

• Where does Wealth Dynamics originate?

The history of personality profiling

Wealth profiling is profound, and it is based on precedent and scientific research. It comes from a 5,000 year-old Chinese system of thinking called the I-Ching, which was developed and recorded by a series of Chinese emperors and teachers. The I-Ching made its way to the West when Richard Wilhelm translated it and brought it to Carl Jung, who had it published.

Jung was so taken with the I-Ching that he drew upon it heavily for his book 'Psychological Types', and his theories on Synchronicity and the Collective Unconscious. Jung pioneered

psychometric testing in the West, and all subsequent variations are extensions of his work, inspired by the I-Ching. Wealth Dynamics profiling is unique in that it re-establishes missing elements that Jung chose not to include from the original thinking in the I-Ching.

The five natural "energies"

The ancient Chinese philosophies describe five natural "energies", each of which is aligned to a season (one of which is called "transition"), as well as an "element". These energy types are described by character traits that we can see readily in people around us:

ENERGY TYPE	SEASON	ELEMENT	CHARACTERISTICS
Dynamo	Spring	Wood	Energised, dynamic, and great at getting things started. Getting things finished can be a challenge.
Blaze	Summer	Fire	Passionate, outgoing, great at networking and meeting new people. Easily distracted from the task at hand.
Tempo	Autumn	Earth	Compassionate, great team player and reliable at getting things done with the team. Will often seek direction from others.
Steel	Winter	Metal	Steel: Orderly, systems-oriented with a good eye for detail, strong at completing. Can find it difficult to start new things.
Spirit	Transition	Water	Connected, tranquil and spiritual. Focused on the "why" behind everything.

Each of us has a mix of these energies that contribute to the whole of who we are. You'll see this mix reflected on the diagram with your wealth profile results. You'll find each of the "energies" listed above with a percentage

value based on your questionnaire results. These relative percentages define which one of the eight wealth profiles is your wealth profile, and which two other profiles are your secondary profiles.