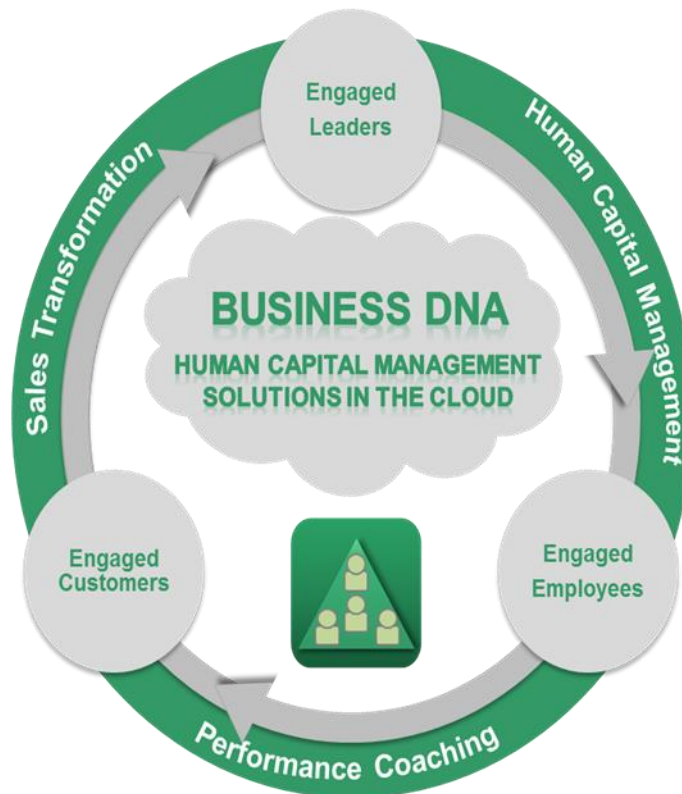


Business DNA® Human Capital Management Solutions

Do you want to more quickly and reliably remove the guesswork to build enhanced relationships with employees and clients to unlock human potential?



A Tailor Made Suit For Every Employee and Client

We help financial services firms worldwide become client centered using validated behavioral insights on a scalable basis to “Know, Engage and Grow” every employee and client online.

Email us for more information:
inquiries@dnabehavior.com

DNA PERSONAL TALENT PERFORMANCE: KNOWING WHO YOU ARE

Do you know the tasks and activities that are the best natural fit for your talents?

Are you interested in discovering the strengths and blind-spots which influence your personal and workplace performance?

A key component of improving business performance is understanding your personal talents. Identify and then continuously focus on your unique strengths to maximize revenues, productivity and profitability on a sustainable basis. Our programs address challenges such as:

- Increasing the productive use of your talents
- Identifying what role and work environment you can excel in
- Improving the clarity of your communication
- Leaders learning how their own behaviors may be in the way of success
- Responding to events and problems with emotional balance
- Identifying your unique sales talents for maximum performance and setting sales goals

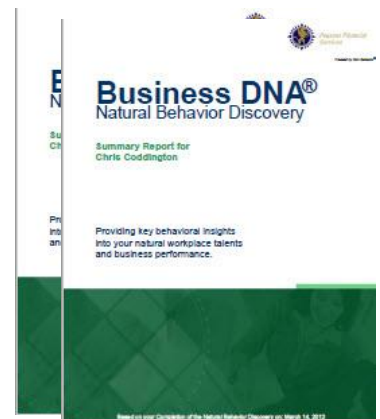
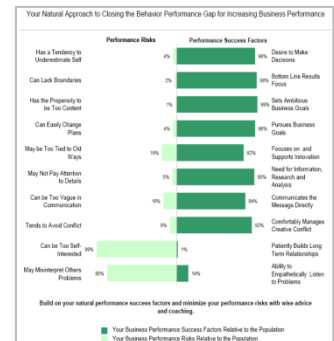
This process starts with completing the Business DNA Natural Behavior Discovery Process (46 Questions) taking 15-20 minutes for an introduction to know your unique natural “hard-wired” talents.

Following completion of this process, you will receive the following reports:

- Business Talent DNA Report – 10 performance success and risk factors
- Business DNA Natural Behavior Summary Report - Key behavioral insights on your natural workplace talents
- Business DNA Natural Behavior Coaching Report – Insights for developing your workplace and leadership performance



"Managing your work life balance can be a great challenge, and many never get it right. The starting point will be developing a greater awareness of yourself and your current workplace performance and environment."



DNA HIRING PERFORMANCE

Getting “Round Pegs in Round Holes” is key to business growth and profitability. Further, there is plenty of independent research to show the cost of getting it wrong can be multiples of the person’s salary.

Our DNA Hiring Performance Programs get below the surface to help you hire the right talent to build a productive team.

Understand each prospective employees’ natural behavior, strengths and struggles and motivations to make more informed and reliable decisions about who you hire and interview. Our programs address challenges such as:

- Identifying talent need for a role
- Getting below the surface in the interview to identify the true behaviors
- Discovering attitudes – passions, values, purpose, money
- Failure in a different operating environment
- Interview does not translate to performance
- Fitting into the team
- High cost of a bad hire



"Experience and research shows that the Number One issue facing most companies is hiring the right people."

The DNA Hiring Performance Report identifies the critical natural behavioral talents and motivations for a candidate to have maximum workplace alignment.

Receive insights in priority of importance based on the relative strength of the candidate’s natural behavioral traits in the following 4 key areas:

- 10 Desired Tasks – activities (out of 40 possible items)
- 5 Desired Team Roles – position (out of 20 possible items)
- 5 Desired Work Environment Features – what is important (out of 25 possible items)
- 5 Desired Work Rewards – work motivations (out of 20 possible items)

1. Desired Tasks based on Talents Priority of Tasks 1 Taking bold action 2 Handling objections 3 Questioning 4 Action orientated 5 Confidence in new situations 6 Making quick decisions 7 Setting goals 8 Self managing 9 Follows through 10 Thinking globally	2. Desired Team Roles Priority of Roles 1 Outside sales 2 Product development 3 Strategic Planning 4 Recruiting 5 Project manager
3. Desired Work Environment Priority of Environments 1 New Experiences 2 Risk taking 3 Competition 4 Challenges 5 Freedom	4. Desired Work Rewards Priority of Rewards 1 Personal growth 2 Sense of achievement 3 Opportunities to travel 4 Career progression 5 Leadership position

DNA TEAM PERFORMANCE

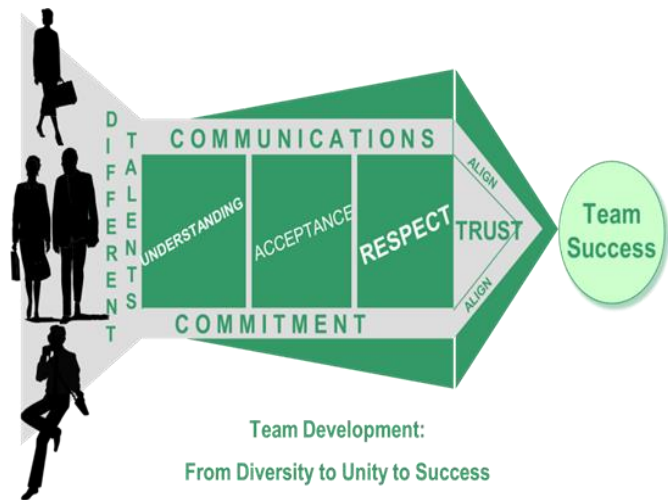
Give your employees a line of sight as to how their careers fit into the mission of your firm. The key for good management is to know them, involve them, inspire them and reward them.

How are you tapping into the strengths of your team to create more energy and improve customer service?

Our DNA Team Performance Programs increases team effectiveness by unlocking blockages and aligning team talents to collective goals.

Build workplace and customer relationships, capabilities and team alignment to address challenges such as:

- Understanding why different team members naturally do things differently.
- Managing team members uniquely and aligning them to a common goal.
- Identifying and unlocking the blockages to efficient execution.
- Building open communication within the team and allowing creative conflict.
- Improving team retention.
- Matching team and customers for improved service and retention.



The Business DNA Team Report provides insights to help your team build a sound working relationship together by highlighting the key similarities and differences in the natural behaviors of team members.

With the simple graphical analysis you will quickly see the balance and gaps in your team which will be impacting business performance. Further, the team report provides simple analysis to pinpoint the overall team strengths and struggles, and the key business issues facing the team.

Factor 1: Commanding								
	Take Charge / Cooperative	LMR	Authoritative / Consensus Seeking	LMR	Self Reliant / Group Oriented	LMR	Frank / Diplomatic	LMR
Chris Coddington	69	right	67	right	59	right	66	right
John Smith	41	left	43	left	40	left	46	mid
Alan Eckhardt	43	left	43	left	35	left	51	mid
Carol Benjamin	38	left	49	mid				
Tom Smart	40	left	49	mid				
Melanie Hilton	49	mid	54	mid				
Bobbie Jones	53	mid	58	right				
Doug Roberts	51	mid	61	right				
Matt Woods	55	mid	59	right				
AVERAGE	49	mid	54	mid				

■ Left
■ Mid-Range
■ Right

Left: Cooperative Behavior
Strengths: Motivated to be practical, diplomatic
Struggles: Can be too hesitant, passive

