

Career Life Discovery

DNA Career Performance Report

for

Chris Coddington



Providing in-depth feedback to assist in optimizing the integration of your work and personal life for increasing Career Performance.

Based on completing your:

Business DNA Natural Behavioral Discovery: 01 October,2008

Business DNA Career Life Discovery: 04 November,2011

DNA Career Performance Report

Chris Coddington

04-Nov-11

Introduction

Chris, the primary objective of this report is to provide in-depth feedback to assist in optimizing your Career Performance. This report uses results gathered from your Business DNA Career Life Discovery and results gathered from your completion of the Business DNA Natural Behavior Discovery. This report is designed for you to ultimately improve your current career alignment, improve your career happiness and fulfillment, and to develop and grow your career relationships. In particular, the focus of the report is to help you more productively apply your strengths and also manage your struggles so they do not become weaknesses and reduce your Career Performance.

Report Format

- **Section 1:** Your Career Sustainable Performance Index
- **Section 2:** Snapshot Analysis of Your Career Performance Balance
- **Section 3:** Your Career Performance Plan
- **Sections 4.1-4.8:** Feedback on how you perceive your Career across 70 attributes in the key areas of Career Purpose, Career Role Fit, Current Career Engagement, Career Productivity, Career Relationships, Career Confidence, and Career Wisdom

Scoring Methodology:

- As you will recall, you have rated yourself in the Business DNA Career Life Discovery on a basis of 1-7. The scores will be reflected as "Self Assessment" in Sections 4.1 to 4.8, using the following criteria:
1= Not at all 2= Hardly at all 3= To a small extent 4= Average
5= To a moderate extent 6= For the most part 7= To a very great extent

DNA Career Sustainable Performance Model



Section 1: Your Career Sustainable Performance Index

Based on the results of your DNA Career Performance Profile we have measured your Career Sustainable Performance Index ("SPI"). Your Career SPI measures your current Career Performance capacity and shows your potential for Career Performance growth. Knowing your current Career Performance is the ideal starting point for building your DNA Career Performance Plan. The performance objective is for you to increase your Career SPI over time.

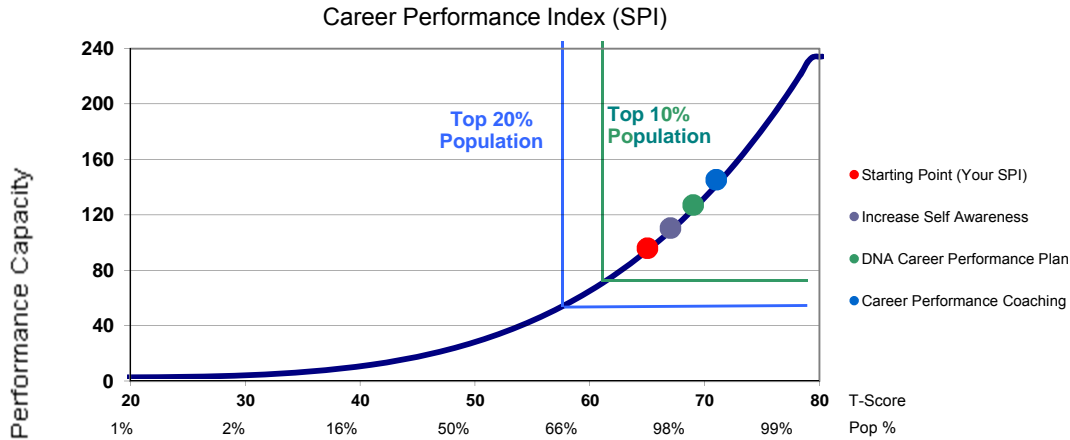
The career strengths highlighted in this report indicate your areas of potential which need to be sustained. The career development opportunities reflect your career performance impediments which need further development. Once you have awareness of these areas of career potential and impediments you can build your DNA Career Performance Plan.

The graph below indicates your SPI score and the level of your performance against the general population. You will see from the graph the increase in career capacity that can be achieved once you move into the top 20% of career performance.

Your SPI reflects your Career Performance in the following areas:

Sections 4.1-4.5	Career Performance Pathway:	83.14%
Section 4.6	Career Relationships	68.57%
Section 4.7	Career Confidence:	85.71%
Section 4.8	Career Wisdom:	81.43%

Based on these scores your Career SPI score is 96 which translates to a T-Score of 65. This means you currently perform at a higher level than 93% of the population.



Improving your Career Sustainable Performance Index

As you build your Career Performance we suggest that you use your report in the following way to build your performance.

1. Increase Self Awareness



Review your Career Performance Balance in Section 2 and a Summary of your Career strengths and struggles in Section 3 to identify your current level of Career Performance.

Then, review your Natural DNA Behavior strengths and struggles to identify how your natural behavior is impacting your current Career Performance.

2. Create Your DNA Career Performance Plan

Build a purpose based DNA Career Performance Plan which optimizes your work life.

Start building your Career Performance Pathway (refer Section 4.1 to 4.4) and Emotional Engagement (refer Section 4.5) of others based on greater self awareness of your Career strengths and development opportunities highlighted in this report.

3. Career Performance Coaching



Then, regularly work with your DNA Performance Advisor to increase your confidence (refer Section 4.6) and practice smart behaviors by making wise decisions (refer Section 4.7)

Section 2: Snapshot Analysis of Your Career Performance Balance

DNA Career Performance: Based on the results of your DNA Career Life Discovery we have measured your Career Sustainable Performance Index ("SPI"). Your Career SPI measures your current Career Performance capacity and shows your potential for Career Performance growth. Knowing your current Career Performance is the ideal starting point for building your DNA Career Performance Plan. The performance objective is for you to increase your Career SPI over time.

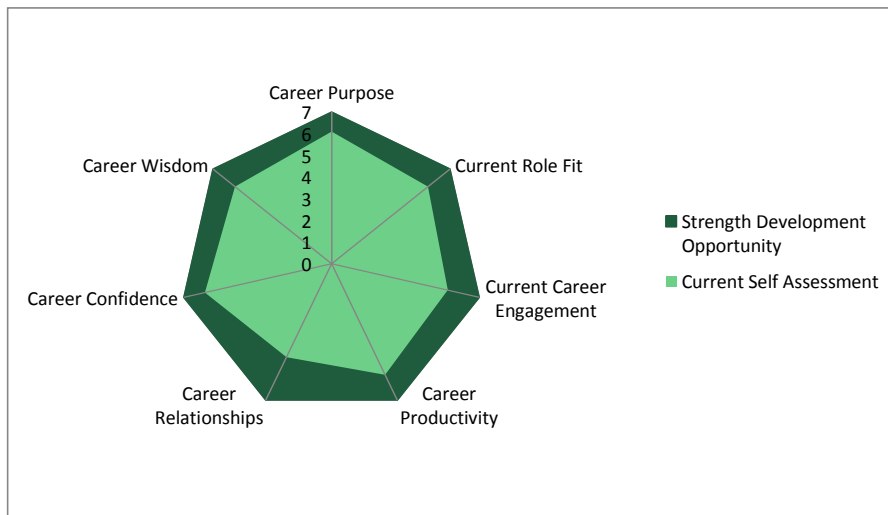
The graph below reflects 7 key areas of your Career Performance based on the current perceptions you have of your career. This is the ideal starting point for you in building a Career Performance Plan and achieving your career and workplace goals. Each of these 7 areas are completely interconnected. The challenge is sustaining high performance in all 7 of them at the same time.

The key to successfully managing this balance at a high level will be your Natural DNA Behavior. Based on your Natural DNA Behavior style there will be Career areas in which you have strengths that drive performance and others which you struggle with that if not managed will be an impediment to performance.

The **Strength Development Opportunities** highlighted in this report indicate your areas of potential which need to be sustained. The career development opportunities reflect your career performance impediments which need further development. Once you have awareness of these areas of career potential and impediments you can build your DNA Career Performance Plan.

The graph below represents your DNA Career Performance in the following areas based on a maximum score of 7.

DNA Career Performance Category	Current Self Assessment	Strengths Development Opportunity
Career Purpose	6.1	0.9
Current Role Fit	5.7	1.3
Current Career Engagement	5.5	1.5
Career Productivity	5.7	1.3
Career Relationships	4.8	2.2
Career Confidence	6	1
Career Wisdom	5.7	1.3



No one is perfect. A perfect Career Performance graph would appear such as this with the whole graph shaded.



While all 7 areas of your Career Performance are important to your overall success, focus on areas which require the most attention. Start by identifying the area on the graph which is closest to the center as this is your greatest current struggle e.g. your Highest Strength Development Opportunity.

Section 3: Your DNA Career Performance Plan

Your DNA Career Life Performance Plan has been developed to highlight specific areas of your career alignment. Your Career strengths have been highlighted in Section A and provide feedback on items of which you currently excel at in your career. In Section B, your Career DNA Performance Development Opportunities have been provided as areas which should first be addressed in your Career Performance Plan.

A. Your Career Strengths:

Your Career Life Strengths are the 10 items in which you perceive your current performance to be the highest in, out of the 70 total items in the Career Life Discovery process. The development focus is to encourage you to maintain your current level of Career Performance in these areas.

	Career Performance Attribute	Category	Self Assessment (A)	Your Strengths Development Opportunity (Max score of 7 minus A)
1	62. I monitor my plans based on my life purpose	Career Wisdom	7	0.0
2	59. I am comfortable being transparent with others at work	Career Confidence	7	0.0
3	58. I am able to acknowledge my mistakes at work	Career Confidence	7	0.0
4	30. I am rewarded fairly for what I produce in my current role	Current Career Engagement	7	0.0
5	9. I am clear about what I need to do to achieve my career goals	Career Purpose	7	0.0
6	4. I have a meaningful purpose statement to guide future career decisions	Career Purpose	7	0.0
7	70. I am able to make informed decisions based on my values	Career Wisdom	6	1.0
8	68. I can confront challenges in a timely and effective manner	Career Wisdom	6	1.0
9	66. I can balance my daily actions with my long term objectives	Career Wisdom	6	1.0
10	64. I have a sounding board to keep me on track	Career Wisdom	6	1.0

B. Your Career Struggles

Your Career Struggles are the 10 items in which you perceive your current performance to be the lowest in, out of the 70 total items in the Career Life Discovery process. The development focus on these items is to encourage you to manage these struggles in order to increase your current level of Career Performance.

	Career Life Performance Attribute	Category	Self Assessment (A)	Your Strengths Development Opportunity (Max score of 7 minus A)
1	42. I spend plenty of time each day interacting with colleagues and clients	Career Relationships	4	3.0
2	48. An importance is placed on adapting our communication with others	Career Relationships	4	3.0
3	49. I feel my differences with others are embraced and respected	Career Relationships	4	3.0
4	7. I have clarity about my career goals and future intentions	Career Purpose	5	2.0
5	14. I am able to take on challenges that I enjoy	Current Role Fit	5	2.0
6	15. I can effectively use past experiences	Current Role Fit	5	2.0
7	18. I can grow to be the best that I can be	Current Role Fit	5	2.0
8	21. I have a similar happiness on working and non-working days	Current Career Engagement	5	2.0
9	25. I do not feel burned out by my work	Current Career Engagement	5	2.0
10	26. I am able to live some of my life dreams by going to work	Current Career Engagement	5	2.0

C. Your Career Performance Development Priorities:

Your Career Performance Development Priorities provide a ranking of which Career Performance categories you should address first in developing your Career Balance. A priority of 1 indicates this category will require the most attention in your DNA Career Performance Plan and a priority of 7 indicates that this category would need the least amount of time for development.

	Career Performance Attribute	Self Assessment (A)	Your Strengths Development Opportunity (Max score of 7 minus A)
1	Career Relationships	4.8	2.2
2	Current Career Engagement	5.5	1.5
3	Current Role Fit	5.7	1.3
4	Career Productivity	5.7	1.3
5	Career Wisdom	5.7	1.3
6	Career Confidence	6.0	1.0
7	Career Purpose	6.1	0.9

D. Building Your Career Performance Balance

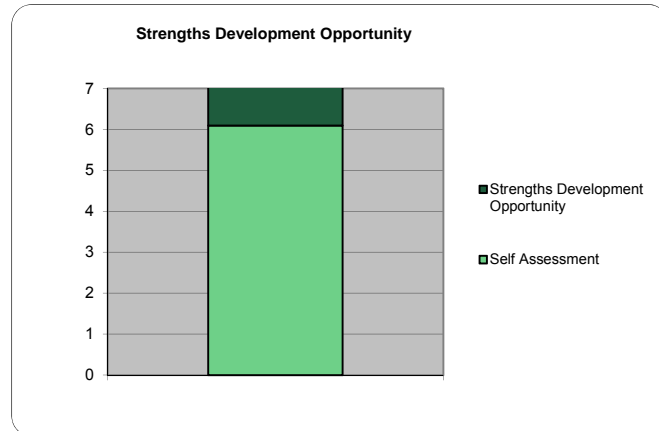
Managing your Career Performance Balance is difficult. The key to improving your balance and therefore Career Performance Growth is to firstly address your top 2 "Strengths Development Opportunities" identified in section C above. Success in developing Career Performance will be largely impacted by your Natural DNA Behavior and a determination to make the necessary career changes.

Career Life Performance Development Priorities	Career Relationships	Current Career Engagement
Career Life Goal	Work on spending more time interacting with colleagues, clients and building your circle of influence.	Focus on increasing your career motivation by making going to work a positive and fulfilling experience
Behavioral Strengths and Struggles for Achieving your Career Goals		
Risk Taker Strength	Will experiment meeting new people to expand their world	Will engage with others to pursue new opportunities
Risk Taker Struggle	May be too high energy for others who cannot keep up	May waste energy on concepts that do not lead to results
Risk Taker Question	What steps do you take to manage the impact of risks you take on others?	What is a business activity that you are confident of having a high impact in?
Fast-Paced Strength	Achieves results for people which can sustain relationships	Will be energetic if a positive environment
Fast-Paced Struggle	Can be judgmental and critical	Will get restless and be impatient if goals not achieved
Fast-Paced Question	What is your approach to preserving the relationship when having difficult conversations?	What steps do you need to take to improve how you are rewarded for performance?

Section 4.1: Performance Pathway- Career Purpose

Integral to building a high level of Career Performance is your Career Purpose. Career Purpose is the core foundation and values by which you approach work and make career choices. This is the framework from which all your career goals will be set and career decisions made. It also represents the calling for your career, the very essence of your career and key to your overall life existence, and will become why you do what you do.

Total Maximum Rating: 7
- Self Assessment 6.1
Overall Strengths Development Opportunity: 0.9



Career Purpose Attributes	Self Assessment (A)	Strengths Development Opportunity (Max score of 7 minus A)
1. I am clear about who I am	6.0	1.00
2. I recognize the importance of my life journey on who I am	6.0	1.00
3. I have a clear understanding of the influences that drive my career choices	6.0	1.00
4. I have a meaningful purpose statement to guide future career decisions	7.0	0.00
5. I am focused on pursuing my passions in my career	6.0	1.00
6. My vision and values are clearly defined and communicated	6.0	1.00
7. I have clarity about my career goals and future intentions	5.0	2.00
8. I am currently living a standard of life that I want	6.0	1.00
9. I am clear about what I need to do to achieve my career goals	7.0	0.00
10. I have a personal legacy that I wish to pass on to others	6.0	1.00

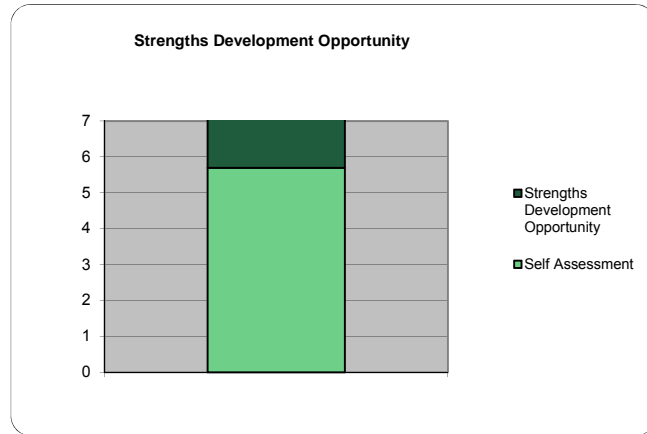
1. What activities would bring more meaning into your career?

2. What changes do you need to make to bring more meaning in your career?

Section 4.2 Performance Pathway- Career Role Fit

Integral to building Career Performance is your level of Career Role Fit. Career Role Fit is having a role that provides the ability to productively use your strengths at work. Further, your Career Role Fit will be enhanced by the ability to work in an environment that meets your values, allows you to build relationships and provide an overall work life balance that enables all other areas of your life to grow, and ultimately to earn an income that reflects your talents and skills.

Total Maximum Rating: 7
– Self Assessment 5.7
Overall Strengths Development Opportunity: 1.3



Career Role Fit Attributes	Self Assessment (A)	Strengths Development Opportunity (Max score of 7 minus A)
11. I have a clear definition of my role	6.0	1.00
12. I am productively using my strengths every day at work	6.0	1.00
13. I feel energized by the tasks I am performing	6.0	1.00
14. I am able to take on challenges that I enjoy	5.0	2.00
15. I can effectively use past experiences	5.0	2.00
16. I have the skills and knowledge for the role	6.0	1.00
17. My role provides an appropriate work life balance	6.0	1.00
18. I can grow to be the best that I can be	5.0	2.00
19. I have opportunities for growth	6.0	1.00
20. I do not feel regularly stressed by my role	6.0	1.00

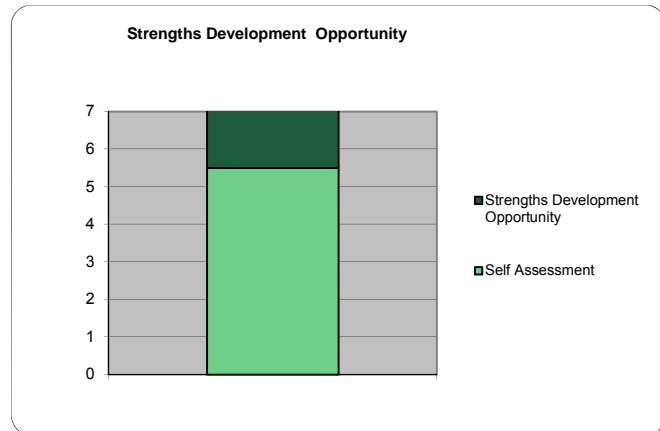
1. What work do you enjoy the most doing?

2. Are there any work activities you would like to be focusing your attention more on?

Section 4.3: Performance Pathway - Current Career Engagement

Key to your level of Career Performance is your current level of Current Career Engagement. Current Career Engagement reflects your happiness in the current role, with your current employer and with your overall performance. Having high Current Career Engagement is key to having the desire to go to work and perform at your highest level for a sustained period. This will be a significant factor in how you build your career and in which environment.

Total Maximum Rating: 7
- Self Assessment 5.5
Overall Strengths Development Opportunity: 1.5



Current Career Satisfaction Attributes	Self Assessment (A)	Strengths Development Opportunity (Max score of 7 minus A)
21. I have a similar happiness on working and non-working days	5.0	2.00
22. I work around people who make me feel enthusiastic	6.0	1.00
23. I am able to live my values at work	6.0	1.00
24. I look forward to going to work each day	6.0	1.00
25. I do not feel burned out by my work	5.0	2.00
26. I am able to live some of my life dreams by going to work	5.0	2.00
27. My role provides the recognition I need	5.0	2.00
28. My workplace is happy and fun	5.0	2.00
29. I work in a supportive environment	5.0	2.00
30. I am rewarded fairly for what I produce in my current role	7.0	0.00

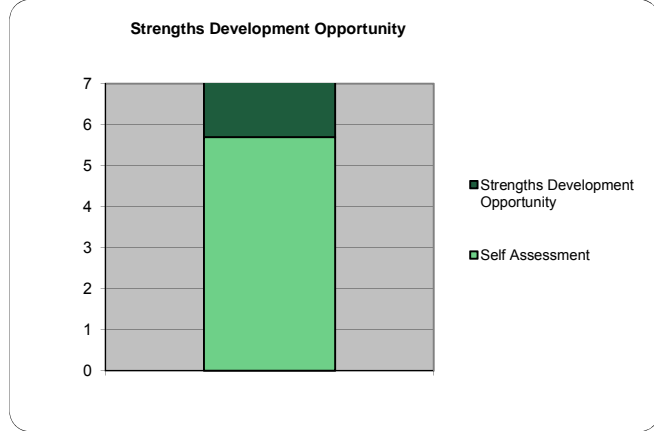
1. What aspects of your work are keeping you interested?

2. What do you need more to stay interested in your current role?

Section 4.4: Performance Pathway - Career Productivity

The sustainability of your Career Performance will be significantly influenced by your level of Career Productivity. Career Productivity is whether you work in an environment that is conducive to performing at your best and provides the appropriate level of financial reward and non-financial rewards for achieving results. Being in a productive environment is vital to staying engaged in your career and having the opportunity to perform at your maximum potential.

Total Maximum Rating: 7
– Self Assessment 5.7
Overall Strengths Development Opportunity: 1.3



Career Productivity Attributes	Self Assessment (A)	Strengths Development Opportunity (Max score of 7 minus A)
31. My working environment is conducive to high performance	5.0	2.00
32. I receive appropriate feedback on my work internally and externally	5.0	2.00
33. I am set clear goals that can be realistically achieved	6.0	1.00
34. I have minimal daily distractions that derail my performance	6.0	1.00
35. There are processes to properly review my work on completion	6.0	1.00
36. I receive coaching and support to achieve my goals	6.0	1.00
37. The factors that motivate me are clearly understood	6.0	1.00
38. I receive appropriate training to develop my skills and knowledge	6.0	1.00
39. I work in a team that brings the best out in me	5.0	2.00
40. I am not aware of any barriers holding me back	6.0	1.00

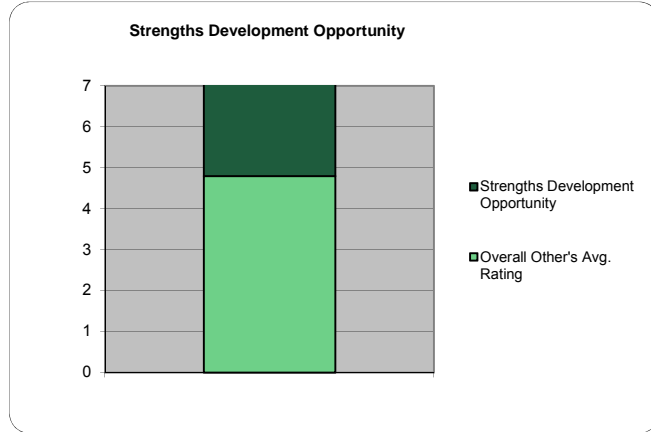
1. What is most important to you to keep highly productive at work?

2. How could your workplace environment be changed to improve your productivity?

Section 4.5: Career Relationships

A dominating factor in building Career Performance is your Career Relationships. Career Relationships refers to the ability to emotionally engage others, and overall build a network of lasting relationships. A true relationship builder establishes relationships to get improved results by constantly demonstrating understanding, patience, listening skills and empathy for his or her team mates, leaders, clients or customers, suppliers, community members and others that he interacts with. They are focused on investing in the development of others whether they be team mates, clients or customers, suppliers or community members.

Total Maximum Rating: 7
– Self Assessment 4.8
Overall Strengths Development Opportunity: 2.2



Career Relationship Attributes	Self Assessment	Strengths Development Opportunity (Max score of 7 minus A)
41. I am comfortable engaging with others in open dialogue	5.0	2.00
42. I spend plenty of time each day interacting with colleagues and clients	4.0	3.00
43. I am expanding the connections in my network	5.0	2.00
44. I spend time with people I enjoy being around at work	5.0	2.00
45. I am deepening my workplace relationships with people I value	5.0	2.00
46. I have a great relationship with my manager	6.0	1.00
47. I have managers and peers who share my passions	5.0	2.00
48. An importance is placed on adapting our communication with others	4.0	3.00
49. I feel my differences with others are embraced and respected	4.0	3.00
50. My interactions with others are positive and constructive	5.0	2.00

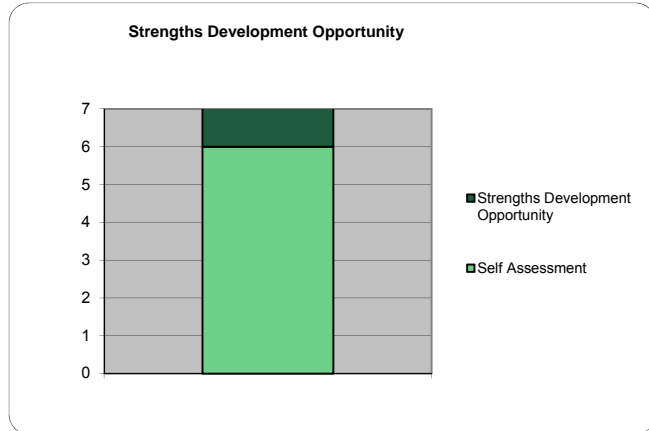
1. How do you keep regularly connected with team mates, clients or customers, and others in your network?

2. What could you do more of to build your network of relationships?

Section 4.6: Career Confidence

A person's ultimate ability to build and sustain Career Performance is Career Confidence. Career Confidence is your level of personal trust of yourself and others in making career decisions and working with others. In order to gain the trust of others, you must first learn to have the confidence to trust yourself and then secondly trust others. This confidence will come from self belief and not allowing fear to take over. The ability to trust yourself will determine whether there is commitment in all of your career decisions and life pursuits, and also inside their relationships.

Total Maximum Rating: 7
– Self Assessment 6
Overall Strengths Development Opportunity: 1



Career Confidence Attributes	Self Assessment	Strengths Development Opportunity (Max score of 7 minus A)
51. I believe in myself	6.0	1.00
52. I am confident in the decisions I make at work	5.0	2.00
53. I could productively use my talents for multiple careers	6.0	1.00
54. I can delegate responsibility to others and not interfere	6.0	1.00
55. I am comfortable to share my emotions and feelings at work	6.0	1.00
56. I am open with ideas and information at work	6.0	1.00
57. I have financial freedom	5.0	2.00
58. I am able to acknowledge my mistakes at work	7.0	0.00
59. I am comfortable being transparent with others at work	7.0	0.00
60. I do not live in fear when things go wrong at work or outside work	6.0	1.00

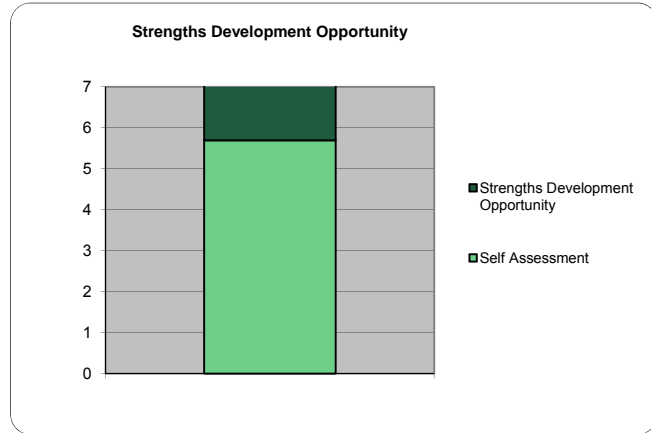
1. What types of career decisions do you feel comfortable making?

2. What types of career decisions do you find difficult to make?

Section 4.7: Wisdom

The ability to build and sustain a high level of Career Performance is a high level of Career Wisdom. Career Wisdom relates to the core principles, values and character by which you are able to make sound career decisions. Without demonstrating strong values, you will not have a strong framework to build and protect your career and overall life on a long-term basis.

Total Maximum Rating: 7
– Self Assessment 5.7
Overall Strengths Development Opportunity: 1.3



Wisdom Attributes	Self Assessment	Strengths Development Opportunity (Max score of 7 minus A)
61. I follow policies, procedures and regulations when making decisions	6.0	1.00
62. I monitor my plans based on my life purpose	7.0	0.00
63. I perform appropriate research on the decisions I make	5.0	2.00
64. I have a sounding board to keep me on track	6.0	1.00
65. I am able to make changes in my life when I need to	5.0	2.00
66. I can balance my daily actions with my long term objectives	6.0	1.00
67. My walk matches my talk in all of my interactions	5.0	2.00
68. I can confront challenges in a timely and effective manner	6.0	1.00
69. I am investing in learning more to increase my skills and competencies in new areas	5.0	2.00
70. I am able to make informed decisions based on my values	6.0	1.00

1. What is the best career decision you have ever made?

2. What could you do more of to improve your career decision-making?

Disclaimer

DNA Career Performance Report:

The purpose of this instrument is educational. It is designed to help people identify their natural Career Performance strengths and struggles for making decisions. The DNA Career Performance 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 DNA Career Performance 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.

Next Steps

1. DNA Career Performance Planning

This process is designed to help you better understand your career unique gift, values and vision to ultimately improve your Career Performance.

2. DNA Leadership Performance

The next step in the Business DNA Discovery Process is for you to determine your current level of Leadership Performance. In this step, you and a select group of your peers will rate your current level of Leadership Performance in 75 leadership attributes in the areas of Job Competence, Results Drive, Effective Communication, Relationship Building, Leader EQ, Trust Building, and Business Values.

3. Further Education

We have a number of education and facilitation programs available to enhance your understanding of what the Business DNA profiles mean and how to use them in your career decision-making and overall daily work. Please contact us at inquiries@dnabehavior.com for more information.