

## **IMPROVING AGENCY PERFORMANCE**

New research shows link between “Energetic Profile” and business success

Have you ever wondered why some people seem to have the “Midas touch” – so much so that everything they come in contact with turns to gold? Others, despite hard work and the best intentions, seem to struggle through life. New research suggests that a person’s “Energetic Profile” has a lot to do with it; and this is a factor people have the power to change.

It is important to understand that we’re not just talking about the amount of physical energy a person has; it is emotional, mental and psychological energy as well. A person’s Energetic Profile is measurable, and it is comprised of the sum total of every thought and emotion they’ve ever had and every action they’ve ever taken, as well as those they are thinking, feeling and doing at present. The research also indicates that the higher a person’s Average Resonating Level of Energy (ARL), the greater their financial success, productivity, health and satisfaction with work and life.

The research, conducted by Dr. Bruce Schneider who has spent 30 years studying human behavior, says there are seven levels of energy at which we can resonate. An individual’s ARL will fall somewhere on this scale of 1 – 7. People with an ARL of less than three have high levels of catabolic energy, which is negative or destructive energy. Their lives tend to be dominated by worry, fear, doubt, and anger. People with an average ARL of three or higher have more anabolic energy, which is positive and constructive. They attract and experience more ease, opportunity, power, and success. These are the ones who just seem to have the Midas touch – or as lower resonating people might say “they’re just lucky.”

Based on Dr. Schneider’s research, the average person’s energy level is 2.4 – well within the catabolic range. In the business world, this frequently shows up as resistance to change, inertia, lack of initiative, indecision, in-fighting and an entitlement mindset. Understanding the core energy that dominates so many people helps explain why leaders often feel like they’re pushing the proverbial boulder up the hill.

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The good news is, insurance organizations can raise their anabolic energy level. Increasing an organization's or individual's energy level by even a small percentage can have a big impact on results. Research shows that a .5 increase in anabolic energy results in:

- 20% increase in financial success
- 16% increase in productivity
- 12% greater feeling of engagement and enthusiasm at work
- 17% improvement in time management and efficiency
- 15% improvement in satisfaction in work-life balance
- 12% greater feeling of purpose

### **Four Steps To Increasing Anabolic Energy**

**1. Pinpoint where your company's energy level is** – Most successful businesses have healthy amounts of anabolic energy. But, even the best companies have their share of catabolic energy. Reducing that catabolic energy will improve performance.

Every organization and human being has a mix of catabolic and anabolic energy. The key is in understanding your predominant energy level and where you may have catabolic energy that is dragging you down. Catabolic organizations look a lot different than their anabolic counterparts. Focus is the main difference. Here is what to think about in assessing an organization:

*Appearance of staff and office* – In the anabolic organization, people project warmth, well-being, pride and confidence. The office is visually appealing, clean, functional and welcoming. In a catabolic office, the lack of pride and attention is evident in people's dress, attitude and the overall appearance of the work environment. Desks are cluttered, equipment is often old, and little thought is given to the overall impression the office creates.

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*Language people use* – Listen to how people speak. Common phrases that indicate catabolic energy are: “we tried that five years ago,” “that will never work,” “all they care about is price,” “nobody listens to me,” “if I want something done right, I have to do it myself,” “nobody appreciates how hard I work,” and “it will never change.” Anabolic statements include: “how can we make this work,” “what would the value be in trying that,” “what did we do right on that account,” “what’s the opportunity in this” and “how can we make this work for both of us.”

*Organization’s view of the marketplace* – The catabolic organization sees business as a “dog-eat-dog” world. The anabolic one understands the need to compete. This need lessens because they see their company, products and services as unique. They are visible in the marketplace – they reach out to create awareness of who they are and what they do.

*Business philosophy* – Catabolic companies are focused purely on reaping as much financial gain as possible at the expense of their workers, clients and business partners. Anabolic companies sustain higher levels of profitability by creating “win/win” solutions for all parties.

*Management style* – In the catabolic company, leaders tend to micromanage. In the anabolic company, leaders have minimal day-to-day interaction with staff, but it is understood that the leader is readily available when the need arises.

*View of staff* – Catabolic companies “use” people, whereas anabolic companies tend to “utilize” their people. They look for ways to incorporate staff talents with the company’s needs.

**2. Understand the seven levels of energy** – Being aware of the seven levels of energy, and recognizing where people are in the continuum, is often enough to realize a .5 increase in anabolic energy. That will create a significant difference in your business, your relationship skills and your ability to lead yourself and others.

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*Level 1 is victim.* People with an ARL in the 1-2 range are primarily victims. They typically see the world as conspiring against them. They feel that no matter what they do, they can't win. People at this level have low self-esteem and a lot of self-doubt. At work they are sluggish at best, as is their level of productivity. They are apathetic and lack the ability to lead themselves and others. Their overall mindset is "I lose."

*Level 2 is conflict.* The average person has an ARL in the 2-3 range. Here people focus on being afraid and blaming themselves and others for what's wrong in their lives. Their work life isn't as productive, exciting or fulfilling as they would like. They don't feel appreciated, and if they had another opportunity, they would leave. They see life as a constant fight to get what is rightfully theirs. Their overall mindset is "I win, you lose."

*Level 3 is responsibility.* This is where anabolic energy begins. People start to take responsibility for themselves and their role in making their lives better. People are more forgiving. They rationalize things that don't work in order to accept them. Their overall mindset is "I win; hopefully you can win too."

*Level 4 is concern.* People put their concern for others ahead of their own needs. The caring, nurturing energy of Level 4 is not only about helping others, but also how they nurture projects and their jobs. Their overall mindset is "You win."

*Level 5 is opportunity.* Level 5 people reconcile good and bad and begin to see everything as an opportunity. They accept the process of life and play the game well. They experience peace of mind and feel in control of their own lives. They no longer feel the need to control others. They look within and are less impacted by what goes on around them. Level 5 thinkers often find meaning, purpose and learning in everything they experience. Their overall mindset is "We both win."

*Level 6 is synthesis.* While people have some of this level of this energy, no one has an ARL in the 6-7 range. This is a powerful place where intuition, or, as many successful

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entrepreneurs would describe it, their “gut feeling,” comes alive. Creative geniuses and some business professionals continually tap into this level. A Level 6 can take any experience and create it anew. The overall mindset is “Everybody always wins.”

*Level 7 is Truth.* Like Level 6, no one resonates at this level most of the time. This is the level of pure creation, and those who tap into this level are the most powerful people in the world. “The overall mindset is “Winning and losing are an illusion.”

**3. Take a good look in the mirror** – Shifting a company’s energy begins at the top. Whether you lead four to five employees or hundreds, your organization is a reflection of how you think, feel, and act. The more anabolic energy you have, the more ability you will have to motivate and inspire others to do extraordinary things.

**4. Consider the energy levels of your key people** – The stronger your management team is and the better they understand the seven levels of energy, the faster you will be able to shift the energy in your organization. The most successful organizations are filled with powerful, positive, anabolic people. When even a few people in an organization are highly catabolic, it can spread like a virus. “Group think” sets in, and their thoughts become “Group fact.”

### **Anabolic Energy Builds Competitive Advantage**

No matter how good an agency is, there are opportunities to reduce catabolic energy and increase anabolic energy. There are simple, self-administered assessments that companies can use to determine their current Energetic Profile and track performance improvement over time.

Focusing on your organization’s Energetic Profile is worth the time you invest. Increases in anabolic energy – no matter how small – are exponential in power. The agency that can make double-digit gains in productivity, worker engagement, and job satisfaction by learning how to shift its energy level has a real and very sustainable competitive advantage.

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