



Sylvia Baldock

Unlocking the Hidden Potential
in Individuals and Teams

MAXIMISING YOUR TALENT eBook

‘We are the creators of our destiny’

‘Our thoughts become our reality’

‘What we think about most, we attract more of into our lives’

So, when you think about your future, what do you see?

Do you see a life where you just keep on working harder and harder until you eventually retire and finally have some quality time for you?

OR

Do you visualise a future where you are doing what you love, working in ‘flow’, totally aligned with your purpose and evolving day by day as you tap into your unlimited potential?

Perhaps

You are already living this way and experiencing the sheer joy and abundance of life in ‘Flow’?

So, what were your answers to the above questions? What do you excel in and how much of your time do you spend fully in flow doing the work you love?

Are you the proverbial ‘Jack of all trades’ doing all the tasks you feel you ‘should’ be doing but which neither motivate nor inspire you?

Our upbringing has a massive impact here.

Many of us were brought up to believe that the only way to succeed in life was to ‘work hard’!

Those two words – ‘work’ and ‘hard’ become synonymous as we believe that we have to suffer to succeed

‘Life is never easy’ is a phrase I hear repeated often, just re-enforcing the same message.

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If we are spending a large proportion of our working life loving what we do and - dare I say it - 'having fun' along the way – we start to feel guilty and look for ways to make it more difficult.

Much of my work is around connecting people to who they are at their core and enabling them to let their uniqueness shine in a way that is authentic and powerful. They can then add the maximum contribution by sharing their value with clients and colleagues.

'Flow' is often described as the path of least resistance and happens when we are totally aligned with what we are doing. The work we are doing comes easily and naturally because it is the work we do best. Time flies by and we feel energised and alive!

When we truly recognise the value we bring to the workplace and continually evolve through deepening our skills and knowledge in our specialist area – we become known as the 'expert' in our field.

The more time we spend in flow, the stronger and more significant we become.

So, give yourself permission to do the work you love and love the work you do without the guilt of feeling it 'should be hard'.

How do you access this untapped wealth of your own true potential?

It starts by:

- Recognizing and celebrating the uniqueness of you.
- Understanding the natural strengths and talents you have inherent within you.
- Playing to those strengths every day – the more you do, the stronger they will become.
- Identifying and clarifying where you add most value to your clients, your colleagues and your business and doing more of it.
- Engineering your life to live 75-80% of your time in 'Flow' – recognising that we all have to do some of the tasks that don't come easily and naturally but keeping those to a minimum.

To take a close look at your natural strengths and challenges and see how you can increase your flow –

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If you haven't already done so - Take the [Contribution Compass Profile](#) test now.

SPECIAL PRICE of just £50 (normally £60)

I am also offering **just 6 Debrief sessions – first come first served** - at only £57+VAT – (normally £197) - **YOU SAVE £150** [Buy Here](#)

Email - sylvia@sylviabaldock.com to reserve one of the limited places.

How Can You Power Up Your Team?

Every business is made up of people. People are the heart and soul that create the energy, activity and flow in a business. They are the lifeblood of an organisation.

An engaged team is like a well-oiled machine with the right people in the right role doing the right things for all the right reasons.

Yet, Gallup polls show that at least **85%** of workers are not playing to their strengths at work.

They are not appreciated for the unique value they bring to the workplace, resulting in low engagement and motivation and reduced productivity and profitability.

Further Gallup analysis reveals that people who play to their strengths every day are:

- 3 times more likely to report having an excellent quality of life
- 6 times more likely to be engaged at work
- 8% more productive
- 15% less likely to quit their jobs

When your team are empowered to play to their strengths, they are doing the work which comes naturally and which they love to do. They feel appreciated and valued.

They consistently produce high quality results and become a 'Trusted Expert' who delivers excellence every time.

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The Contribution Compass Profile and Masterclasses enable you to –

- Recognise the natural abilities and innate strengths that define the individual value your team members bring to the workplace.
- Appreciate the different strengths, challenges and communications styles of your colleagues and team.
- Identify the ideal people to collaborate with to achieve optimum results.
- Build more **ENGAGEMENT**, **TRUST** and a **CULTURE** of **COLLABORATION** in your business.
- Increase **MOTIVATION**, **PRODUCTIVITY** AND **PROFITABILITY**

So, where do you sit on the spectrum of profiles? (Brief outlines below)

What's your area of expertise? When did you last feel fired up and in flow?

Where do you add most value?





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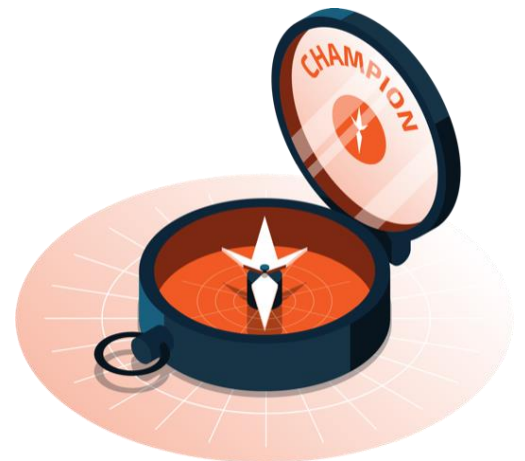


CATALYST

A Catalyst is a person who naturally brings change. They excel at getting something going with energy. They bring new ideas and creative approaches into any team. Catalysts are often found in product or service development, where they bring new ideas to life and explore innovative concepts (often at a very fast pace!).

CHAMPION

Champions bring a magnetic quality that attracts attention. They are vibrant and exciting and excel at taking a proven idea and broadcasting its value to a wide audience, garnering support and enthusiasm. Champions are often found in sales and marketing roles, where they naturally sell a product, concept or brand through their inner conviction of its value.



COACH

A Coach ignites the fire and passion of others to work together as a team. Coaches bring warmth, energy and inspiration, lighting up the path for others. They excel at understanding people deeply and being tuned to their emotions and what a team really needs in order to overcome challenges. Coaches are often found developing talent, in roles focused on leadership, networking, customer acquisition or recruitment.





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CONNECTOR

A Connector is a person who brings people, ideas and resources together. They excel in communication and being able to talk through ideas, challenges and solutions to create a collective way forward. Connectors are the quintessential diplomats and can often be found at the negotiating table or at networking events, where they support building bridges between people and resources.



CUSTODIAN

A Custodian has the gentle ability to nurture and support the ideas of others. They excel in getting tasks done, maintaining routines and honouring commitments and deadlines. Custodians are often found in operational and customer service environments where timing, a sense of urgency, routine activity and a service ethic are paramount.

CULTIVATOR

A Cultivator subtly guides and shapes the growth of a team or project. A Cultivator makes incremental adjustments in their environment to achieve long-term, sustainable growth. Cultivators are often found in project management environments where the careful balance of people, time and money is a critical skill.





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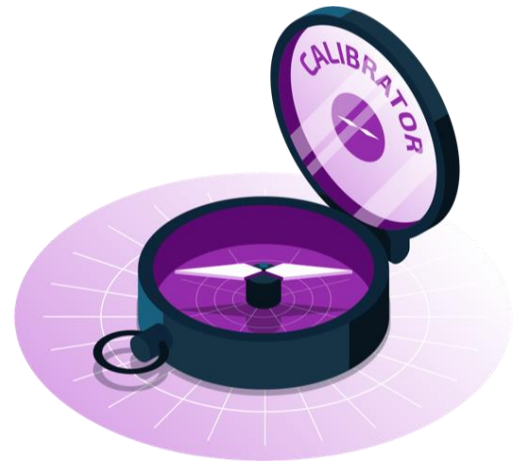


CONDUCTOR

A Conductor uses their focused and efficient energy to direct individuals into a unified and optimised team and organisation. A Conductor excels at making sure a process or function runs effectively and efficiently. Able to find meaningful insights through information and analysis, they revel in solving problems through logic and fact. Conductors are often found in research, quality management, production and accounting.

CALIBRATOR

A Calibrator ensures value is continuously built, refined and adjusted. They focus on the business model, systems or technologies. A Calibrator is relentless in continuous improvement and excels when they can tinker with how a system works and experiment with new approaches to old problems. They are often found in engineering and I.T.



To take a close look at the natural strengths and challenges of your team and to see how you can increase **Engagement, Motivation and Productivity** – contact Sylvia to discuss - sylvia@sylviabaldock.com

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Disengaged Staff



Why Do You Need an Engaged Team?

A KPMG report entitled "The Real Value of Engaged Employees" identified some powerful reasons for engagement

Engaged Team



32.7 %
decline



Company revenue

Company operating income tracked over the study period.

19.2 %
increase

6.19 days
per year



Staff sickness

The average number of sick days taken by employees over the year.

2.69 days
per year

17 %
of staff



Understanding customer experience

The percentage of employees in an organisation that indicate they have a good understanding of how to meet the customer's needs.

70 %
of team

13 %
of staff



Increase in staff advocacy

Percentage of employees who would recommend their company's products or services.

78 %
of team

0 %
increase



Profit growth

The amount of profit growth over the standard for similar size organisations.

17 %
increase

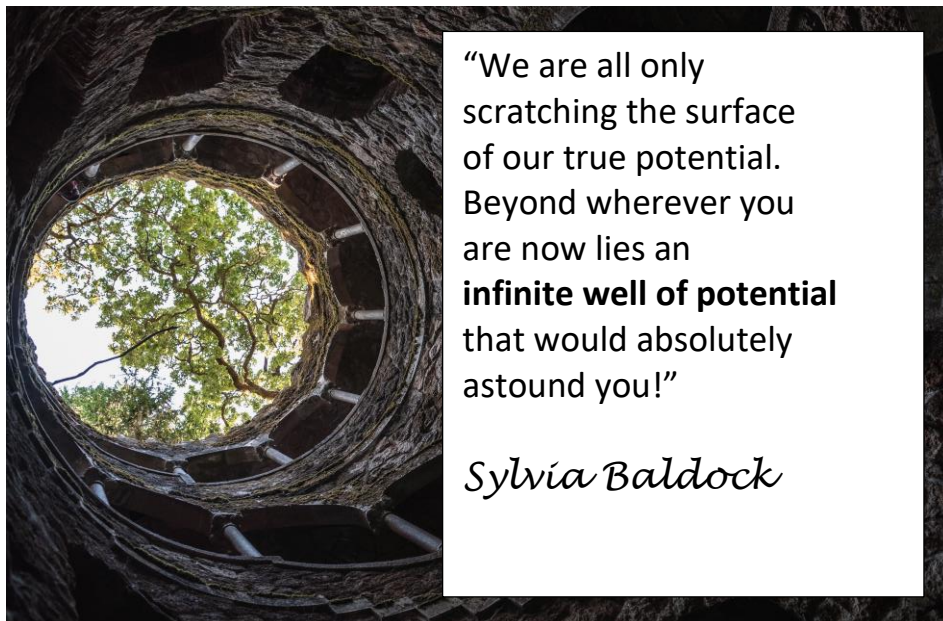
0 %
increase



Team retention

Percentage over the standard that employees are likely to stay within an organisation

87 %
increase



"We are all only scratching the surface of our true potential. Beyond wherever you are now lies an **infinite well of potential** that would absolutely astound you!"

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Sylvia Baldock, Maximising Personal and Team Talent,

Team Engagement & Collaboration Specialist, Personal Impact Thought Leader, Professional Speaker & Presentation Skills Expert, Business/Personal Coach/Mentor, 'Time to Think' Facilitator, Author and Best-selling International Co-Author,

Sylvia enables Business Leaders, Teams and Entrepreneurs to recognise the unique value they bring to the workplace and to lead with confidence and purpose. Sylvia pinpoints your natural strengths and challenges and works with you to ensure you are playing to those strengths 70-80% of your working time.

When you are using your particular skill set, you consistently deliver at a very high standard, you become increasingly creative in your specialist area and you solve problems like never before. You become recognised as a trusted 'expert' and the 'go to' person and in your field.

Sylvia also acts as a powerful catalyst for maximising the talent in your organisation. Her workshops utilise impactful profiling to identify how to harness the real value each team member has to offer. This generates frank and open discussion and results in a collaborative culture where your people value their differences, tap into each other's strengths and become more engaged, motivated, productive and profitable.

Sylvia has extensive experience working with Business leaders, CEO groups, Senior Managers, Senior Women, Entrepreneurs, Charities and Social Enterprises, SMEs, CIMA, AAT and NHS supply teams.

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Sylvia regularly MCs events as well as speaking and running Masterclasses and Webinars on the following –

- **Becoming More Significant**
Harness your unique value and operate with confidence and purpose
- **Creating Collaborative Teams**
Catalyse the Natural Talents of Your Team
- **Power Up Your Personal Impact**
- **Present with Power, Passion and Presence**
- **Building a Powerful Network**

Qualifications and Experience

Neuroscience Professional Development Certification
Professional Speakers Association Professional Member
Executive Coach (The Coaching Academy)
'Time to Think' Facilitator/Coach
Harmonizing Alignment Consultant
Authentic Charisma Coach
NLP Diploma
Association of Coaching member

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