

PEOPLEMAX

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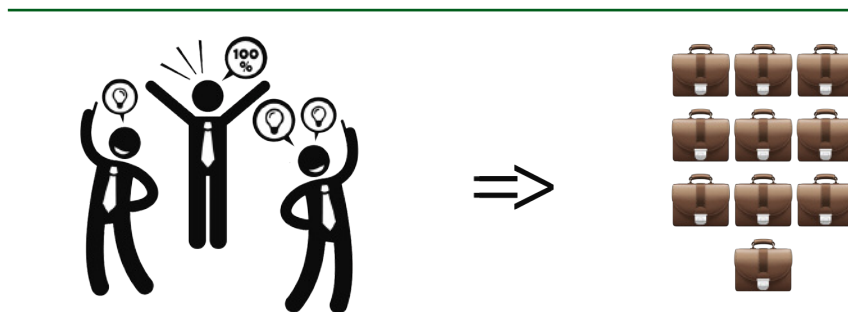
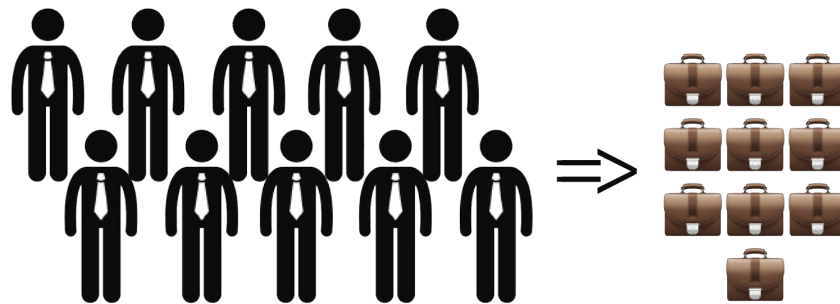
HOW TO MAXIMIZE YOUR PROFITS BY MAXIMIZING YOUR PEOPLE

THE VISION

- You want more productivity, profitability and engagement
- You're tired of poor performance, high turnover, lack of engagement and excessive conflict
- Increase profitability by 30%, 50%, 100% or more
- Spend most of your time in your "genius zone" to achieve your greatest success and fulfillment

WHY MAXIMIZING YOUR PEOPLE IS CRUCIAL

- 20% of the workforce (top performers) do 80% of the work
- Top performers are 3-4 times more productive than low- to mid-level performers



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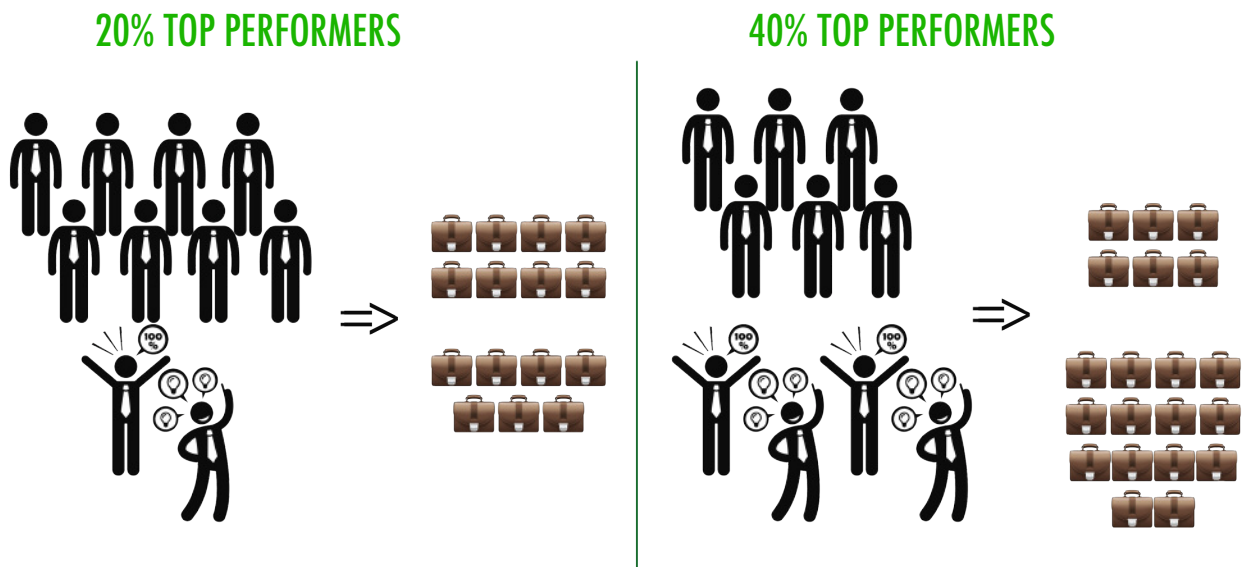
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This is key: Anybody could be a top performer or poor performer. It depends on how well the job aligns with innate gifts and talents. No amount of training, development or coaching will convert misaligned employees into top performers.

"The task of a manager is to make the strengths of people effective and their weaknesses irrelevant."

—PETER DRUCKER

Suddenly creating a workforce of mostly top performers may not be realistic. However, **going from 20% to 40% top performers in 6 to 12 months is very realistic...** and would result in a **30% increase in productivity**. That extra profit goes to the bottom line.





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2 KEY FACTORS BEFORE YOU CAN OPTIMIZE YOUR WORKFORCE

KEY FACTOR 1: SHIFT YOUR MINDSET

Focus less on: Skills, Experience, Education

Instead, focus on: Alignment of Innate Characteristics with Job Duties

KEY FACTOR 2: CHOOSE THE RIGHT ASSESSMENT

Avoid personality assessments. They measure surface-level behaviors and are full of inherent limitations and biases.

Instead, use an assessment that:

- Goes beneath personality to measure innate drivers of behavior
- Is designed with all answers considered equally positive to remove biases
- Has been proven valid and reliable

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5-STEP PEOPLE MAXIMIZATION PROCESS

1. Establish trust with employees
2. Develop an understanding of the innate characteristics being measured
3. Develop clarity on job duty breakdown
4. Determine key innate characteristics and where they need to measure
5. Administer assessment and align employees with job functions

THE MOST IMPORTANT THING YOU CAN DO AS A LEADER:
Put people in a position to excel, not just get by or fail!

SOME EXAMPLE RESULTS

Specialty	Before	After
Wood products	\$10 million in revenue	\$13 million in revenue
	Labor cost 47%	Labor cost 19%
	Materials cost 53%	Materials cost 51%
	Break even	\$3.2 million profit
Flatbed Trucking	\$3 million in revenue	\$16 million in revenue
	Driver turnover >75% per quarter	Driver turnover 22% per year
	Operating at a loss	12% profit
Siding and Construction Lumber	\$18 million in revenue	\$32 million in revenue
	Labor costs 45%	Labor costs 23%
	\$300k loss	\$3.5 million profit

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IF YOU'D LIKE SUPPORT IN MAXIMIZING YOUR PEOPLE...

Alignment Insight Calls

- Get clear on what's working and what's not
- Identify high-leverage actions
- Together, we can decide if working together is the right fit at this time

This will be of great value to you if:

- You're committed to excellence
- You're open to change
- You have authority to introduce new initiatives
- You value personal growth

It's not for you if:

- You're unwilling to let go of "the way we've always done it"
- You don't believe extraordinary results are possible
- You can't commit resources to making a change

Free for a limited time. Apply now!

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