



# Business DNA®

## Natural Behavior Discovery

Comparison Report for:  
**Chris Coddington**  
and  
**Helen Jones**

Providing key insights into  
how you can build a sound  
working relationship together.

## Introduction

We have prepared this Comparison Report based on each of your unique strengths and struggles and your DNA Natural Behavior Styles being "Strategist" for Chris and "Engager" for Helen.

The goal is to provide specific insights into how you will each operate in a workplace environment. For your teammate or leader, this information will provide more guidance on how to manage your expectations and how to best interact with you.

We have provided a graph on the next page which shows your different behavioral profile factor scores upon which this report is based. To review the detailed differences and/or similarities in your sub-factor scores, please see Page 10.

## Interpretation of this Report

In reviewing the report, please note the following points:

- The report reflects your natural behavior only. This behavior will generally remain consistent over time as it is the core of who you are. However, the report does not reflect how you may from time to time modify your behavior in certain situations based on experiences, education and values.
- There are no "good" or "bad" DNA Natural Behavior Styles. The key is how you can learn and become more productive from greater personal awareness of who you are.
- The report is a tool only and should not be solely relied on for making any decision.
- The graph below shows your scores for each behavioral factor in a range of 20 (left side) to 80 (right side). The "percentage score" in the brackets next to each score refers to the percentage of people who you score higher than on this factor.
- **To the extent you have strong behavioral factors over 60 and under 40, there is a higher chance the behavioral insights in this report will be more intensively displayed when you are making life and business decisions over a period of time. Scores closer to 50 indicate a more moderate style that is typically more flexible in that behavioral factor.**

Chris, based on your factor scores, your two strongest behavioral factors are:

- \* **Pioneer** - Sets direction, ambitious, committed to goals
- \* **Skeptical** - Questioning, guarded, wary

Helen, based on your factor scores, your two strongest behavioral factors are:

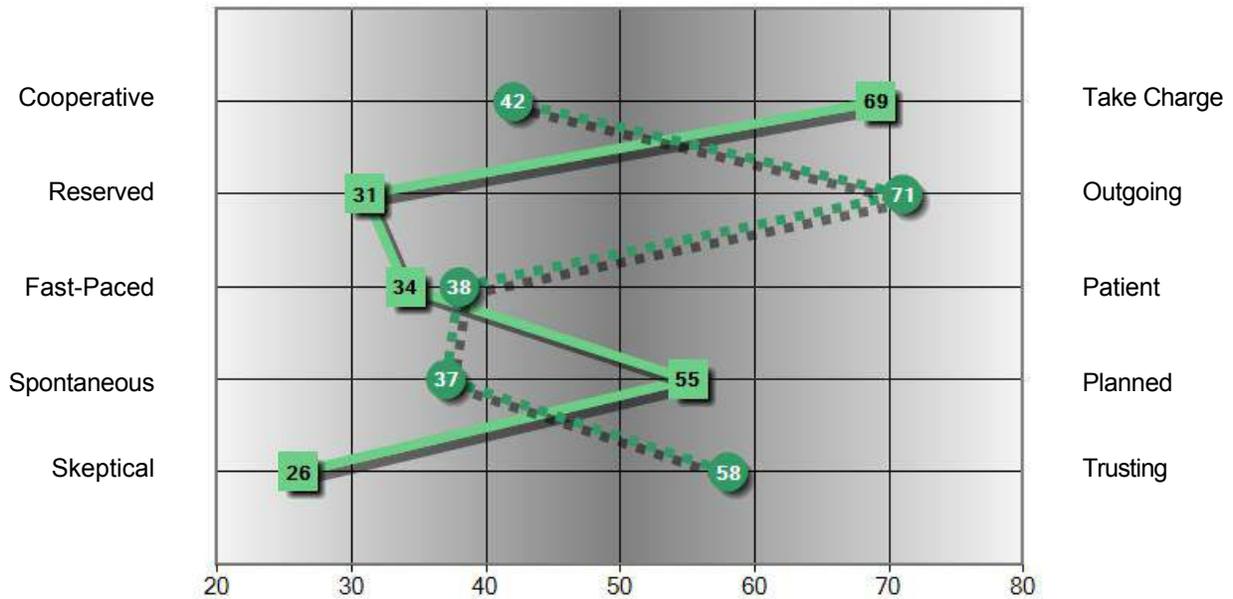
- \* **Outgoing** - Enjoys new ideas, expresses view, uses a networking approach
- \* **Creative** - Explores possibilities, innovative, driven by ideas

# Business DNA Natural Behavior Discovery Snapshot

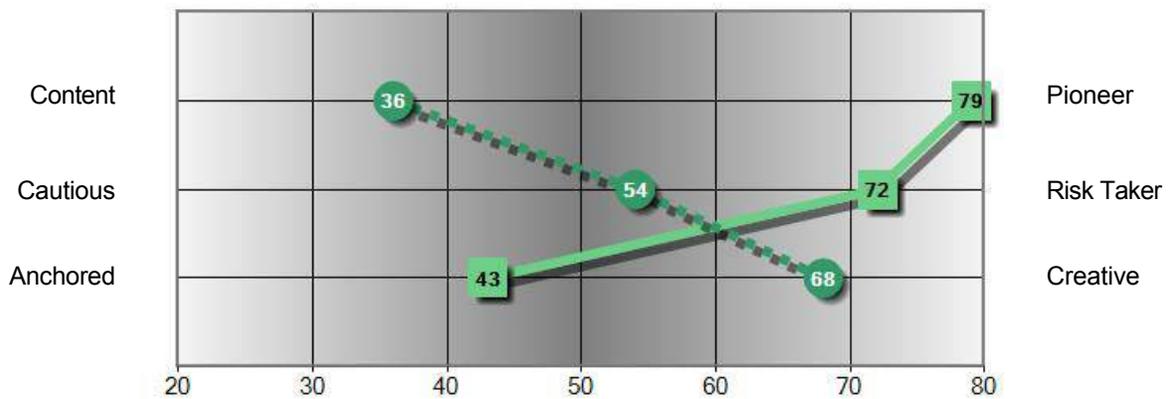
**Chris**

**Helen**

## Core Work Life Drivers



## Work Life Planning Drivers



## Work Life Behavioral Attitudes

Your natural motivations, desires and approach to Work Life are often influenced by the strongest traits in your natural behavioral style. Based on the two strongest behavioral factors shown on page 2 of this report, your primary Work Life Attitudes are summarized in the table below.

Chris Coddington	Work Life Attitude 1 Pioneer Factor	Work Life Attitude 2 Skeptical Factor
Work Life Philosophy:	Goal driven	Protective of information
Workplace Approach:	Being progressive	Gets directly involved
Financial Attitude:	Achievement driven	Guarded
Goal Setting Approach:	Ambitious	Asks difficult questions
Activity Passion:	Accepting challenges	Critical thinking
Values:	Taking action	Discovering the truth
Workplace Motivation:	Having high impact	Free to ask Questions
Strength:	Takes initiative	Watchful
Blind-spot:	Too focused	Fearful
Communication:	Provide big picture	Be logical

Helen Jones	Work Life Attitude 1 Outgoing Factor	Work Life Attitude 2 Creative Factor
Work Life Philosophy:	Building contacts	Being innovative
Workplace Approach:	Open discussion	Finding the best solution
Financial Attitude:	Generous	Invest in new ideas
Goal Setting Approach:	People first	The best way
Activity Passion:	Communication	Exploring possibilities
Values:	Enjoyment	Continuous improvement
Workplace Motivation:	Recognition	New projects
Strength:	Openness	Thinks outside the box
Blind-spot:	Over spends	Easily bored
Communication:	Verbalize	Brainstorm

## Workplace Insights

Based on combinations of the behavioral factors in your graph shown on page 3 of this report, your natural talents in the workplace are set out in the table below.

<b>Chris Coddington</b>	<b>L/M/H</b>	<b>Population% (0-100%)</b>
Desire to Make Decisions:	HIGH	96%
Patiently Builds long-term Relationships:	LOW	1%
Focus on Bottom Line Results:	HIGH	98%
Sets Goals for Ambitious Plans:	HIGH	99%
Pursues Goals to Stay Focused on the Plan:	HIGH	96%
Prepared to Focus on and Support Innovation:	HIGH	82%
Need for Information, Research and Analysis:	HIGH	95%
Ease to Communicate Directly and Candidly:	HIGH	84%
Confronts Directly and Candidly:	HIGH	92%
Ability to Empathetically Listen:	LOW	14%
Quickly Makes Decisions With Confidence:	HIGH	95%
Independently Makes Decisions:	HIGH	93%

<b>Helen Jones</b>	<b>L/M/H</b>	<b>Population% (0-100%)</b>
Desire to Make Decisions:	LOW	8%
Patiently Builds long-term Relationships:	HIGH	79%
Focus on Bottom Line Results:	MEDIUM	31%
Sets Goals for Ambitious Plans:	LOW	10%
Pursues Goals to Stay Focused on the Plan:	LOW	2%
Prepared to Focus on and Support Innovation:	HIGH	90%
Need for Information, Research and Analysis:	LOW	16%
Ease to Communicate Directly and Candidly:	HIGH	86%
Confronts Directly and Candidly:	MEDIUM	66%
Ability to Empathetically Listen:	LOW	14%
Quickly Makes Decisions With Confidence:	HIGH	73%
Independently Makes Decisions:	MEDIUM	38%

## Your Compatibility for Interacting Together

In this report, we have provided you each with insights for how to modify your behavior and communication with each other. These insights are based on the similarities and/or differences in your behavioral factor scores. Also, we have provided what the other person's unique strengths and struggles are so that you are more aware of them and how they are similar or different to you.

**Use the summary below as a guide to how you can each modify your natural style when working together.**

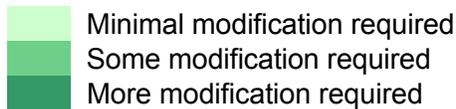
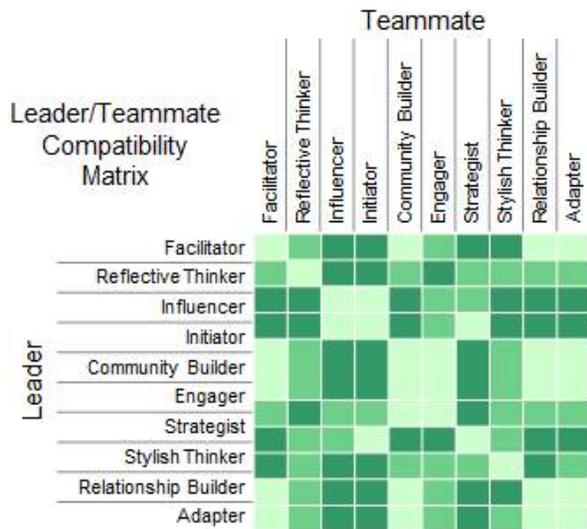
- Need to ensure that a relaxed environment is created so that both can safely contribute their ideas
- Adapt to work at a similar pace and create a shared commitment for the same vision and goals
- Need to remember that while one of you may interact a lot the other will need reflection time
- Need to recognize that one of you will connect with people easily and the other will stand-off and make observations
- Reinforce each others tendency to be combative and trigger conflict
- Have a straightforward relationship and operate at a fast pace
- Need to provide a set of rules for you both to operate with but allow some flexibility for changes in plans
- Benefit from one's high level on the spot approach and the follow through of the other to check out the details before moving forward
- Need to balance out the need to check situations out versus allowing situations to flow
- Benefit from one's desire to investigate and the other's ability to remain approachable and create a safe environment
- Need to balance out the drive to achieve versus having balance
- Benefit from one's goal drive but do not allow that competitiveness to de-stabilize steady progress
- Both are willing to take chances so may not readily see potential dangers
- At times both need to slow down the impulses to take bold action and evaluate the situation
- Need to recognize the innovative ideas that are worth adopting and work together to make them tangible
- Benefit from one's ability to conceive new possibilities and the other's ability to make them realistic and practical

## Your Compatibility for Interacting Together

A strong long-term relationship with others can be built with commitment and mutual understanding. Successful relationships can be developed from any combination of behavioral style.

The graph below shows those persons whom you will most easily work with in a team because you are generally closer in relationship style, and hence minimal behavioral modification required. Also, it shows those DNA Natural Behavior Styles with whom you will have to more closely review how you each adapt because there are greater differences, and hence more behavioral modification required.

Adapting your behavior to work with another person requires concentrating more on your level of self-awareness when you are with that person. However, when a person in the team is different from you there are also many benefits because of their different perspectives. While recognizing that natural behavior is important, also sharing common values, beliefs and attitudes is important for building a successful working relationship.



### Chris - Strategist

**Typically Works Easily With:**

Initiator, Strategist

**Review How You Adapt:**

Facilitator, Community Builder, Engager, Relationship Builder, Adapter

### Helen - Engager

**Typically Works Easily With:**

Community Builder, Engager

**Review How You Adapt:**

Reflective Thinker, Strategist

## Chris's DNA Ultimate Performance Guide

The DNA Ultimate Performance Guide in the table below has been prepared based on your scores highlighted on page 3 of this report. This information is very powerful for identifying the environment you wish to make decisions in, and for self coaching. Also, by sharing this information with others you will learn how to honor them by more effectively adapting to their needs.

The Performance Strengths are your primary talents which if used appropriately will help you in performing to your greatest potential, with the least stress. The Performance Struggles are behavioral traits which can arise from over using your Performance Strengths. We encourage you to use your strengths and manage your struggles such that they do not become weaknesses and get in the way of your maximum performance. Further, your coach, mentor, advisor, spouse, partner, family and others in your life should be aware of these Performance Strengths and Performance Struggles when relating to you.

Your Performance Strengths	Your Performance Struggles
<p><i>Knowing your strengths, you can increase your performance potential.</i></p> <ul style="list-style-type: none"><li>• Takes initiative</li><li>• Goal driven</li><li>• Accepts challenges</li><li>• Thinks matters through</li><li>• Able to ask difficult questions</li></ul>	<p><i>Knowing your struggles, you can reduce your performance impediments.</i></p> <ul style="list-style-type: none"><li>• May sacrifice a balanced life</li><li>• Can be overly vigorous</li><li>• May have difficulty letting matters go</li></ul>

## Your Performance Environment Keys

*The Performance Environment Keys indicate the required setting for your maximum performance.*

- Provide me with the big picture
- Present me with action plans
- Keep me informed of progress
- Expect me to ask for the logic and key points
- Remember my need to do analysis

The Performance Environment Keys indicate how you wish to be related to by others. If others relate to you on these terms then an enhanced relationship can be developed and maintained with you. You also need to be prepared to honor how others wish to be related to understanding their performance environment.

## Helen's DNA Ultimate Performance Guide

The DNA Ultimate Performance Guide in the table below has been prepared based on your scores highlighted on page 3 of this report. This information is very powerful for identifying the environment you wish to make decisions in, and for self coaching. Also, by sharing this information with others you will learn how to honor them by more effectively adapting to their needs.

The Performance Strengths are your primary talents which if used appropriately will help you in performing to your greatest potential, with the least stress. The Performance Struggles are behavioral traits which can arise from over using your Performance Strengths. We encourage you to use your strengths and manage your struggles such that they do not become weaknesses and get in the way of your maximum performance. Further, your coach, mentor, advisor, spouse, partner, family and others in your life should be aware of these Performance Strengths and Performance Struggles when relating to you.

Your Performance Strengths	Your Performance Struggles
<p><i>Knowing your strengths, you can increase your performance potential.</i></p> <ul style="list-style-type: none"> <li>● Good at meeting people</li> <li>● Likes to make a good impression on others</li> <li>● Able to promote</li> <li>● Open to unusual ideas</li> <li>● Imagines new possibilities</li> </ul>	<p><i>Knowing your struggles, you can reduce your performance impediments.</i></p> <ul style="list-style-type: none"> <li>● Strong need for approval from others</li> <li>● May be too transparent, too uninhibited</li> <li>● Difficulty with following set procedures</li> </ul>

## Your Performance Environment Keys

*The Performance Environment Keys indicate the required setting for your maximum performance.*

- Remember my need for fun and/or excitement
  - Invest time in building our relationship
    - Tell me who is involved
- Expect/encourage my out-of-the-box thinking
  - Encourage me to brainstorm

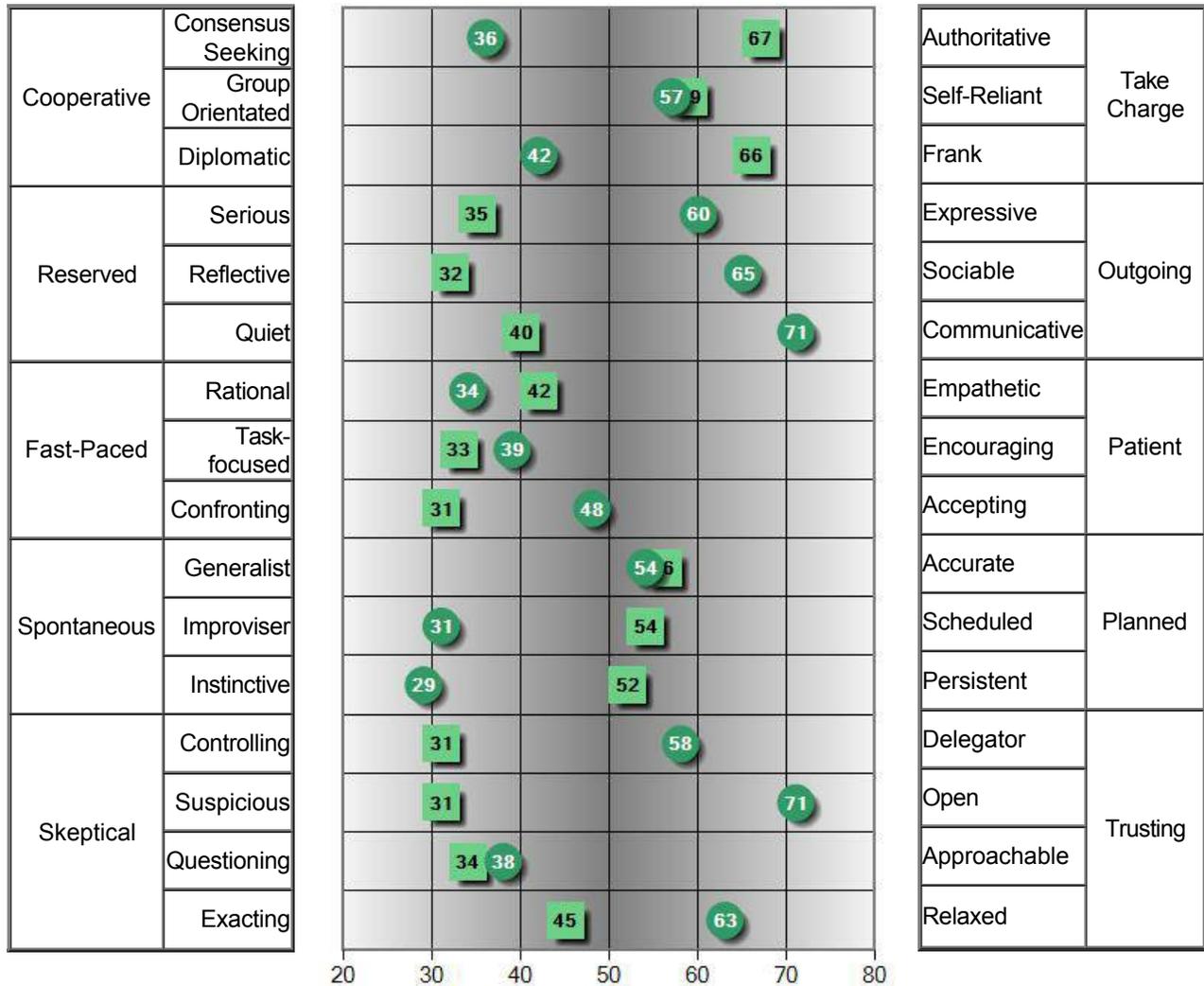
The Performance Environment Keys indicate how you wish to be related to by others. If others relate to you on these terms then an enhanced relationship can be developed and maintained with you. You also need to be prepared to honor how others wish to be related to understanding their performance environment.

## Breakdown of 24 Sub-Factors of DNA Behavior

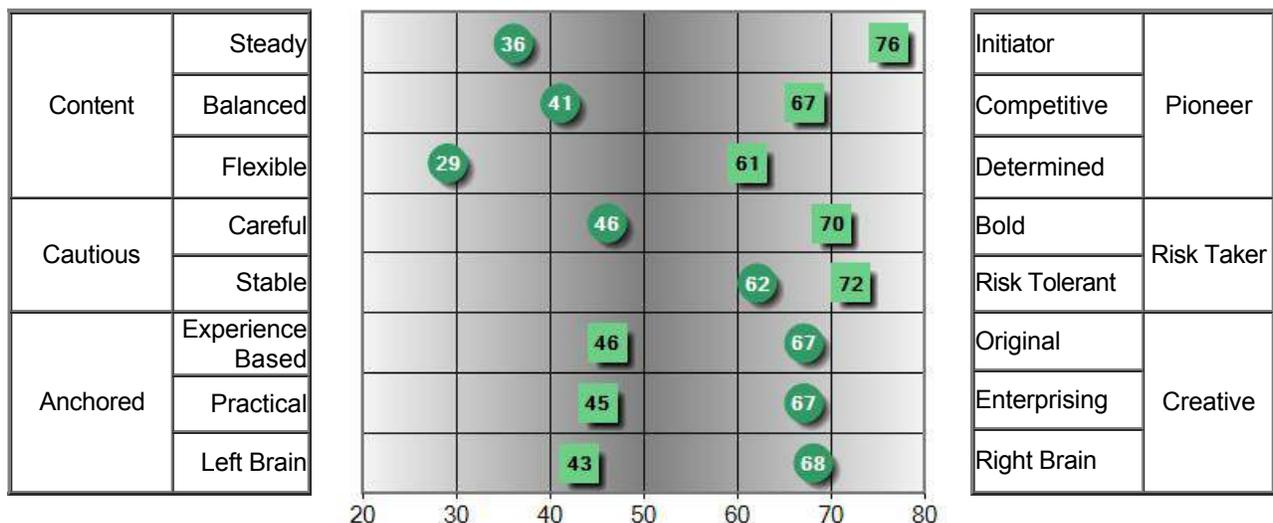
Chris

Helen

### Core Work Life Drivers



### Work Life Planning Drivers



## Disclaimer

The purpose of this instrument is educational. It is designed to help people identify their natural behavioral strengths. This Business DNA Natural Behavior Report should not be used to identify, diagnose, or treat psychological, mental health, and/or medical problems. Additionally, if this report is used to evaluate personnel, the user should seek adequate legal counsel to ensure compliance with applicable local, state and federal employment laws. The user assumes sole responsibility for any actions or decisions that are made as a result of using this aid to self-discovery. By using the Business DNA Natural Behavior Report, you expressly waive and relinquish any and all claims of any nature against DNA Behavior International, any affiliated companies, and/or their employees arising out of or in connection with the use of this survey. In addition, the use of this report is subject to the Terms and Conditions at [www.businessdna.com](http://www.businessdna.com).

## Additional Information

- If you would like to learn more about your workplace behavior and to get further coaching, please review your Coaching Report.
- The Coaching Report will provide in-depth coaching information and questions to assist in the development of your workplace and leadership performance.
- For more information, please contact your DNA Behavior Consultant or Company Representative.

## Next Steps

### 1. Business DNA Personal Work Life Performance Discovery

This discovery process measures your current Personal Work Life Performance to ultimately improve your personal work life alignment, improve your work life happiness and fulfillment, and to develop and grow your working relationships.

### 2. Business DNA Employee Performance 360 Discovery

This discovery process provides an opportunity for yourself and your coworkers to anonymously evaluate your current workplace performance. The objective of this process is to highlight your current performance strengths and struggles and use these to help you build your own workplace goals and build an Employee Performance Plan.

### 3. Further Education

We have a number of education programs available to enhance understanding of what the reports mean and how to use them on a daily basis. Please contact us at [inquiries@dnabehavior.com](mailto:inquiries@dnabehavior.com) for more information and access to these programs.

- Executive Performance Coaching
- Team Performance
- Sales and Client Service Performance
- Business Succession Performance
- Leadership Performance
- Hiring and Talent Management
- Business Planning Performance
- Executive Quality Life Performance