



Business DNA® Certified Advisor Training

Learn to Know, Engage and Grow Every
Employee and Customer for Building a
Behaviorally Smart Business.

Utilize Powerful Validated DNA Behavior Discovery Processes to Discover and Manage the Different Workplace Talents and Communication Styles of Leaders, Employees and Customers for Improving Business Performance.

The Program Details

Who Should Attend the Business DNA Classroom Training Program:

Those who will receive the greatest benefit from this program will be:

- Business advisors, consultants, mentors, coaches and trainers
- Entrepreneurs and executives who are leading teams of people
- Human resources executives
- Any other person seeking to transform personal and business performance for themselves and others.

Business DNA Training Program Structure (2 day course):

- Completion of pre-course work consisting of your Business DNA Discovery and debriefing 5 summary reports.
- Classroom training for 2 consecutive days from 8.00am to 5.00pm
- 3 Business DNA Webinar Calls for 1.5hrs each post the classroom training

Business DNA Certification (after the 2 day course described above):

- Follow-up 1:1 coaching on debriefing reports and facilitation skills
- Access to advanced training and facilitation resources
- Follow – up 1:1 coaching to develop advanced skills in facilitation, coaching and team programs, and/or building a business.
- Certification as a DNA Certified Business Advisor

Location of Classroom Training: Atlanta GA. USA.

What you get:

The training program includes facilitated training and accompanying presentation, practice using the suite of assessment tools and reports, and access to the Certified DNA Business Advisor Community Resources for using and delivering DNA Talent Performance Solutions.

Transportation, hotel and food will be at your own expense. A list of local hotel, restaurants and transportation recommendations will be provided upon registration.

Registration Procedures: email inquiries@dnabehavior.com to register.

More Information: Tel: 1-866-791-8992 , or email inquiries@dnabehavior.com

Program Overview

The Certified Business DNA Advisor Training Program helps you to know, engage and grow your employees and customers for managing behavior to build enhanced relationships and unlock human potential. You will learn how to deploy six unique DNA Performance Solutions using the internationally recognized Business DNA Discovery Processes and application tools.

Our behavioural methodology is proven to enhance your ability to more confidently lead, advise, coach, mentor or train leaders and teams to achieve sustainable business performance.

6 Unique DNA Performance Solutions



Program Overview

The uniqueness of the Business DNA Approach to business is characterized by:

1. The unparalleled depth and reliability of the Business DNA Discovery Processes for predicting natural behaviours for helping people build greater self awareness of their strengths and struggles, and higher levels of confidence.
2. Helping businesses measure Personal, Leadership and Business Performance and then customizing client and employee experiences with the matching of solutions based on DNA behavioural insights.
3. Increasing the emotional engagement of leaders, employees and clients through the mutual sharing of behavioral insights and higher levels of behavioral modification.

Program Deliverables: Tools, Resources and Books

1. DNA Personal Performance Deliverables:

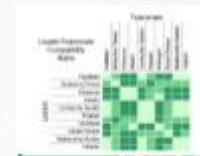
- Business DNA Natural Behavior Discovery
 - DNA Personal Life Performance
- DNA Unlocking Human Performance Guide
 - DNA Workplace Performance Plan
 - Powerful Questions for Employees



Business DNA Natural Behavior Report

2. Team Performance Deliverable:

- Business DNA Team Report
- Team Performance Score Card
- Team Performance Plan
- Powerful Questions for Teams Book



Business DNA Team Report

3. Relationship Performance Deliverables:

- Business DNA Comparison Reports
- DNA Ultimate Performance Card
- Business DNA Unlocking Team Mates Guide



DNA Ultimate Performance Card

Program Deliverables: Tools, Resources and Books

3. Relationship Performance Deliverables:

- Business DNA Comparison Reports
- DNA Ultimate Performance Card
- Business DNA Unlocking Team Mates Guide

4. DNA Hiring Performance Deliverables:

- Hiring Behavioral Benchmarks
- Hiring Process Manual
- Powerful Questions for Hiring Book



Powerful Questions for Hiring Book

5. DNA Leadership Performance Deliverables:

- Leadership Performance 360 Discovery
- Leadership Performance Plan



DNA Leadership Performance Plan

6. DNA Business Performance Deliverables:

- Business Performance Review



A. The Company's Business Success Strengths:
The Business Success Strengths are the 10 items in which the company scored highest on out of 75 total items based on 9 "Other's Avg. Rating". The development focus on these items is to encourage the company to maintain its current level of performance in these areas.

	Business Success Attribute	Category	Employee Assessment	Other's Avg. Rating
1	38. Makes the workplace happy and fun	Business Leadership	6	6.0
2	11. Correct organizational structure for products/services	Business Results	5	6.0
3	3. Clear communication of value of products/services	Business Communication	6	6.0
4	23. Customers prepared to refer business	Customer Engagement	4	6.0
5	56. Corporate values are clearly defined and communicated	Business Values	5	5.8
6	28. Warns and helps customers to succeed	Customer Engagement	5	5.8
7	27. Customer questions responded to patiently	Customer Engagement	5	5.8
8	6. Provides appropriate level of information	Business Communication	5	5.8
9	45. Enforces high standards	Business Leadership	5	5.8
10	75. Efficient use of technology and systems	Business Operations Compet	5	5.8

Business Performance 360 Report

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Contact Us

For more information about
Business DNA:

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Business DNA®
DNA Unlocking Human Capital Performance Guide

