

## Plenary Session

### Applying the Wealth Dynamics Model to Avian Practice and Social Entrepreneurship: Work in Progress

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*Wealth Dynamics draws on both the 5000 year old Chinese I Ching and Western psychological profiling. It proposes that there are eight, and only eight, primary 'wealth profiles' (creator, star, supporter, deal maker, trader, accumulator, lord and mechanic) and that these correspond to traditional points on the I Ching. By knowing, understanding and working in harmony ('in flow') with your own wealth profile and collaborating with other people doing likewise in theirs, your own effectiveness and ability to generate wealth, as well as that of the group will be enhanced. Inherent in the Wealth Dynamics Model is a social entrepreneurship ethic, that part of wealth generated should be targeted towards worthwhile community projects. In this work in progress, the authors, who span a range of wealth profiles and career stages, are using the Wealth Dynamics model to foster the establishment of pet bird clinics in Asia while at the same time improving management at their own clinics and raising awareness and generating funds for bird habitat conservation and threatened species recovery projects in Indonesia.*

Pet bird welfare and accelerating species extinctions and habitat loss associated with human development and climate change are global issues that confront avian veterinarians on a daily basis. While concern is widespread, deciding where and how to direct social entrepreneurship efforts to "make a difference" and "be a difference" is challenging. Indonesia straddles both the Oriental and Australasian faunal regions and has the dubious distinction of ranking top in the world in globally threatened bird species: it has 104. Brazil ranks second with 103 threatened bird species. (Strange, 2001). With these statistics and Indonesia's geographical position on Australia's doorstep, it would appear to be an appropriate starting place to focus efforts to try to address these major global challenges of our generation.

Because of this, in 2007, four of the authors (Pat, Ross, Di and Phil) facilitated Dr Bayu Wirayudha, an Indonesian veterinarian who was instrumental in the Bali Starling Recovery Project, and Dr Kenneth Tong, an Australian-trained veterinarian who was in the process of setting up an avian clinic in Singapore, to talk about their work at the Association of Avian Veterinarians Conference in Melbourne. Also, led by Ross and Dianne Perry, the authors became acquainted with the Wealth Dynamics Model for business entrepreneurs (Hamilton, 2006). Roger Hamilton is a charismatic, Hong Kong born, Cambridge educated and Bali based business trainer. Ross and Dianne attended a four day Wealth Dynamics / Entrepreneur Business School (EBS) run by Roger's XL Foundation in 2006 and subsequently, in 2008, they encouraged Pat and Bayu to do likewise. At the 2008 EBS, an endangered species/ecotourism-based project submitted by the authors was work-shopped by participants and voted in the top 10 from over 80 projects submitted.



**Figure 1.** Pat, Bayu and the Bali Birds Project, which was amongst the ten finalists at Roger Hamilton's Entrepreneur Business School.

Pat and Ross have been involved with the Australian committee of the Association of Avian Veterinarians since its inception in the 1980s and are now transitioning towards retirement. Looking back over the years, both feel that in their clinics and in AAV activities, if they had been exposed to Wealth Dynamics concepts earlier in their careers they could have been more effective on both an individual and group basis. The purpose of this plenary is to draw attention to this 'East meets West' way of thinking and explain its potential relevance in avian veterinary practice and in helping to address the challenges of bird welfare, species extinctions and habitat loss.



**Figure 2:** Trigrams Associated with Wealth Dynamics Profiles

**Table 1: Trigrams Associated with Wealth Dynamics Profiles**

Trigram	I Ching Description	Wealth Dynamics Profile	Examples
Heaven	Originating, creating	Creator	Bill Gates
Thunder	Arousing, inciting	Star	Oprah Winfrey
Fire	Spreading, dependable	Supporter	Meg Whitman
Valley	Playful, courting	Deal Maker	Donald Trump
Earth	Nurturing, yielding	Trader	George Soros
Wind	Equaling, penetrating	Accumulator	Warren Buffet
Water	Adapting to difficulty	Lord	John Paul Getty
Mountain	Completing	Mechanic	Henry Ford

Inter-relationships identified and evolving from the classic I Ching (“The Book of Changes”) have influenced strategic thinking in Asia for more than 5000 years but they are concepts that Westerners find difficult to grasp. (Figure 2 and Table 1). Hamilton’s Wealth Dynamics Square combines the I Ching with Western psychological profiling. (Figures 3 and 4) Hamilton proposes that there are eight, and only eight, primary ‘wealth profiles’ (creator, star, supporter, deal maker, trader, accumulator, lord and mechanic) and that these correspond to traditional points on the I Ching. By knowing, understanding and working in harmony (‘in flow’) with your profile and collaborating with other people doing likewise in theirs, your own effectiveness and ability to generate wealth, as well as that of the group will be enhanced. Like the I Ching, Wealth Dynamics operates at many levels and is much broader in application than just enhancing financial wealth. Inherent in it is a social entrepreneurship ethic, that benefits derived should be shared with worthwhile community projects. See <http://www.wealthdynamics.org> and <http://www.resultsfoundation.com/ebs> for more details. Hamilton’s XL Results Foundation has seen exponential growth in the past few years as his concepts have resonated with existing and would-be entrepreneurs who have attended courses and seminars.

### **Applying the Wealth Dynamics Model**

The Wealth Dynamics model has application in inter-relationships between people as well as in enterprise life cycles. Perhaps ‘success dynamics’ would be a more descriptive term. These are examples of how we have been applying it.

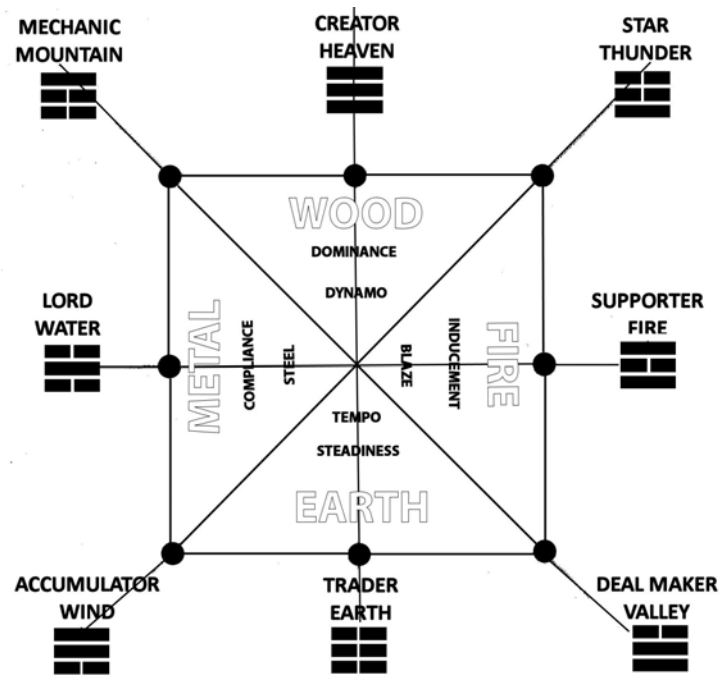


Figure 3. Roger Hamilton's Wealth Dynamics Square

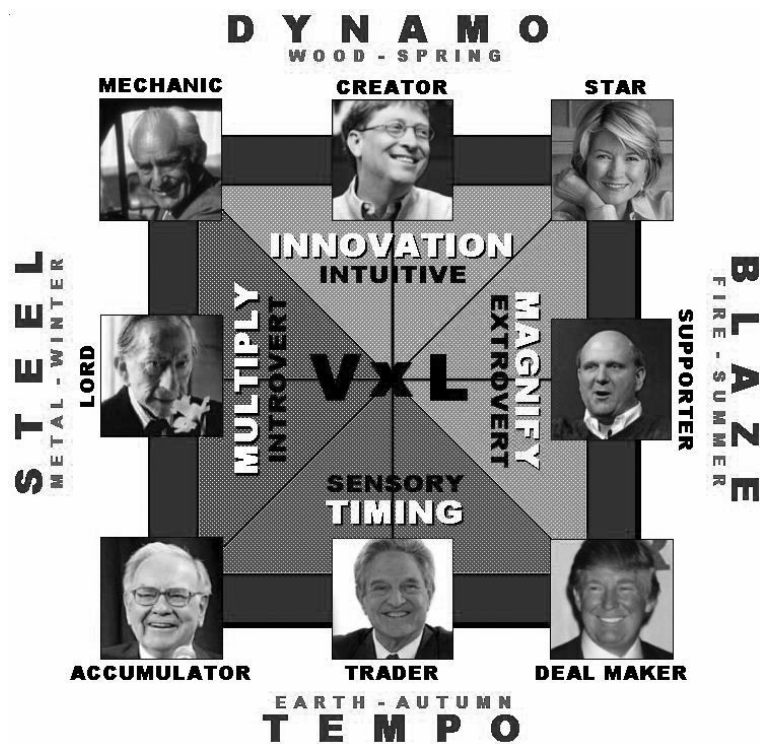


Figure 4. Wealth Dynamics Profiles of Prominent Entrepreneurs

## Profiling

Based on testing, the Wealth Dynamics profiles for the authors were:

Ross – creator

Phil – supporter

Dianne – deal maker

Ken – supporter

Pat – lord

Bayu – creator

Hamilton argues that there is a genetic basis to these profiles and that, typically, people will be strongest in one area and have secondary strengths in areas located adjacent on the Wealth Dynamics Square. Ross and Pat both had strongly skewed profiles, Ross towards creator/star and Pat towards lord/mechanic. For those AAV members who have known them for a long time, this is entirely consistent with the original, pioneering Ross has done over the years with, for e.g., *Circovirus* or *Macrorhabdus*, while he will be the first to admit that administration has not been his strong suit. Pat, on the other hand, has not been as originally creative as Ross but was, for e.g., instrumental (with others) in getting the AAV started in Australia in the late 1980s and was the first president. She also edited the book *Everybird, a Guide to Bird Health*. However, deal making and trading are not her strengths and she will be the first to admit that merchandising leaves her cold and she sometimes finds interpersonal relationships challenging.

Phil, who is Pat's partner at Highbury Veterinary Clinic, has a supporter profile, showing strengths in the areas where Pat has weaknesses. He is great working with people and doing deals but is the first to admit that looking at figures leave him cold, details can be left for others to look after and tidiness is not a priority. Rather than becoming overly frustrated at the other person's weaknesses, Wealth Dynamics has been useful in providing a shorthand way of recognizing where individual strengths lie and focusing on maximizing them, while identifying other people who are likely to be able to compensate for areas of weakness. Since Phil and Pat have become familiar with the concepts, it has helped smooth relationships and task assignments at the clinic. At the same time as working with Wealth Dynamics, they have both been holistically working with management consultants Tony Thelander and Hugh White at Valuvet and life coach Gary Wohlman. The bottom line at Highbury Veterinary Clinic is looking the best that it has ever been.

Even without knowing an individual, if a group knows their WD profile they will have an idea of their expected strengths and weaknesses and what types of tasks they are likely to do well and which are best taken over by someone else. This makes collaborative work more productive and multi-dimensional. Creators and stars can produce 'Wow' Factor, supporters can draw the group together, deal makers can do deals, traders can trade, accumulators can watch the balance sheet, lords the detail and mechanics can look for ways of applying the process, whatever it is, in new areas. For example, in this case, Pat (lord) has been working with Ken (supporter) in applying experience acquired through 20+ years of pet bird practice at Highbury Veterinary Clinic in helping him set up his pet bird clinic in Singapore. It is envisaged that the model they are developing can be applied elsewhere in Asian cities, that these clinics will be financially successful and that they will be able to direct social entrepreneurship efforts towards improving pet bird welfare while at the same time addressing the challenges of wild bird habitat loss and species extinctions. It is early days yet as Ken's clinic only opened in April 2008.

## Falling Forward and Enterprise Life Cycles

In addition to facilitating interpersonal relationships, the Chinese Trigram/Wealth Dynamics square is the life cycle of a typical enterprise. In the startup phase, creators and stars feature strongly, then, moving sequentially clockwise, supporters, deal makers, traders, accumulators, lords and mechanics become dominant players as the business matures. If at any point failure occurs, it is important to be ready to 'fall forward', learn from mistakes and emerge stronger from the experience.

A first 'Indonesian Bird Charity Day' was organized by Pat and Phil in conjunction with the 2007 AAVAC Conference. With the help of others, they were able to secure at no cost, a large state-of-the-art theatre at Melbourne Museum. While the venue was beautiful and the program was good, the attendance and funds raised were disappointing. Debriefing, they were too busy with the AAVAC conference to effectively organize both the charity day and the conference and there wasn't a broad enough committee to be able to effectively delegate this task. Also Pat, as a 'lord', organized the program and, in retrospect, it was too detailed and technical to attract a broad audience. Hopefully, though, we have learnt from the experience and this year we are planning a fund raising auction in Sydney at a separate time and place from the AAVAC conference. We now have an expanded committee that includes several non-vets and spans most wealth profiles. We are going to be calling on our stars and creators to produce a bit of 'wow' factor and hopefully the event will 'sparkle' and we will be better geared towards fund raising and getting 'bums on seats'.

### **Shared Vision, Flow and Momentum – 'It's Not about the Plan, It's About the People'**

We still have a long way to go with these projects, deciding on suitable names and enterprise structures has been discussed but not yet resolved. However, there is a flow and momentum in using the WD model that has been different from anything experienced in the past. It's not so much about the plan, it is about the people and the WD model gives immediate insight as to how best to work together. Ross and Pat and Dianne have had fabulous experiences with the Indonesian people giving bird medicine seminars while at the same time experiencing Balinese culture with the locals, swimming with dolphins and riding outrigger canoes. We have also come to know more deeply the challenges that the Indonesians face and how best we might help.

Bayu has a creator profile. He has been brilliant at working holistically with the Balinese community on the island of Nusa Penida and getting the Bali Starling Recovery project off the ground. He now has impressive track record for birds bred and released. See <http://resultsfoundation.com:80/index.php?id=400000002>. However, as a creator, like Ross, he finds ongoing administration challenging. Applying the WD model, this problem should be addressed by finding and funding a manager with a more suitable profile to take over ongoing administration of the established Bali Starling project while freeing up Bayu to work in his profile and do what he does best – create and to use the model he developed on Nusa Penida to help threatened bird species elsewhere in Indonesia.

A 'Bali Bird Festival' is in the pipeline to promote new and ongoing bird related projects. With his creator profile, contacts and background, Bayu is ideally placed to instigate this, with team members with other profiles supporting him. Likewise, an eco-tour to Bali, Nusa Penida and Borneo with Bayu as the leader has been organized for the two weeks before the Australian Veterinary Association Conference in Darwin May, 2009. For our fund raising auction this October Bayu has given us his wish list of items to extend the Bali Starling and reforestation project to a second site on Nusa Penida and to facilitate the eco-tour project before the arrival of the group from the AVA conference. Whatever your profile, you would be most welcome to come along to any of these events, or join up with our group and have a bit of fun with our Indonesian friends and colleagues helping endangered wildlife and empowering local and nearby communities.

### **Further Reading**

Strange, M (2001). *A photographic guide to the birds of Indonesia*. Periplus Editions, HK pp 21-3.

Hamilton, Roger *Your Life, Your Legacy*. Achievers International, Singapore, 2006.