, service and company
- Desire to impact policy and procedure
- Ability to replicate
- High growth potential
- Own market share
- Professional control
- Equity and/or Exit strategy

Business Best Suited

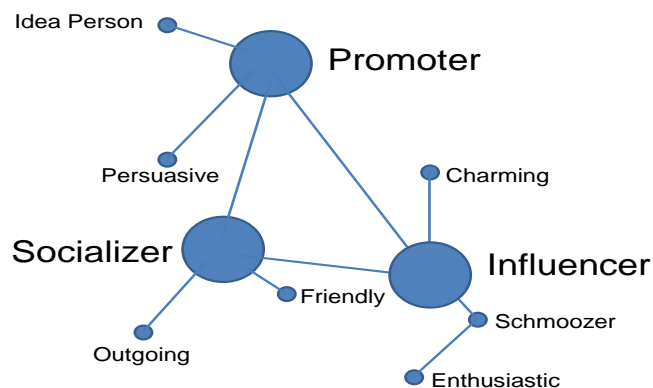
- Medium risk with growth potential
- Classy, unique or different
- Management or absentee ownership
- Business-to-business
- Can control or dominate marketplace
- Long term opportunity
- Doesn't mind competition
- Location and/or market important
- Image less important – service based okay
- Few employees

Business Style and Focus Preference

A business management style that suits ones personality and the nature of their business is important for ultimately it provides greater results. The Business Style Assessment has two components: Work Style and Focus Preference.

Work Style: Promoter

Scores indicate **William** is a Promoter. Their personality shines and others enjoy being around them friendly and enthusiastic energy. They thrive on the admiration, acknowledgment, and compliments that come with being in the limelight. They probably know how to have fun and make friends easily; their focus is relationship. They make a great schmoozer and would rather be with clients over lunch than work in the office. Their strengths are enthusiasm, charm, persuasiveness, and warmth. Of all types they are the most gifted in people skills and communication skills. They are a great influencer, people listen when they share. **William** is an idea-person undoubtedly excelling at getting others excited about their vision. They are an optimist with an abundance of charisma. These qualities help them influence people and build alliances.



Work Style

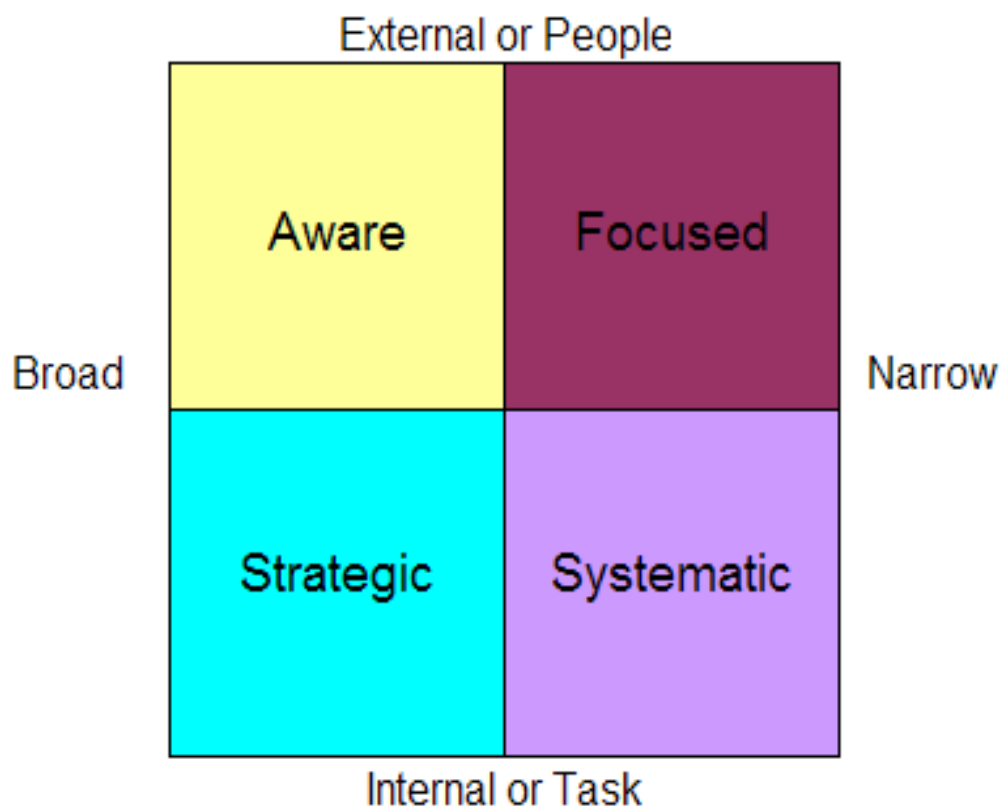
	Director	Promoter	Collaborator	Thinker
Pace	Fast - Decisive	Fast - Spontaneous	Slower-Relaxed	Slower-Systematic
Priority	Goal	People	Relationship	Task
Seeks	Productivity, Control	Participation, Recognition	Acceptance	Accuracy, Precision
Strengths	Administration, Leadership, Pioneering	Persuading, Motivation, Entertaining	Listening, Teamwork, Follow-through	Planning, Systematizing, Orchestration
Fears	Being taken advantage of	Loss of social recognition	Sudden changes, instability	Criticism of their work
Irritations	Inefficiency, Indecision	Routines, Complexity	Insensitivity, Impatience	Disorganization, Impropriety
Under Stress May Become	Dictatorial, Critical	Sarcastic, Superficial	Submissive, Indecisive	Withdrawn, Headstrong
Gains Security Through	Control, Leadership	Playfulness, Others approval	Friendship, Cooperation	Preparation, Thoroughness
Measures Personal Worth By	Impact or results Track record and process	Acknowledgments Applause Compliments	Compatibility with others Depth of contribution	Precision, Accuracy Quality of results
Workplace	Efficient Busy Structured	Interacting Busy Personal	Friendly Functional Personal	Formal Functional Structured

Focus Preference: Systematic

This kind of concentration is used to create a logical set of systems and/or procedures. **William** is:

- Narrow, External and/or on People
- Focused on effectiveness and efficiency
- Works well independently or one-on-one
- Handles feedback well and will use it to reach a solution
- Able to separate facts from interpretations and opinions
- Calculated risk taker, may be reserved

Focus Preference



Leadership, Rules and Compliance

The Leadership Style Assessment measures two areas: Leadership Styles and Rules and Compliance Ratio.

Leadership Style: Democratic

- Leader allows employees to take part in decision-making: therefore everything is agreed by the majority.
- Communication is extensive in both directions (from subordinates to leaders and vice-versa).
- Can be particularly useful when complex decisions need to be made that require a range of specialist skills.

Advantage: job satisfaction and quality of work will improve.

Disadvantage: Decision-making process is severely slowed down, and the need of a consensus may avoid taking the 'best' decision for the business - can go against a better choice of action.

Compliance Ratio

It's important to understand a candidate's ability and willingness to comply with systems, procedures, policies, standards and regulations. Some systems are still dynamic and evolving thus policies and procedures not firmly instilled while other systems have precise rules, regulations and policies for doing business.

Compliance Ratio: Very High



Scores indicate **William** has a very high compliance for systems, rules, standards and financials. They respect, welcome and adopt procedures and policies.

Core Competencies

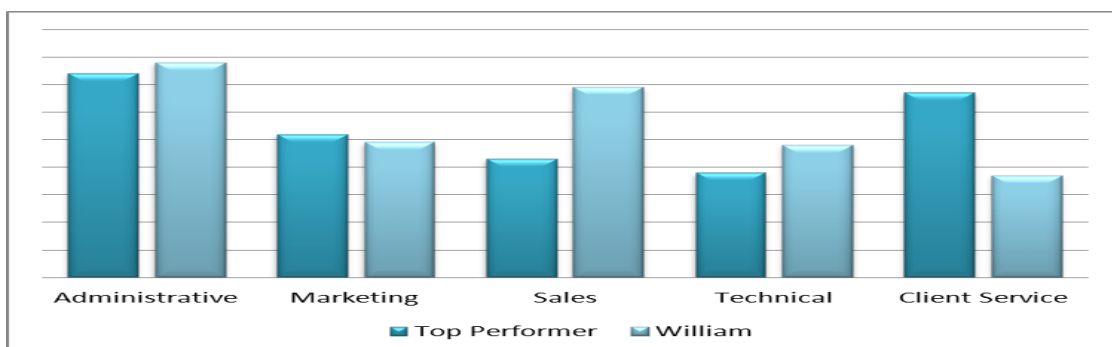
Highlighting competencies is not so much to alert one to skill sets but instead to determine if franchisor and business owner have complementary competencies.

Primary: Human Resource Management and Administration

William has strong human resource management and administrative skills. They are good decision-makers, problem-solvers and natural leaders. Their talents include hiring, managing, training, supervising and developing people. They are able to organize information, budget and plan. They recognize, refine and implement best practices. They are articulate in all forms of communication including speaking and writing. They are technically competence and self-managed. Their advice and direction is respected and followed.

Secondary: Sales and Promotion

William has strong sales and promotion skills. They are responsible, confident and driven for success. Listening and effortless conversation are strong suits as is their positive outlook. They are naturally persuasive and able to motivate others. They are good at analyzing data and assessing problem situations. They can sit down with a client and explain in an easy to understand manner a complicated product, idea or service. They are excellent rapport builders, comfortable talking about money and able to help others come to decisions.



Communication Strategies

Meta Programs are processes which manage, guide and direct other mental processes. They determine which of our perceptions are selected for attention, thus have a great impact on strategies used to perform. The Meta Programs and Strategies assessment measures Five Strategies or Sorts: Direction Sort, Frame of Reference, Task Attitude, Chunk Size and Communication Style.

Direction Sort: Both Toward and Away

Scores indicate **William** is both Toward and Away From. They are focused on their goals, while noticing things that should be avoided, gotten rid of or fixed. They are motivated to have, get, achieve and attain. They tend to be good at managing priorities. They are excellent at trouble shooting, problem solving and pinpointing possible obstacles. Only 20% of the population score this way.

Frame of Reference: External

Scores indicate **William** is an External. This group is receptive and motivated by outside direction and feedback. They carefully weigh out feedback from various sources as they critique and fine-tune tasks, processes and themselves As managers they trust their employees to do a good job, but are unafraid to critique or offer guidance if necessary.

Task Attitude: Optional

Scores indicate **William** is an Optional. This group is motivated by the possibility to do something in another way. They enjoy breaking or bending the rules. Exploring new ideas is of great interest. They may start a new project and not feel compelled to finish it. These people do well in a situation that requires solutions or alternatives to current systems.

Chunk Size: Global to Specific

Scores indicate William is an individual who wants the big picture first then the details and facts. Global to Specific thinking is useful for setting direction while at the same time executing a plan. As managers this combination of traits allows them to manage a variety of people and projects successfully.

Communication Style: Auditory

- Professional
- Disciplined
- Succinct
- Intimidating
- Respect
- Uncompromising
- Authority
- Bottom-line
- Conservative
- Controlled

Compatibility and Performance

The single greatest predictor of performance is compatibility. Much like a key in a lock, a franchisee unlocks the door to success when he or she fits well within a franchise system. In turn, their success opens the doors to a franchisor's success.