TALENT TOOL

Talent-Tribe Match Overview

Advisor Reference Overview | Based on The Second Wave Life: Finding Purpose, Impact and Fulfillment, Post-Exit by Andrew Williams

Lesson focus: The Talent-Tribe Match connects the owner's Talent Categories with the Tribes they care most about. It helps identify where the owner's skills, abilities, experience, and interests can create value for others while also supporting purpose and personal growth in the Second Wave Life.

What the Talent-Tribe Match Is Designed to Do

Williams explains that the Talent Tool is not only about identifying unique abilities. Owners also need to decide what to do with those abilities and how to use the creative bandwidth and drive that have energized them as business leaders. The Talent-Tribe Match is the step that connects those capabilities to the people, purposes, and communities that matter most.

The book states that the intersection of Talent Categories and Tribes is where an owner may find the greatest sense of purpose in the Second Wave Life. The exercise is therefore a bridge between self-understanding and application: it moves the owner from 'What am I good at?' to 'Where can these Talents matter most?'

The Three-Step Match Process

- 1. List the owner’s top Tribes. Start with the people, groups, communities, and purposes already identified as most important.
- 2. Identify the Talent Category or Categories that best fit each Tribe. Consider which Talents would be most useful in helping create the owner’s ideal result or relationship within that Tribe.
- 3. Connect the Talent to the Tribe. The worksheet makes the match visually by drawing a line between Talent Categories and Tribes, allowing multiple Talents to connect with multiple Tribes.

Central idea for advisors: The Talent-Tribe Match helps the owner see where personal capability and meaningful community intersect. That intersection is where Talents can become purposeful action rather than simply unused experience after exit.

Questions for Advisor Conversations

- Which of your Tribes would benefit most from the skills and experience you already have?
- Where could one of your Talent Categories help create the ideal relationship or result you described in the Tribe work?
- Are there Tribes that could benefit from more than one of your Talents?
- Which Talents do you most want to keep using after the business?
- Where do you see the strongest combination of personal energy, usefulness to others, and meaning?
- Are there Talents you value that currently do not have a clear Tribe or outlet?

From the Match to the Talent Plan

The Talent-Tribe Match is not the final step. Williams uses it as the foundation for the Talent Plan, which requires the owner to become more specific about how each Talent will be applied and how much energy or importance should be assigned to each Tribe and Talent investment.

The Talent Plan asks the owner to identify the specific actions they will take for and with each Tribe, then assign a relative weight to those commitments. This helps move the Personal Readiness work from broad aspiration into intentional use of time and bandwidth.

What the Advisor Should Listen For

- The owner can identify Talents but has not connected them to people or communities that matter.
- The owner has strong Tribes but does not yet know how they want to contribute within them.
- One Talent Category naturally connects to several Tribes, suggesting a recurring source of purpose.
- Several Talents may serve the same Tribe in different ways.
- The owner is describing activities rather than the value those activities create for a Tribe.
- A match looks appealing on paper but does not appear consistent with the owner’s Values, desired use of Time, or available bandwidth.

How It Connects to Personal Readiness

The Talent-Tribe Match brings two major parts of the Second Wave Process together. The Tribe work identifies who and what the owner cares about. The Talent work identifies the gifts, skills, abilities, experience, and interests the owner can carry forward. Matching the two helps the owner begin designing a next chapter that is both personally meaningful and useful to others.

Because the exercise focuses on what the owner can both give and receive by applying Talents within important communities, it also helps advisors surface whether a proposed Second Wave activity is likely to create connection, growth, contribution, and sustained engagement.

Advisor Takeaway

> The Talent-Tribe Match is the bridge between identifying Talents and deciding how they will be used. The advisor can help the owner look for the strongest intersections between capability and community, then use those matches as the basis for specific actions in the Talent Plan.

Suggested Use in the Advisor Portal

Use this overview with the Talent-Tribe Match video and worksheet after the owner has completed the Tribe and Talent category work. Advisors can review the document before the matching exercise, use the conversation prompts during discussion, and then move into the Talent Plan once the most meaningful Talent-Tribe connections have been identified.

Source: Andrew Williams, The Second Wave Life: Finding Purpose, Impact and Fulfillment, Post-Exit, Talent Tool instructions, Talent Guide, Talent-Tribe Match, and Talent Plan.

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