



Business DNA®

Natural Behavior Discovery

**Summary Report for
Chris Coddington**

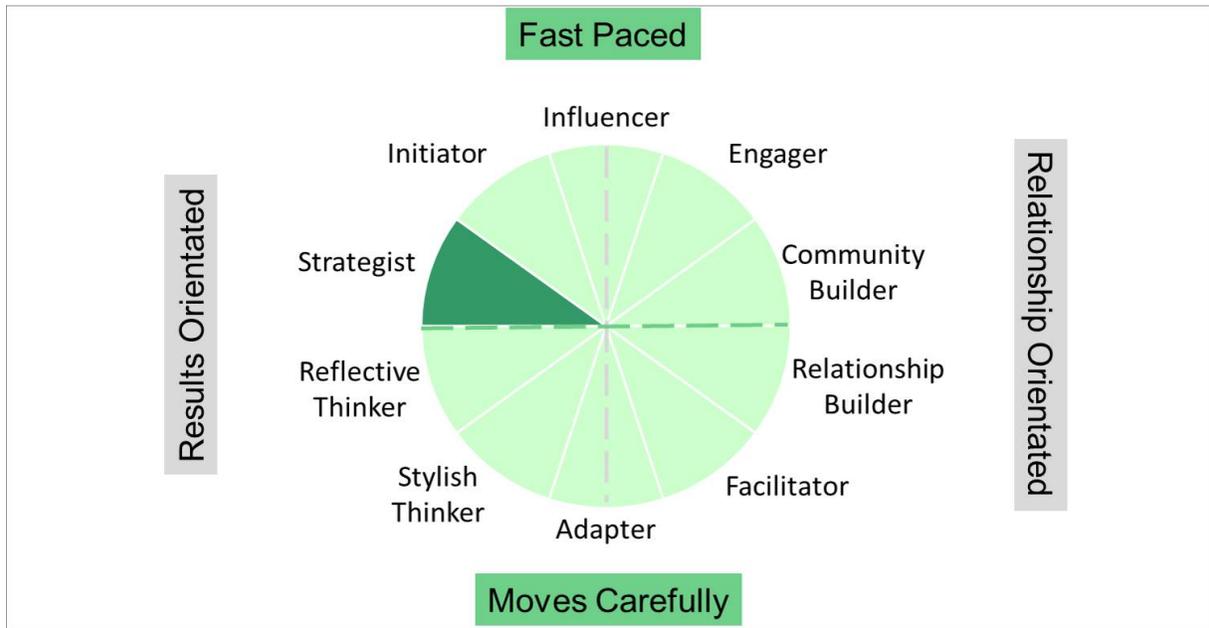
Providing key behavioral insights
into your natural workplace talents
and business performance.

Business DNA Natural Behavior Summary Report for: Chris Coddington
 Your DNA Natural Behavior Style: Strategist

Strategists naturally blend their strong drive to reach key goals with sound knowledge, high quality processes and quality control standards. As a result, they are equipped to be strategic players in situations where achieving results is a priority. They have an ability to achieve ambitious goals and concentrate on matter-of-fact, practical issues. They also have a rational, impartial approach that enhances their ability to make difficult decisions.

Summary of DNA Natural Behavior - The 10 Unique Styles

The graph below shows the 10 DNA Natural Behavior Styles in relation to one another. Your style is highlighted in the graph. This will help you to see your instinctive behavioral similarities and differences to other styles more clearly.



Based on your factor scores, your 2 strongest behavioral factors are:

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

The behavioral biases associated with these factors are:

- * **Pioneer** - May be overly focused on success, too driven and not properly recognize resources needed
- * **Skeptical** - May get in the way of ideas, resists delegating and not transparent, and may be intimidating

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

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

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 in your Natural Behavior, your primary Work Life Attitudes are summarized in the table below.

	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

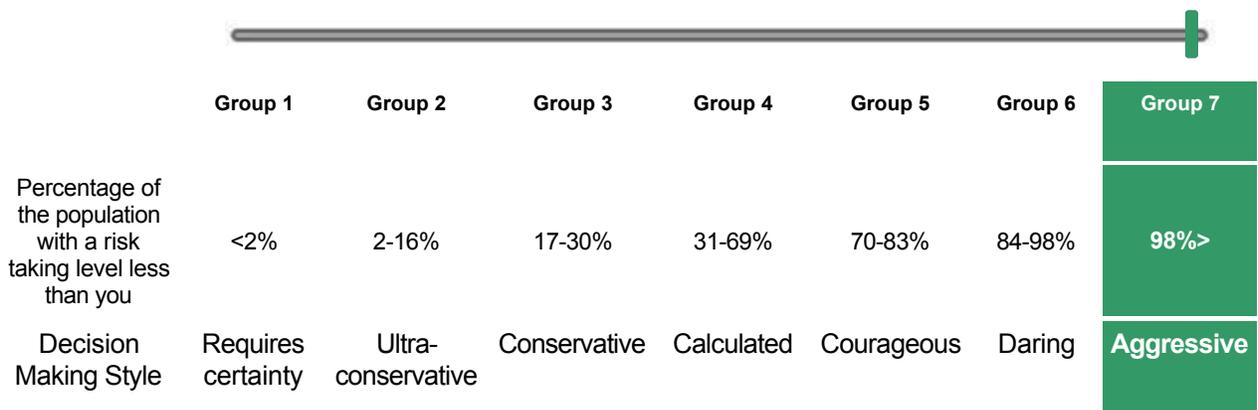
Workplace Insights

Based on combinations of your behavioral factors, your natural talents in the workplace are set out in the table below.

Insight	L/M/H	Population% (0-100%)
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%

Natural Behavior Business Decision-Making Parameters

Your standard Natural Behavior Business Decision Making group for determining the approach you will take to making key business decisions is indicated below. Your Business Decision Making Group has been determined based on the blend of your natural behavior Risk Propensity and Risk Tolerance which have been measured in your Business DNA Natural Behavior Discovery. However, your actual approach to making business decisions will be influenced by the current circumstances of the business and your personal financial preferences that have evolved from circumstances, experiences and education.

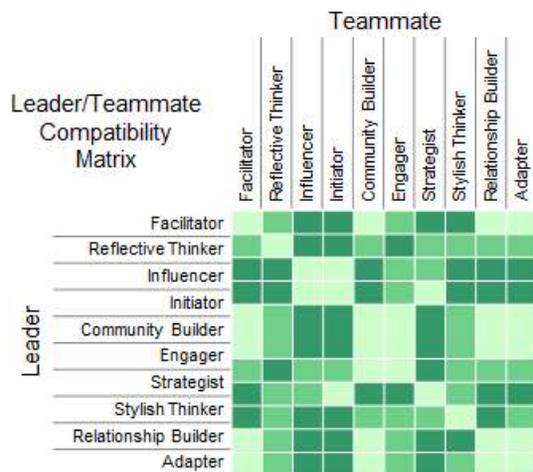


Leader/Teammate Compatibility

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, for the Strategist style, 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.



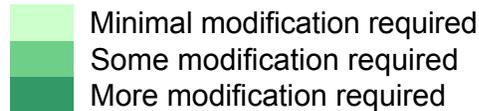
Strategist

Typically Works Easily With:

Initiator, Strategist

Review How You Adapt:

Facilitator, Community Builder, Engager, Relationship Builder, Adapter



Key Workplace Questions for You to Consider

1. Are you keeping your team and associates fully abreast of your vision and where they fit in to it? How comfortable are you trusting others with key information and your real feelings and intentions?
2. Are you investing time into your colleagues so that you can trust them sufficiently to delegate tasks?
3. Are you developing a more effective style of communication by showing patience and listening when others with different gifts sets to yours are offering an opinion?

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.

Additional Information

- If you would like to learn more about your workplace behavior and to get further coaching, please review your Workplace Operations Report and Coaching Report.
- For more information, please contact your DNA Behavior Consultant or Company Representative.