



# Announcing **CONTRIBUTION COMPASS**



The Only Profiling Tool To Highlight How  
Every Team Member Can Contribute  
Their Best To Your Business



# Welcome to Contribution Compass

Gain clarity, connection and confidence with Tracey Mathers

“ Why spend time and money improving a weakness, if you’ll remain average? Instead, why not invest in your strengths and excel?”

*When workers consistently perform work that they’re not connected to, they become disengaged, unproductive, unmotivated and, ultimately, unhappy within their workplace. On the other hand, if they’re comfortable and passionate about what they’re doing, they build self-esteem, engagement and growth for themselves and the business.*

*Contribution Compass transforms small business owners, managers and teams, from a ‘jack-of-all-trades’ to masters within their field. Using 96 separate data points, the Contribution Compass method identifies individual values and skill sets, and determines their ‘best contribution’. This knowledge empowers business owners and managers to harness an individual’s natural energy, flow and strengths, where they consistently act with certainty and purpose.*

*I truly believe that you can’t have a good business without good people. If you are looking to personally excel, determine if a new hire is a good cultural or role fit, or empower colleagues to understand each other’s differences and work cohesively and effectively to achieve a common goal, Contribution Compass Profiling is the way forward.*

*When you understand your people, you will achieve collaboration and growth, reach maximum efficiency, and provide your workforce with a fun and harmonious space where they are happy to be every day.*

*I can’t wait to support you on your Contribution Compass journey.*

*Tracey Mathers*

Courage Creator | Advisor & Mentor |  
Leadership Expert | Director of Change

[www.traceymathers.com](http://www.traceymathers.com)





# Why choose Contribution Compass to guide your team to success?



We believe that great teams are built with people doing **what they are naturally good at**, and what they are naturally energised doing. We don't believe in spending time, energy and money in improving people's weaknesses. Instead we believe in focusing **on maximising 'best contribution' which in turn maximises returns.**

The Contribution Compass profiling tool considers **96 separate data points** to assess and understand every individual's area of maximum contribution to a team, company or organisation. By investing time in your area of maximum contribution, you spend more time working in your **'natural energy'** and creating the best results possible.

The problem with not working in the right role, and not doing work **that's in your natural energy**, is that you contribute far less than you could be. Worse case, not being in your flow can end in a job search for a role or company that does offer you the chance to make more contribution.



As a leader or manager, knowing your team's individual profiles means you'll be able to get the maximum contribution from everybody, as well as hiring the 'right' people first time, as your business grows and the team expands.

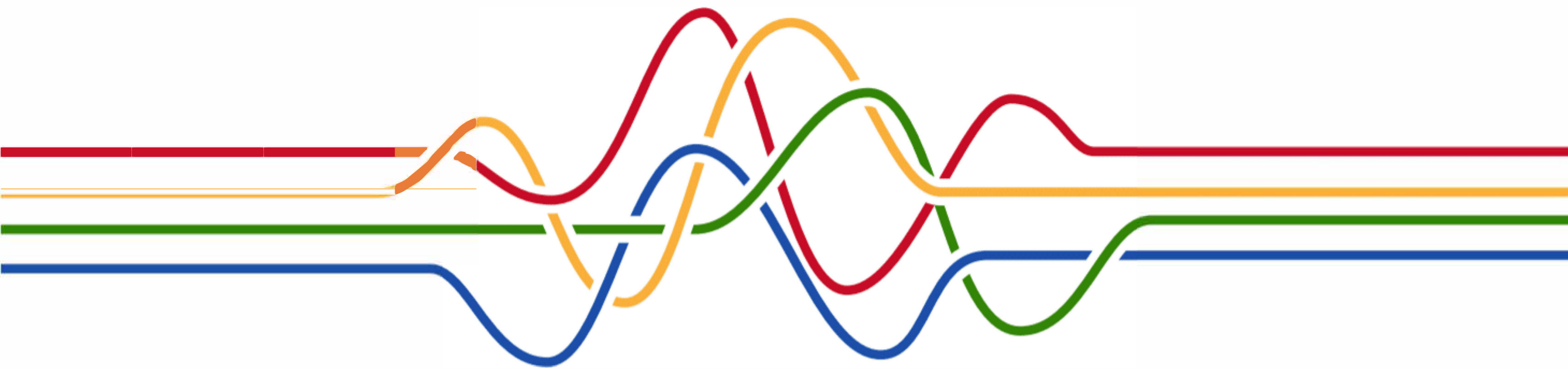
## What is Contribution Compass?



Contribution Compass is a powerful personal and team profiling tool based on the ancient Chinese wisdom principles and teachings from the iChing.

By focusing on finding each person's natural energy, the reports generated highlight where a person makes their maximum contribution and where they will work in their "Flow Zone" being far more productive and valuable.





By working out a person's **natural energy**, this can then be used to create teams, managers and leaders that work well together by building balance and flow to maximise results and returns for the business.

## Who is Contribution Compass for?



Knowing your own Contribution Compass profile is essential as a business owner, as it allows you to understand the team you'll need around you to grow a successful company.

It's also perfect for businesses that want to take the guesswork out of having each team member work in their 'natural energy' to do their best work and be at their most productive.

From small teams to large organisations with multiple teams, from customer service and sales teams to Boards of Directors - if you work with people, this tool will help you to maximise the return on your team's talents.



*"The Contribution Compass profile allowed me to understand myself and my colleagues better."*



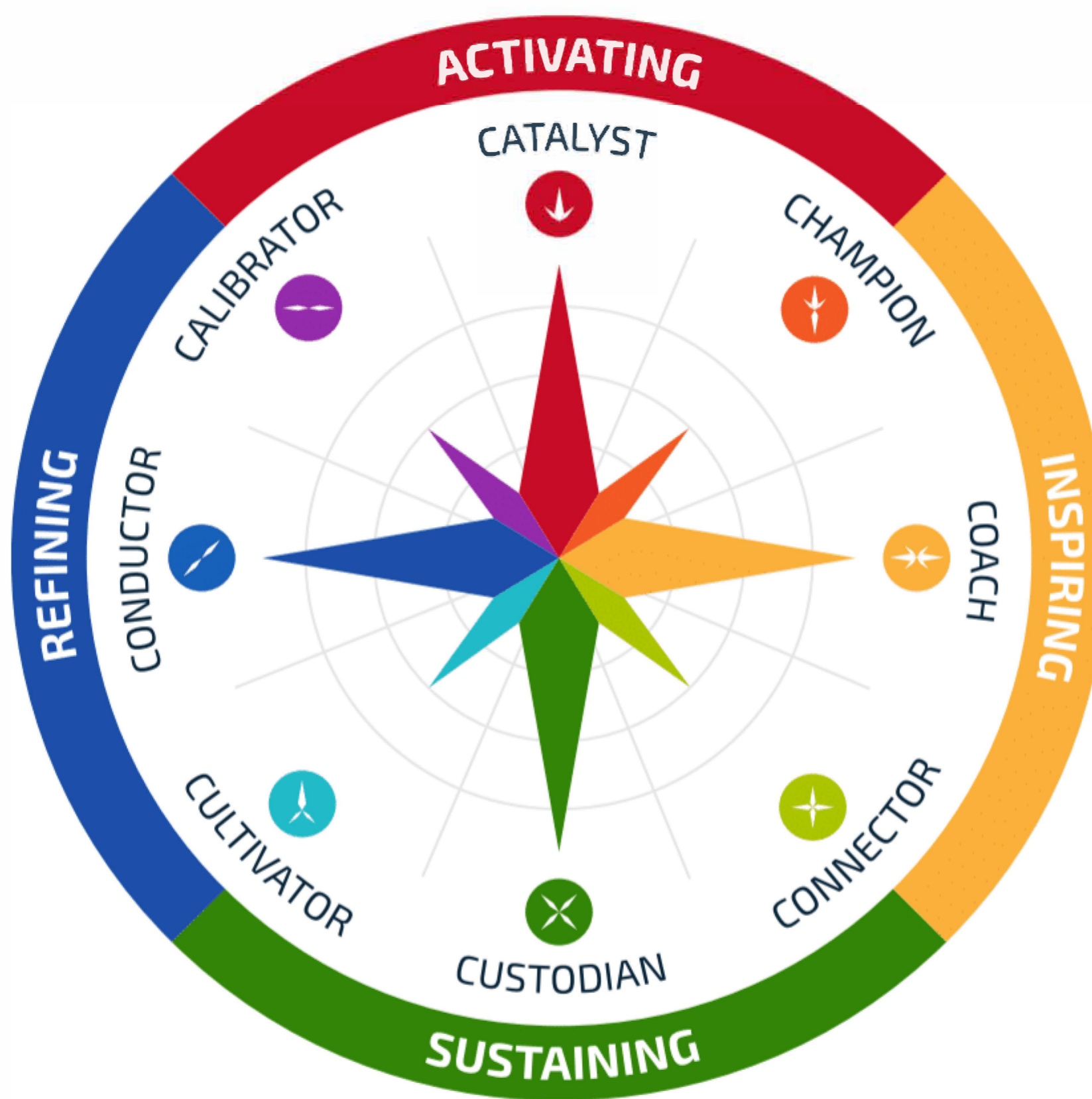
**TAMARA STILLER - SOCIAL MEDIA MARKETING, DIGNIFIED HOME CARE**



# Overview of the 8 Contribution Compass profiles



**Completed entirely online**, each Contribution Compass report takes around 15 minutes to complete. By answering a series of 24 questions, an advance algorithm identifies **one of 8 profile types based on a person's natural energy**. The report produced explains in detail the characteristics and highest area of contribution that person makes. It also provides an overview of a person's secondary profiles, so they can understand how they can contribute more widely to a team and a business.



*The profiling system was spot on with respect to our characters and has helped our team work so much better together with a greater understanding of how we all operate best.*



**BRENDAN ANDREWS - PRINCIPAL, STONE REAL ESTATE PALM BEACH**





## CATALYST

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### Accelerating Change

A **Catalyst** is a person who naturally brings change through accelerating a reaction or interaction, getting raw substance to interact in a vibrant and new way. Catalysts are dynamic, stimulating, driven and inciting. Their dynamic energy means they are often found starting new businesses, leading a new project or taking an existing project into its next big step. They easily plug into the world of ideas and into a vision of the future. Naturally innovative, they bring new ideas and creative approaches into any team.



## CHAMPION

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### Blazing a Trail

A **Champion** is a person who, like a thunderbolt or a strike of lightning, shakes up the status quo and stirs up people to pay attention to the message they herald. Using their personal credibility, Champions shine light on the cause they rally for and incite others to join them. They are vibrant and exciting, and the call they make to pay attention is hard to resist. They excel at taking a proven idea and broadcasting its value to a wide audience, garnering support and enthusiasm.



## COACH

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### Igniting Greatness

A **Coach** is a person who ignites the fire and passion of others to work together as a team focused on bringing a central idea to life. Coaches bring warmth, energy and inspiration, which lights up the path for others so that they may strive for personal excellence and team success. They excel at understanding people deeply and being tuned to their emotions and what their team really need in order to overcome challenges.



## CONNECTOR

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### Building Bridges

A **Connector** is a person who brings people, ideas and resources together, and like a lake into which all rivers flow, they have a special gift that can unite the right people at the right time and place. This ability to connect is driven from a combined understanding of what people really need and the resources and opportunities available that may best serve those needs. They excel in communication and being able to talk through ideas, challenges and solutions to create a collective way forward.





## CUSTODIAN

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Honouring the Promise

A **Custodian** is a person who has the ability to nurture and support the ideas of others and bring them to life, while guarding and protecting the assets and resources under their care. Their gentle and supportive energy is grounded in their understanding of reality, resources, timing and practical considerations. They excel in their ability to get tasks done, maintain routines and honour commitments and deadlines, while ensuring that the right activity delivers tangible results.



## CULTIVATOR

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Nurturing Growth

A **Cultivator** is a person who guides and shapes the growth of a team, project or enterprise through a subtle influence that seeks to adjust, refine and develop. Just as a plant grows and strengthens through a flexible response to its environment, so too does a Cultivator make incremental adjustments in their environment to achieve long-term, sustainable growth. They excel in their ability to manage complex projects and deliverables, while making sure that resources are carefully managed and risk is mitigated in a timely manner.



## CONDUCTOR

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Optimising the Performance

A **Conductor** is a person who, just like the conductor of an orchestra, uses their focused and efficient energy to direct the singular instruments of the orchestra into a unified and optimised collective. With the wave of a baton, the conductor keeps the whole orchestra in rhythm and in tune. So too does a Conductor excel at making sure a process or function runs optimally and efficiently. With a natural affinity for analysis and data, a Conductor is able to find meaningful insights through information and the analysis thereof.



## CALIBRATOR

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Fine-tuning the Instruments

A **Calibrator** is a person who ensures that the instruments used to create value are continuously refined and adjusted where necessary. These instruments could include the business model, the systems or technologies, the methodologies utilised or any kind of tool required or applied in the delivery of the promise. This kind of energy is relentless in its pursuit of continuous improvement and incremental refinement. Calibrators excel when they can tinker with how the system works and experiment with new approaches to old problems.


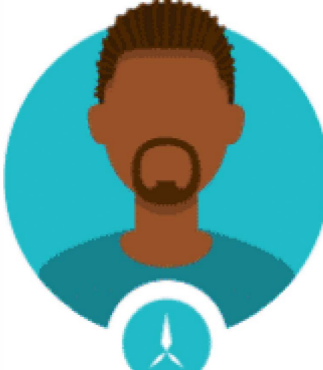
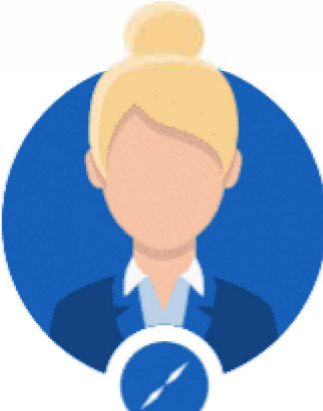
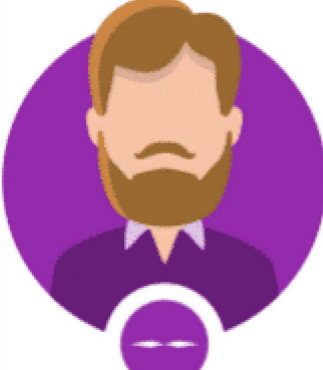


# Quick Guide to Boosting People's Performance

Profile	Energy	✓ Do's	✗ Don'ts
 <p><b>CATALYST</b></p>	<b>ACTIVATING</b>	<ul style="list-style-type: none"> <li>✓ Allow space for lots of ideas and creativity</li> <li>✓ Involve in the big picture and planning</li> <li>✓ Speak quickly and succinctly to them</li> <li>✓ Let them lead change</li> <li>✓ Let them inspire others with their new ideas</li> </ul>	<ul style="list-style-type: none"> <li>✗ Shut down ideas by asking "How" too early</li> <li>✗ Give detailed, mundane and repetitive tasks</li> <li>✗ Give too much time – short deadlines are best</li> <li>✗ Keep them in the office</li> <li>✗ Forget they are usually ahead of the market</li> </ul>
 <p><b>CHAMPION</b></p>	<b>ACTIVATING INSPIRING</b>	<ul style="list-style-type: none"> <li>✓ Keep them involved in promotional activities</li> <li>✓ Praise a lot in person</li> <li>✓ Inspire with a big vision</li> <li>✓ Provide opportunities to think on their feet</li> <li>✓ Ask them to monitor the market for opportunities</li> </ul>	<ul style="list-style-type: none"> <li>✗ Just leave them to it, short deadlines are best</li> <li>✗ Forget to smile at them</li> <li>✗ Keep them in the dark</li> <li>✗ Expect them to follow detailed plans</li> <li>✗ Forget they thrive in group situations</li> </ul>
 <p><b>COACH</b></p>	<b>INSPIRING</b>	<ul style="list-style-type: none"> <li>✓ Be present, give them your time and attention</li> <li>✓ Build connection and trust by telling stories</li> <li>✓ Value their values</li> <li>✓ Invest time to listen deeply to their concerns</li> <li>✓ Use to promote team harmony and fun</li> </ul>	<ul style="list-style-type: none"> <li>✗ Ignore their need for face to face communication</li> <li>✗ Assume their silence is also their agreement</li> <li>✗ Isolate them from other people or team</li> <li>✗ Underuse their relationship skills</li> <li>✗ Lose their trust in you</li> </ul>
 <p><b>CONNECTOR</b></p>	<b>INSPIRING SUSTAINING</b>	<ul style="list-style-type: none"> <li>✓ Ask them "who" when problem solving</li> <li>✓ Use in negotiations or long sales cycles</li> <li>✓ Let them spend time on the phone with others</li> <li>✓ Allow them to resolve their own issues</li> <li>✓ Use their large network</li> </ul>	<ul style="list-style-type: none"> <li>✗ Forget one to one meetings and socialising time</li> <li>✗ Put them in the spot light in front of others</li> <li>✗ Give vague tasks without details or steps</li> <li>✗ Let issues go unresolved</li> <li>✗ Underestimate their ability to reach anybody</li> </ul>



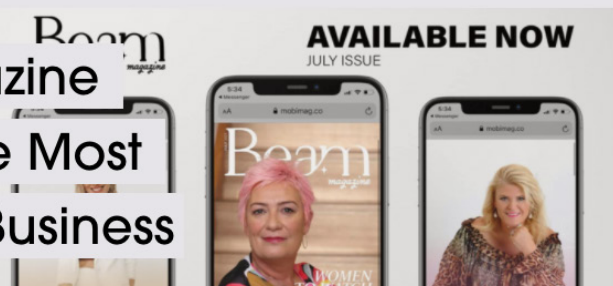
# Quick Guide to Boosting People's Performance

Profile	Energy	✓ Do's	✗ Don'ts
 <p><b>CUSTODIAN</b></p>	<b>SUSTAINING</b>	<ul style="list-style-type: none"> <li>✓ Delegate negotiation to them with structure</li> <li>✓ Be clear about tasks and when you want them ticked off by</li> <li>✓ Let them organise things in their own way</li> <li>✓ Be logical, methodical and fair to all parties</li> </ul>	<ul style="list-style-type: none"> <li>✗ Give them (unpleasant) surprises or changes</li> <li>✗ Ask for things impulsively without detail or planning time</li> <li>✗ Expect action if you are unclear or vague</li> <li>✗ Be inconsistent or unfair</li> <li>✗ Ignore agreed processes or deadlines</li> </ul>
 <p><b>CULTIVATOR</b></p>	<b>SUSTAINING REFINING</b>	<ul style="list-style-type: none"> <li>✓ Encourage research and analytical tasks</li> <li>✓ Have them proof read marketing copy</li> <li>✓ Be considered and formal</li> <li>✓ Keep to agreed deadlines and plans</li> <li>✓ Give them time to get up to speed in new roles</li> </ul>	<ul style="list-style-type: none"> <li>✗ Surprise them with last minute tasks or jobs</li> <li>✗ Openly criticise them for being "slow" or negative</li> <li>✗ Be too impulsive or unstructured with tasks</li> <li>✗ Expect a quick answer</li> <li>✗ Expect lots of chat</li> </ul>
 <p><b>CONDUCTOR</b></p>	<b>REFINING</b>	<ul style="list-style-type: none"> <li>✓ Use their analytical and detailed skills</li> <li>✓ Give them projects and processes to simplify</li> <li>✓ Let them manage costs</li> <li>✓ Give clear deadlines</li> <li>✓ Remember they hate to waste time or money</li> </ul>	<ul style="list-style-type: none"> <li>✗ Ignore their objections</li> <li>✗ Forget they are often correct as they act on fact</li> <li>✗ Expect high levels of rapport or chit chat</li> <li>✗ Under-estimate their need for details and data</li> <li>✗ Move on too quickly</li> </ul>
 <p><b>CALIBRATOR</b></p>	<b>REFINING ACTIVATING</b>	<ul style="list-style-type: none"> <li>✓ Let them "fix" and solve problems or processes</li> <li>✓ Make time for detailed proposals</li> <li>✓ Have them mentor other team members</li> <li>✓ Remember they will always see ways to improve products</li> <li>✓ Get them to share with the team before it's perfect</li> </ul>	<ul style="list-style-type: none"> <li>✗ Give them freedom to change things unchecked</li> <li>✗ Forget to give them clear deadlines and details</li> <li>✗ Just leave them to it without checking in</li> <li>✗ Miss opportunities to praise their intellect</li> <li>✗ Let them overcomplicate things</li> </ul>



## About Tracey Mathers

**WINNER: BEAM Magazine  
2021 People's Choice Most  
Women to Watch in Business**



### Who I am:

Hi, I'm Tracey and I enable business owners, managers and team leaders to achieve business success, growth and fulfillment through profiling, personalised coaching and mentoring programs. It's kind of like when Cinderella put on her glass slippers and transformed into a bold, fearless and strong woman – I do that for people in business. I help owners, managers and team leaders to lean into their strengths, gain confidence, direction and accountability, all while kicking goals and creating great success.

### **And why Cinderella? Because shoes is where my journey started...**

As the granddaughter of the founder of the Mathers Shoes Empire, and third generation retailer, it was inevitable that I would become one too. In 1991, at just 24 years of age, the first Tracey Mathers Shoe Studio was born in Brisbane's Tattersall's Arcade. For over 25 years I owned and managed up to six shoe stores within

Brisbane and the Gold Coast, as well as a warehouse and head office, leading a team of 25+ staff.

It was across 35 years within the retail and corporate world that I learnt my true passion, despite my love of shoes, is people. I am passionate about inspiring women to excel in what they're great at. I love to see people with a desire for change gain more control, increase fulfillment and achieve massive growth in every aspect of life. And I am a true believer that we can gain great insight and powerful outcomes being with others.

It is through my partnership with Contribution Compass, and experience within the retail and corporate world, that I am excited to expand my ability in building the foundations for business success. I am so excited to empower you to achieve maximum efficiency, cohesiveness, value and fun, in your life and business.

Let's do this! x TM.



# The Key to Successful Business Outcomes

## How I help:

As a business coach and mentor, I know that your team is critical in determining your success. And although achieving cohesion, productivity and passion is the ultimate goal in business, it takes the right tools and training to get there. With individual or team profiling, I do this in three ways:



1

## Empower staff to play to their strengths

Connecting to your strengths is the greatest superpower you could have. Individual personal profiling gives us great insight into understanding and connecting with strengths, energy and flow. It shows us where individuals should focus and why, so that they get the best results from the work they do, remain stimulated and achieve their goals. And it's an important tool because when someone is not connected to their work, they become disengaged, their energy drops, their confidence drops, and you run the risk of losing great people in your business. After all, why focus on improving an individual's weakness when it will result in a reduction of greatness in their expertise field? Why not let them excel, achieve the best results possible, and hire someone else to excel in the area that is lacking?

2

## Team building and collaboration for success

If you want to achieve a positive and powerful culture, whilst maximizing efficiencies and results, team building is critical. As an individual you can't be good at everything, but as a team you can excel in every way. With team profiling I am able to educate teams where their colleague's strengths lie, inform teams on how to best work together, and provide understanding on how to build cohesion, use their energies in the right way, and achieve maximum team results. As a result of team profiling you will create a culture of collaboration, fun and retention.

3

## Make the right recruitment choice

As a business owner, manager or team leader, there's nothing worse than taking the time to recruit and train new staff, only for them to resign weeks or months later because they weren't the right fit. Personal profiling not only helps to determine if a person can do the inherent tasks of a job but, more importantly, if they fit the company and team culture. Because the better the fit, the more likely you'll continue to build collaboration for success, quickly and with little disruption.



## Stars Framework

Alongside Contribution Compass Profiling, I provide greater insight into natural energy and flow using my Stars Framework. Studying three critical areas; communication, clarity and confidence, I will show you how to maximise individual contributions, unlock potential and create a cohesive and collaborative work environment for maximum growth and success.



### The Next Steps for Business Success

The first step in gaining business growth and success is recognising that you can improve.

- 1** Book a FREE 30 minute Connection Call so we can chat about where you are, where you want to be and how to achieve success, whatever success means for you.  
Go to: [traceymathers.com/schedule-connection-call](https://www.traceymathers.com/schedule-connection-call)
- 2** Take part in personal or team profiling to determine your strengths, energy and flow
- 3** Understand how you or your team can best work to gain maximum efficiency, productivity and success with a one-on-one session

### Find out more:

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