



THE INSTINCTS OF SUCCESS

Finding & Using Your Deepest Strengths

The human mind is comprised of three core elements: Intelligence, Personality and Instincts. These are the main “drivers” of our behavior and of the three, Instincts are the hard-wired part. They are the deep characteristics that have been with you your whole life. They operate on a subconscious level and have a major impact on your behaviors every day. The Kolbe A Index will take you on a journey into this world of instinctive or “Conative” behaviors. It will identify your deepest strengths and by doing so, it will open you up to a whole new world of success!

In this program you will learn:

- ▶ What is the Three-Part Mind and what are the implications of each part in my world?
- ▶ What are our natural instincts and how do they drive us every day?
- ▶ Why are instincts and behaviors more important than personality and intelligence?
- ▶ Can I control or ignore my instincts and what are the risks of doing that?
- ▶ How can I use my instincts to power my business success?
- ▶ How can I hire the right people to help me succeed?
- ▶ Are there any “bad” instincts that could hurt me or hold me back?
- ▶ How can I use this understanding of instincts to help my team work well together?
- ▶ How can this help me communicate and connect better with my clients?
- ▶ How might these instincts be affecting my work and personal relationships?
- ▶ How can I build my business, brand and market myself from strength?
- ▶ Why are so many top advisors putting their clients through this instinctive discovery process?

A few advisor comments

“This was the best combination of information and presentation I’ve seen in my 26 years as a Merrill Lynch FA!”

“Thank you...this helped me more than any training program I’ve ever attended.”

“Extremely relevant...Frank was both informative and inspiring!”

“Climb Mt. Everest and at the top you will find Frank Maselli teaching Financial Advisors how to grow their business!”

“Awesome, upbeat and inspiring!”

“Frank’s message is profound, funny, accurate and timely and his delivery is electrifying!”

“The man knows the business. He will rock your world!”



Frank Maselli is a former U.S. Army officer and a 35-year veteran of the Financial Services Industry. He’s written three best-selling books and trained thousands of advisors in advanced marketing techniques. Frank helps advisors grow in a modern way and have more fun doing it. He captivates audiences with intelligence, passion, and humor that inspires people to action! He’s been voted as the “Top Industry Speaker” for 7 straight years!

