



Episode 124: THE KOLBE ASSESSMENT'S POWER

This is the *Become an Unstoppable Woman* podcast with Lindsay Preston Episode 124, The Kolbe Assessment's Power.

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Welcome to the *Become an Unstoppable Woman* podcast, the show for goal-getting, fear-facing women for kicking ass by creating change. I'm your host, Lindsay Preston. I'm a wife, mom of two, and a multi-certified life coach to women all over the world. I've lived through enough in life to know that easier doesn't always equate to better. We can't fear the fire, we must learn to become it. On this show, I'll teach you how to do just that. Join me as I challenge you to become even more of the strong, resilient, and powerful woman you were meant to be. Let's do this.

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Lindsay: Hello, Ms. *Unstoppable*. Welcome to another episode of the show. Do I have a treat for you today? I have a special guest, Eryn Morgan, who is on the show today. Eryn and I actually met recently at a networking group that we're a part of called the Advance. It's a networking group for women entrepreneurs who want to get to know one another and what each other's businesses do so they can refer people to one another.

Many times networking groups can be a little slimy. At least maybe that's my thoughts on it, but I am really loving this group that I'm in. Again, it's called the Advance. If you're a woman entrepreneur I would highly encourage you to go check it out. It has a very feminine energy about it. I'm loving the women that I'm meeting, Eryn included. When I met Eryn I just loved her energy from the start, and I'm very picky about people's energy. She just has this energy of wanting to serve and she knows her shit as well.

When she told me that her niche is helping business owners really understand the Kolbe assessment and how to hire with the Kolbe assessment or just better utilize their teams with the Kolbe assessment, I was intrigued because I hired my admin, Rachel, who I speak of often on this show who I adore so much, because she was such an amazing hire for me over a year ago now. The way that the agency that we worked with, how they found us and matched us was with the Kolbe assessment. They had me take it, they had her take it. Then



they sat down with the results of the Kolbe and said, "Okay, would these two women be a great match?"

It has been a fabulous match and I've worked with many people and it seems like by far, Rachel and I have really worked well together. I'm a big believer in the Kolbe without really knowing much about it at all. Again, that's why I wanted to bring Eryn on, was like "Hey, what is this Kolbe thing?" It worked magically in my life by hiring Rachel and I want to know more about it. She was able to sit down with me in this interview and explain what the Kolbe does and how it's different from other assessments. She even took my results and Rachel's results on this interview and started to talk about this is likely how we work together.

I had lots of laughs from that because it's so true. I'm hoping as you're hearing how it's worked in my life and with my admin Rachel and our partnership, you'll all be able to see how powerful it is because I'm having ahas in the moment as she's explaining this on this interview. Get ready. This is a great one, especially if you are somebody who manages other people. I think we all are as women. We're managing family members, if anything, or friendships, to be able to use this assessment in your life to help maximize your relationships and especially in a working relationship. Without further ado, here is my interview with Eryn Morgan.

Eryn, I'm so excited to have you on this show. I can't wait to learn all things Kolbe and I don't know anything about this assessment really. I love assessments. I love Clifton Strengths, I love Enneagram, Myers-Briggs, so thank you for being here.

Eryn: Oh, Lindsay, thanks for having me. What fun? [laughs]

Lindsay: How did you get into Kolbe?

Eryn: It's a funny twist of fate. This was back in 2016. I was one year into my business full-time on my own. I was really struggling with sales, really struggling. My way of finding experts, mentors, is through connections. I had said to one of my coaches at the time, "I'm really struggling with sales," and she said, "Oh, you need Laura." I got on a call with Laura Wright, and she's just this magical person. One of the things she asked me to do before we got on our official intensive that we were going to spend about three hours together working on my sales process. She said, "I want you to take this Kolbe assessment." I went, "Okay, Laura. At this point I'll do whatever you tell me to do." [laughs]



I went on and took the assessment, took about 20 minutes, and I came back with my score. It was like my eyes opened to why I felt so different when I was working alongside other people. Why my process always felt different and why I approached things and looked at things so differently. So often when we're different we feel wrong or we feel like there's something wrong with us. All of a sudden, here I have this beautiful assessment telling me that my strengths are perfect. They're perfectly aligned for me. My uniqueness is so valuable, and I was like, "Oh, I need to know more about this."

As I went through my career building out my business over the years, I've gotten to a place where when I know your Kolbe score I can unlock a whole lot for you because I understand it at such a deep level that I can instantly value your strengths, but also help you to take action and make decisions in a way that's unique to you and perfect for you. It was a really-- My sales coach is the short answer to the question, but what a blessing. I'm so grateful that she asked me to take the assessment back then.

Lindsay: That's how I feel when I had the Clifton Strengths or even Myers-Briggs and then later Enneagram, of just this aha moment. Like, "Oh, it all makes sense now." So cool. Tell us about Kolbe. What is it? What is it testing?

Eryn: This is something I really want to break down just a little bit for everyone who's listening. You know, you've even mentioned Clifton Strengths, Enneagram, there's DISC, there's all kinds of fabulous assessments out there. What they're measuring is your effective personality or your effective part of the mind. There's actually three parts of our mind. Most people really only focus on two. The effective, which is a lot about our personality, what we like, our preferences, really good stuff. Our effective part of the mind. The second part is the cognitive, and this is all about your skills. What you know how to do, your knowledge, the talents you developed, and even some of your habits. If I say to you, think about how you brush your teeth. That's a habit. It's a skill you know how to do and you have a rhythm, so it comes very naturally to you.

There's this third part of the mind and it's called the conative. The conative part of the mind, and what this piece of your mind measures is what you will do, how you'll make decisions. How you'll take action when you're striving towards a goal. If you think about these three parts of the mind, cognitive, this is the kind of thing that in school they give you a test. What careers you have. It comes out that you should be a bus driver or x-ray technician or whatever. That's a skill based, a cognitive assessment, and that's great. The effective assessments that so many of us are familiar with, again, measuring your personality, those preferences, this is all about what you want to do.



If cognitive is about what you can do, effective is about what you want to do. This is really great, but there's one tricky thing about this. Have you ever taken, I don't know, maybe this is just me, but have you ever taken an effective personality test and one day you get one answer and another day you get a different one? This Myers-Briggs, this happens to me all the time. Depends whether it's raining. It depends whether I feel good. Depending on my mood, I can actually change the answer to the test and it's not because I'm trying to be difficult. It's because I truly feel differently. My preferences have changed in that moment and so an effective personality test is measuring.

It's like a snapshot in time. Here's where you are right now. The cool thing about the Kolbe assessment, and it's the only one that measures conation, is that your conative abilities, this is what you will do. What you will do, how you'll take action. It doesn't change. It remains statistically consistent over time. They've measured it over 20 years and the statistics say it doesn't change. It remains consistent, which is so cool for us because we can understand how we'll take action and know that we can trust that. It's really, really cool, so that's what it is. It isn't actually a personality test if you think about it in terms of what we usually associate with personality tests. It's a cognitive conative assessment.

Lindsay: Eryn, what would be the benefit of having that information?

Eryn: The first thing is it teaches you about yourself in terms of how you make decisions or how you approach problems. Why this can be great, is that sometimes when-- Have you ever been in a situation where you've been asked to do something, but in a way that really feels unnatural to you? It just doesn't jive with the way that you would want to approach it and that's probably because it's not using your unique cognitive strengths.

When you know this, when you have this level of self-awareness about your strengths, you can actually take action or suggest to a boss or a friend or a family member that you need to take action differently in order to get to a great outcome. Knowing this and having a little bit of science to back it up is a really, really powerful thing. That's the first thing, you can know yourself. In knowing that, you can work to align your action in a way that feels good, the way that feels natural to you. That's one of the ways.

Lindsay: Eryn, my brain is still like, I'm not quite getting it.

Eryn: Sure.

Lindsay: Okay, because you have my Kolbe score.



Eryn: I do, I do.

Lindsay: Explain it to me through my scores.

Eryn: Okay, I can do that.

Lindsay: Okay.

Eryn: Imagine for our listeners, if they haven't seen what a Kolbe grid looks like. There are four pillars. Imagine four columns or four pillars on a building. They are holding up a building, there are four of them. The first one is called Fact Finder. Fact Finder is all about how you gather and share information. How you gather and share information. For you specifically, Lindsay, as a four in Fact Finder, what that tells me is that you like to explain things and you can explain things, but you don't need a lot of detail. You don't need to do a ton of research in order to make a decision or to take action on something.

You're also not a total bottom-line person, just give me the bottom line. You're somewhere in the middle. You can talk with somebody who has gathered lots and lots and lots of information like your assistant, Rachel, she's a seven. She's going to gather a lot of information and then you are going to hear what she's saying and summarize that information.

Lindsay: [chuckles] So true.

Eryn: One of the other things as I'm going through this, you're asking, how is this useful? It's really useful when we're working with other people. That's really what my specialty is, it's not only just understanding you, but understanding the people around you and how you work with them and how you work together. Knowing that even just that one little piece about Rachel and your interaction around facts, how you gather and share information, that's the first one. There's a lot of information here.

Lindsay: With the Fact Finder score, is it the higher you are? Can you go up to a 10?

Eryn: Yes.

Lindsay: A 10 would be someone who does a ton of research?

Eryn: Yes, yes, absolutely. They really, really dig in and specify. One of the cool things about the Kolbe is whether you're a 1 or you're a 10, we're still used to, on a scale of 1 to 10, 1 being terrible and 10 being amazing, no, not that way with the Kolbe. Every single



number is perfect. Every single number is beautiful. What we use the numbers for is to put you on a continuum to very, very, very detailed to people who are bottom line, give me the quick and dirty facts. That's how we use those numbers. Not to rank you as good or bad but to give you a sense of the level of detail in this particular case that you'd like to do research.

Lindsay: So cool.

Eryn: Okay, so I'm making sense so far?

Lindsay: Yes, totally.

Eryn: Okay. The next pillar on our building, the next column is Follow Through. When people hear Follow Through, at least for me, I go to flaky. Do you follow through? Do you do what you say you're going to do? That's not exactly it. It's more like the steps, the putting it in order and understanding the steps that you might go through to solve a problem. For both you and for your assistant, Rachel, you guys are pretty great at putting together project plans, putting together steps. Even this podcast, you probably have a bunch of checklists, and this is all the stuff that needs to be accomplished and done so we can get each episode out on time.

Somebody like you, you're able to maintain that system. You may not love to build them, maybe you do, you can do that, but somebody who would be a 1, 2 or a 3 on the Follow Through, they're all about adapting. They're breaking things and creating shortcuts. You give them a system that they're supposed to take the steps and they're like, "Yes, whatever. I'm going to do it a different way," because they find the shortcut or these are the people who don't really like to follow directions.

You're like, "Okay, I need you to do these three things," and they're like, "I'm not doing any of that." It's because their natural tendency is to adapt things. Whereas for you, but also for Rachel, your tendency is to really create systems, really create the structures and then hold onto and maintain those structures. That make sense? It's all about systems and how to organize step-by-step information.

Lindsay: Yes. What numbers are we there, Eryn? I'm curious.

Eryn: You are a 6, and Rachel is a 7. Again, because your numbers are so close, you work really well together on these types of projects. If Rachel would create or craft a checklist for you, you'll follow it. You'll do what the checklist asks you to do in the right order. I can



do that too but I have my coach, Laura, who I talked to at the beginning about how I found the Kolbe in the first place. Laura is a 2. Laura is going to break any system [laughs] that you can put in front of her, she's going to find a way to break it.

This is really, really great to understand when we're thinking about other people, because if you find somebody who consistently doesn't want to follow the directions, doesn't want to create a system, doesn't want to create follow the steps, chances are they are somebody whose strength is actually adapting. They change things up, and that's their strength.

Lindsay: Yes, my daughter, [chuckles] she's 10, but she's definitely probably a 1 too.

Eryn: Yes, absolutely. The way that someone who is a 1, 2, 3, it's all about developing shortcuts. It's about multitasking. They're actually really cool with being interrupted and thrown off track, it actually gives them more energy when that happens. You are really beautifully aligned with your team member but knowing that about your daughter, it's interesting.

Lindsay: Those of us who can be more structured, especially in her role because she's a child, my husband, who I bet is even more structured tends to be like, "Oh, that's so disrespectful." I'm like, "I don't think it is." That's where this information again, can be so helpful.

Eryn: Yes, absolutely. It's amazing once you unlock the code, and I'll give you an example once I've gone through this so that you'll understand. Even in my marriage, with communication with my husband too, I'll give you a funny story. Let's do the third pillar. The third pillar is Quick Start. We associate that with, oh, we go really fast. That's true. In a lot of cases, it's true. You innovate, you brainstorm naturally, you really are willing to take risks.

When you deal with uncertainty and risk, if you were 7, 8, 9, 10, you're all in. You're out creating original ideas and really innovating and willing to try things, even if you don't know how it's going to work out. That's 7, 8, 9, 10, versus somebody who is a 1, 2 or 3, they're all about stabilizing. Let's keep things consistent. Let's avoid unnecessary risks. Let's just keep things on the level. We need these people who have the ability to stabilize because you and me, you're a 7, I'm an 8. We're out there innovating and it's actually how we initiate our problem-solving.

If I say and give you a particular problem to solve, you're going to start with brainstorming creative ideas, ideation, maybe you put it up on a whiteboard or you do a mind map. You're



just getting all those ideas out in the world. Somebody who is like Rachel, she's a 5, which means that she has the ability to just keep pace with both things. She is able to keep up with you and your innovative ideas and your creativity. She's able to say, "Okay, well that sounds really cool but have you thought about this?" She can tweak and make little suggestions to an idea that would make it a little bit-

Lindsay: Totally. That's totally true.

Eryn: -more doable, right?

Lindsay: Yes.

Eryn: Versus somebody like my assistant. Well, she's not my assistant, she's my creative director, she feels like my assistant because she grounds me in this exact way. I come up with all these ideas and these things we should do and she's like, "Actually, can we just finish the thing we've started? Can we hold the line here? We've started about eight projects this week, can we finish maybe, I don't know, one of them?" She's very much that too and the stabilizing energy for us on our team. That's Quick Start. That's the third column.

Then the fourth column is Implementer. Implementer really deals with how someone interacts with space and tangibles. Someone who is a 7, 8, 9, 10 as an implementer, they want to deal in the three dimensional. They want to touch it, they want to construct it, build it, feel it. A lot of times makers, people who make things are very high implementer scores. They're great at quality control. They're really good at looking at something and inspecting the quality of a good-- Maybe they make handcrafted mugs, as an example. They're going to look and they're going to go, "Now there's a flaw here. Do you see that crack in the handle?" You're like, "I don't know. It looks a mug to me." They're like, "No, this one doesn't pass our standards." These people are amazing with quality control.

Where a lot of people, especially in the online space, I see this a lot, 1, 2 and 3. People who envision. They can imagine a solution without actually having to touch and feel that solution. This is great for us in the online world because even the internet, the internet exists but it really doesn't. What does the internet feel like? How do you touch the internet? You can't. We've created the device like an iPhone which feels like holding the internet in our hand, but I bet you Steve jobs was an implementer. A really high-level implementer. That touch and feel tangibility of technology. We need both types. We need people who can envision and imagine the solution, but also people who can build it.



Lindsay: Where do I fall there, Eryn? I'm so curious.

Eryn: You're a 4 and 4 means that again, you're going to be able to work in that space if you could create the tangible and deal with the physical 3D, but most of the time you're going to be more towards that envisioning imagination space. Rachel is a 2, so she's imagining too. She's envisioning the possibilities without having to touch them.

Lindsay: Interesting. That's so cool.

Eryn: Once you understand those four columns that I know that's a lot when you're listening, but if you have the visual, a Kolbe A assessment grid, you can see the four columns and it starts to begin to make a little bit of sense. Remember your numbers 4, 6, 7, 4, those numbers don't change. Once you really get to know your type and understand how you naturally take action, then you can start to compare your scores with other people and know, "Oh, here's how we would best work together," and that's where the magic comes in.

Lindsay: Yes, that's so cool Eryn. In the intro of this episode I talked about how I became interested in Kolbe because the agency we used used Kolbe and Rachel has been such an amazing fit. I was like, "There's got to be something here." Then I met you and you did Kolbe, I was like, "Oh my gosh, I got to learn about this thing." Now you just explaining it makes so much sense how powerful this can be. Here's where I am, here's where you are, this is likely the magic we'll create together.

Eryn: Yes, absolutely. Let's use a specific example on the quick start continuum. I'm an 8, which means that I move fast, I have huge ideas. Like to envision and imagine the possibilities for what we can do in business and life. Specifically in life I'm like, "I know what we're going to create in our lives and in our marriage and in our family." I go really fast. My husband, not so much. He is a 3 in quick start, which means his job is to stabilize. He doesn't want to go particularly fast. He doesn't want to do big grand things that are risky things. The number of times in my business I've bet the rent, more than once. I just don't tell him these things because he is like, "Wow, just keep it stable."

What we've learned to do in our marriage is that he knows I need to go off and create and try things. The compromise we've made is that there's always three months worth of money in our savings account because he needs to know things are going to stay stable. He's not comfortable with that level of risk but he's gotten comfortable with my style in terms of how I take risks and we've created that little safety net. That's a specific example of how it can work or not work. [laughs]



Lindsay: I'm already sold Eryn, and I'm like, "I've got to get my husband to take this, anybody that I ever worked with has to take this." Tell us, Eryn, because this is what you do, right?

Eryn: Yes, this is what I do.

Lindsay: Explain to us your process, because typically it's a business owner that's coming to you.

Eryn: Oftentimes, yes. A business owner or occasionally I might see a leadership team member come to me, for example a creative director who leads a team or the director of marketing who would lead a marketing team inside of a company. Those leaders often will come to me or a CEO or a business owner if it's mostly a small team that they're leading the charge in most of the area. Yes, usually a decision maker and a leader.

Lindsay: They're coming to you and they're saying either, "Hey, I want to hire for this role. Let's use Kolbe to help me hire," or, "Can I just understand my team?"

Eryn: Usually they're coming to me because the team they have around them, even if it's just an assistant, they only have one person working with that, something's not working when it comes to communication or collaboration. There are disconnects. They'll come to me and say, "My assistant's really great but I just don't think she's the right person for this role." Ding ding ding that instantly says to me this person is great, which means they have a great personality, they're smart, they're communicative, they want to engage. They're not the person for this role says the work that I'm giving them and the way that I'm asking them to do things doesn't match their style.

What I love is when somebody comes to me with communication challenges, my team just isn't getting very much done. I used to describe a team in the past that I led, is it felt we were steering a cruise ship. It was big and clunky and just making-- We're going to do a launch, no, we're not. Maybe not this month or next month or yes, we might launch that in nine months. We couldn't move quickly with that agile-ness that is required in business so often. It was because everybody was working in a way that didn't match their strengths. It just always felt like quicksand, like we were stuck in the mud. I get a lot of people coming to me for those kinds of problems.

Lindsay: Wow, Eryn, so helpful.

Eryn: Well, I hope so. [laughs]



Lindsay: Are you able to then go in and say, "Hey, yes, this person's not the right fit, or if you just approach it this way, you would get better results from this person."

Eryn: Exactly. I'm always looking to find out is this person the right person for the role? The thing is that people don't-- You can't change people. These innate strengths, the way you approach things, they're you. They can't be changed. If you're not aligned in the role that you're in, their default is to replace the person. My default is adjust the role. That doesn't mean the outcome can't be the same. That the goal of the role can't be the same. It's the idea--

Let's use an example. It's like we're going on a road trip and you and I both, we are in Boston and we need to get to Miami. You and I are both in our cars and I'm allowed to go and take that road trip any way I want. So long as I get to Miami by the time I'm supposed to be there all is well, but you have somebody telling you exactly the way you have to go. Let's imagine that they're saying, "Oh, you have to take I-95 south," and you get right outside of Washington DC and there's a massive accident. Huge, huge traffic jam, and because you're supposed to take that route you have to sit in traffic. You ultimately don't get to Miami on time.

Whereas for me I'm allowed to do whatever I want. My GPS says get off here on the highway and go this way and take this back road and go around the traffic accident and I'm allowed to do it, and so I do and I get to Miami on time. At the end of the day, does it matter that we did it differently if we get to the same goal? You didn't. You were late because I didn't let you do it your way.

That's exactly the way I like to explain it in terms of a role that somebody might be fulfilling inside of a company. If they can get to the goal and they can meet the standards are required inside the role, why do you care how they get there if they can do it maybe even better than you would tell them they have to do it? Why can't we let it do them do it their way as long as they're meeting that goal and maintaining those high standards? That's where things start to really open up. The communication opens up, the outcomes that we're reaching really start to be achieved and everybody's suddenly happier. Imagine that.

Lindsay: Yes, it's so true. That would drive me crazy if someone said you had to go this certain route. I would be like, "Oh my gosh, this is painful." It reminds me a lot of my corporate experience. It's like these are our systems, this is our process. For certain people it's just not a good fit. Then Eryn too, once you open up hey, here's how people work best,



and they still don't meet the standards. That's when you really know hey, this is not a good fit.

Eryn: Yes, and so in those cases I never use Kolbe as a tool to fire people. I use Kolbe as a tool to help them get more aligned with the role. What will often happen if somebody is, we're making adjustments and it's still not feeling right, they may choose to go to a different job within the company. There's a lot of really cool stories about people who would-- When a consultant will come in and start to look at all the people and look at all the jobs and say, "Wait a second, Susan would be amazing if you put her in the sales department. Poor Jane is in the sales department and she's struggling, but what she'd be amazing at is doing the job Susan's doing. Let's swap roles."

In big corporations there's so many moving parts and pieces in terms of how they've built an organization. They're a little less open to that flexibility, but the midsize or smaller companies, I've worked with a company who had 14 contractors. Somewhere between eight and 14, depending on what they were working on. I was able to go in and say, "This person is really talented but not in the role they're in. They'd be amazing over here." The owner of the business, the CEO was willing to say what if we just changed their role? The person was like, Oh my God, this would be amazing. I would love this job."

You have these opportunities to shift the way the work is being done or shift the people inside of the roles to get to greater alignment. People are like, "That's never going to work," but it actually can. It can be really powerful inside of a company. A lot of really cool examples of that.

Lindsay: What I love about that most is how people-centric that is. We care about our people, let's make this work.

Eryn: Absolutely. How many times have you met somebody amazingly talented who is struggling and what do they do? They leave, because you can only struggle for so long. It doesn't matter even if they're being-- It's not like they've been fired, it's just that they're so unhappy. They're working against their strengths that they say, "I can't do this anymore," and they leave.

Lindsay: Many times it's just a little bit little tweaks.

Eryn: That's all it is. It's all it takes. Absolutely.



Lindsay: Eryn, next question for you. If someone's coming to you and saying, hey I want to hire for say, my assistant, like in my case. You were to say let me get your Kolbe. Then I'm going to get the Kolbe of all the applicants.

Eryn: We absolutely can do it that way. It is called the right fit. Where I would start is you. I would say tell me about you. We'd look at your Kolbe score. I'd want to hear about the expectations you have of the role. I might even have you take an assessment called the Kolbe C --

Lindsay: Yes, I did that with Rachel.

Eryn: Perfect. You do the Kolbe C, and this is where you are defining what you feel the expectations of the role are, which is this job requires somebody to be. Then somebody like Rachel is going to come in with her Kolbe A score.

Somebody like me as a hiring consultant would say her A is this, you've said the role requires this. This is a match.. They call it right fit. We're looking at the A scores of the candidates in relation to the C role that you expect. That's how we know whether it's going to be likely to be a good match from an action oriented perspective. From decision-making and collaboration and all those things, we know it it's likely to be a good fit.

Lindsay: You're mostly looking at the role and how that applicant fits in the role versus my Kolbe and her Kolbe.

Eryn: Correct, correct.

Lindsay: Interesting.

Eryn: For a job position, yes, of course. I'm comparing and thinking about and looking at you, we call it an A to A comparison. What I actually have pulled up on the screen here is your A to A comparison with Rachel. I'm actually looking at it and seeing about how you would work together. You can do a Kolbe and you can look against the role. Then you can also look at the individuals.

While I'm not a recruiter, I don't go out and find people for you. If you were to post a job on your LinkedIn or on Indeed or wherever you might want to post your job description, then you were to work with me as a consultant, I would be able to use those Kolbe tools to help you find the right fit for your position based on the applicant pool that you bring in.



Lindsay: I can tell you that Rachel is the only person I've hired doing that process. Amazing.

Eryn: How long has she been with you?

Lindsay: A year yesterday.

Eryn: Wow, congratulations. That's great.

Lindsay: When I found you Eryn, I was like, "Oh, now I found my person to do this forever and ever for me every time I need to hire."

[laughter]

Eryn: You and I are a lot alike. We're a lot alike. I'm going to understand how you think and how you approach problems because you're a lot like me. When we're in synergy with somebody who's a lot like us, it's easy for you to step into their shoes from the standpoint of a decision-making opportunity or how you would approach problem, versus somebody who's really different.

My husband, he's a 5, 5, 3, 7 and I go, he's on a foreign planet to me. There's too many things that are different about how he approaches problems that I really don't understand his unique process in terms of how it feels in his body. I understand how it looks on paper and I can match those collaborations, but you and I are really well aligned in that way. We would work together fabulously.

Lindsay: I will tell you, with Rachel, it was an investment to go that route. Her agency was just for VAs, so not an agency I could continue to use but I will say after getting her in the role and now being a year and really still feeling like it's a great fit, I'm like, Man, that was the best investment ever." Before when I didn't do that, it was like this person's not a great fit. Then you train them, then they're gone. Then all of the things. Then even too, let's just imagine I don't do the Kolbe, hire somebody in, like you said, then looking at their Kolbe and being like how could we adjust this role to be something that saves the game?

Eryn: You're going to create different systems. You're going to create ways of communicating that are in honor of both of your strengths, and that can be done. A lot of times people will come to me and say I really love this person but it's not working. Can you help me make it work? The answer is absolutely, but we have to be willing to make some adjustments. If you are, it can work.



Lindsay: What would be the benefit of someone just taking the Kolbe to take the Kolbe?

Eryn: Understand yourself better. You can start to line up your actions when you're striving towards a goal in a way that's going to feel really natural to you and take less of your energy. You'll use your time more effectively and more efficiently. You'll get to the outcome faster. It's a great way to just get to know the things about you that are unchanged, your innate strengths so you can operate more like yourself.

Lindsay: For some people it may be having lots of lists, for other people not having a lot of lists. For some, really being in ideation and some not. I think that's so powerful Eryn, because I'm starting to put my coach brain around it of how could I use this to help clients? Of how they can take these generalized goal setting techniques and really specialize it to, "Okay, but based on you, here's how you need to adjust these things."

Eryn: Absolutely. That's exactly how I used the Kolbe for the first really five years of my career in the business coaching space. When I started out I didn't require my clients to take it. As I progressed I started to say this is just a mandatory thing. If you want to work with me, have to take your Kolbe score. I almost felt like I was handcuffed if I didn't know it because the inputs they were giving me, what they were sharing with me, something wasn't making sense.

Here's a great example. Think about our traditional schooling system. Good, bad, up or down. It's very sit in the classroom, sit still, read this information, memorize facts, take tests. For somebody who is a quick start like me, I don't thrive in that environment. I was told I needed to go get As and Bs on my report card so I could get into a good college, so I could get a job. All the things we're told. Ultimately, that wasn't who I was or how I was best aligned with my strengths if I took action in that way.

Imagine somebody who's been conditioned that way, who then comes to you with a business and is trying to operate in that conditioned way when they're not wired that way. They're saying, I want to go and I have all these ideas, and then they're getting stuck in the fact finder. They're getting stuck researching. How many people have had great ideas. You meet them, they're like, "I have all these ideas." Then they go and start to research and they never take any action. They get stuck in research mode.

What I'm always trying to do as a coach and as a consultant is to look at what your Kolbe score is telling me versus what you're actually doing to see if there's alignment there. If there's not we got to make changes so that you actually get it out the door. You start to



take action, try stuff, experiment, ship. A lot of clients will hire me and probably you too because my high quick start inspires them to take action.

It gets them out of that decision constipation constantly researching and trying to figure out the plan. How many times I need a plan? You do, and plans are great. What you really need to do is take the first step. Find out, get some real life data by taking some action. Then we can start to synthesize that into a plan.

Lindsay: I laugh because I have a couple of clients right now who I'm on that with, just take the action. You know enough. [laughs] It's so true, Eryn. It's so true. My brain is already like, okay, how can I add Kolbe into the mix here of all the information, because really what I've leaned on the most is Clifton Strengths of, oh, well you have all these thinking strengths. You don't have enough executing, but now it's like, oh, let's add on this other mix. I'm already like Eryn, you need to come teach all my clients.

Eryn: It's such fun. One of the things that I actually get to do this later today, and I get to do a workshop with 15 business owners, all of whom have different businesses. They're not associated. They're all just in the same group, they're in a mastermind together. I'm going to come in and do a presentation about Kolbe so that each of them can hear a little bit more about themselves. That's a great way for people to get their feet wet if they're in a mastermind group, but I also do one-on-one work. It's easy for me to come in and work with a particular client of yours who was struggling. We could do a Kolbe assessment and I would give a personalized reading, like fortune-telling.

Lindsay: Yes, a reading. Analysis is what I hear.

Eryn: Then from that perspective I can say to you as their coach, "Okay, here's where their strengths lie. Here's what their Kolbe score is telling me. Here's even how you would work together." I could give you a report that would say, Lindsay, you as their coach, this is how you would want to work with them. A coaching report that I could produce for your client on your behalf so you would ultimately be able to then work with them in a more effective way.

Lindsay: So fun. I just love how you're the subject matter expert on all things Kolbe. I have a little resource in my pocket now.

Eryn: Sure. Absolutely, I love to be that. Really, all that's required for me because I've gotten to this place in my expertise, all I need are the four numbers. Just give me the four numbers in order and I can tell you exactly where they're stuck, where they're succeeding.



Everybody's different, but the numbers are like a superpower. It unlocks like a code that it's so powerful. Then once you understand just enough that you could hear somebody else's numbers, you instantly start to make those comparisons. When you can do that, then you get the synergy in terms of how you communicate. It's really cool.

Lindsay: Cool. Thank you, Eryn. Did we cover everything?

Eryn: I think so. It's a big topic and it's also something that a lot of times when you can't see the grid in front of you, you're like, "I don't understand what these columns look like." All you have to do is go to Kolbe.com and it's K-O-L-B-E. You can look at the visual of what it looks like to take an assessment. You can take it there, or you can come hang out with me and I'll help and give you the analysis, the specific analysis of a test.

Lindsay: All your info's in the show notes so they can find you, but thank you, Eryn. I learned so much.

Eryn: Thank you, Lindsay. It's a great opportunity and I love, loved getting to know you.

[music]

Hey there, Miss Unstoppable. Thanks so much for tuning into this episode. If you enjoyed it, share it with a friend. Send them a picture of this episode via text, via email, share it on social media, I'm sure they would be so appreciative to know these strategies and tips on how to accomplish your dreams. If you are ready to guarantee you're going to accomplish your goals and dreams, then it's time to start coaching with me.

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