



Business DNA[®] Natural Talents Profile

Business Risk Management Report for Chris Coddington

Providing key highlights of how your natural "blind-spots" may cause risks to your business performance and steps to manage them.

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Business DNA® Business Risk Management Report

Chris Coddington

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Introduction

Chris, the goal of this Business Risk Management Report is to provide insights into how by operating to your natural behavioral style there may be business risks which will impact the company and your personal performance. This insight is invaluable information to helping you see more clearly the consequences of your actions which may otherwise go unchecked and be detrimental. It will also be a starting place for you to make modifications to better manage your performance and become more aware of the consequences of your decisions.

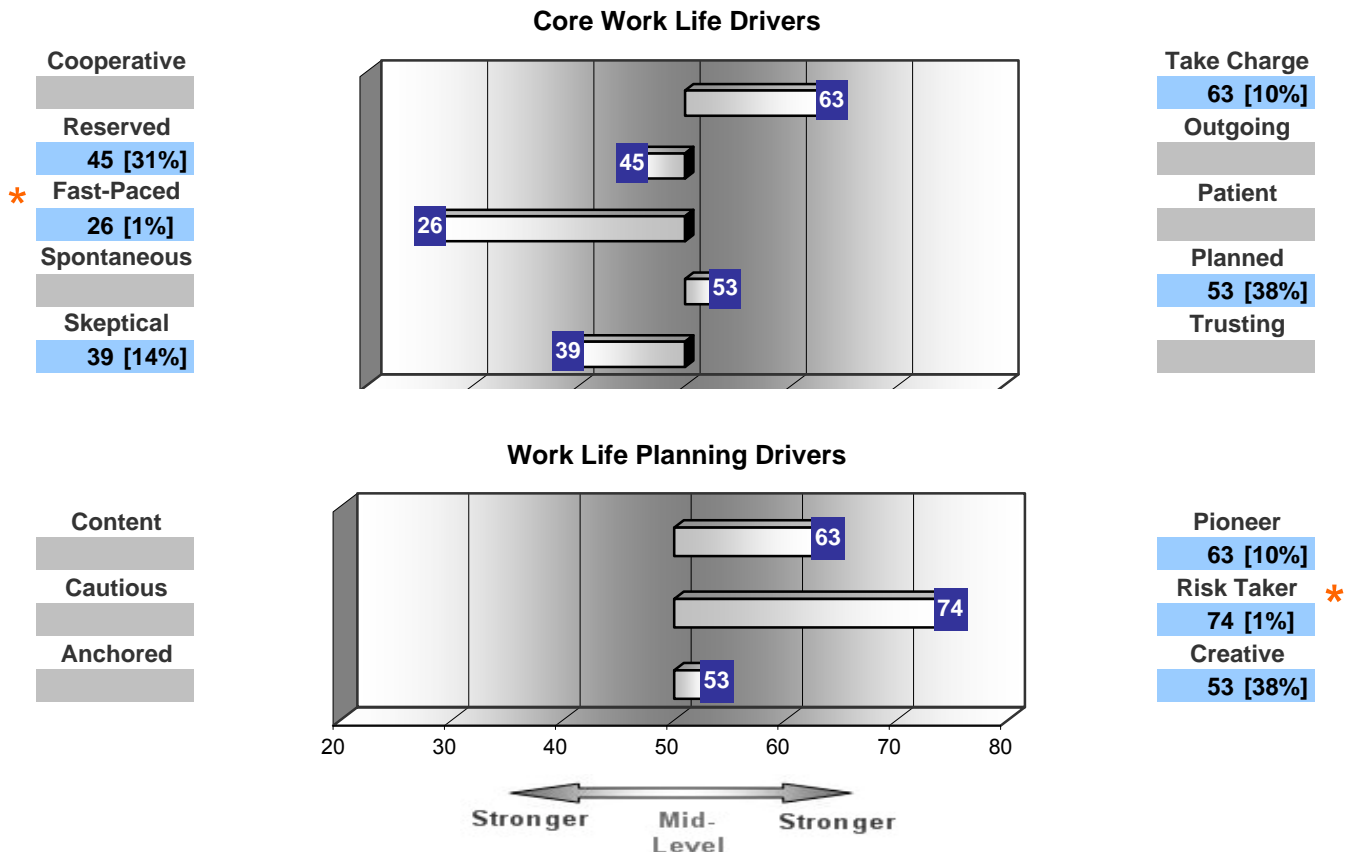
Your Core Work Life Profile - Strategist

We have prepared this report based on your Core Work Life Profile being the "Strategist" profile, one of our 10 unique profiles.

Strategists are highly charged, creative people with their feet firmly set on the ground and well able to realize visions. They excel by blending their strong drive to reach goals with a desire for precision, accuracy, and quality. As a result, they are equipped to be strategic leaders in situations where achieving results in a challenging environment is a priority.

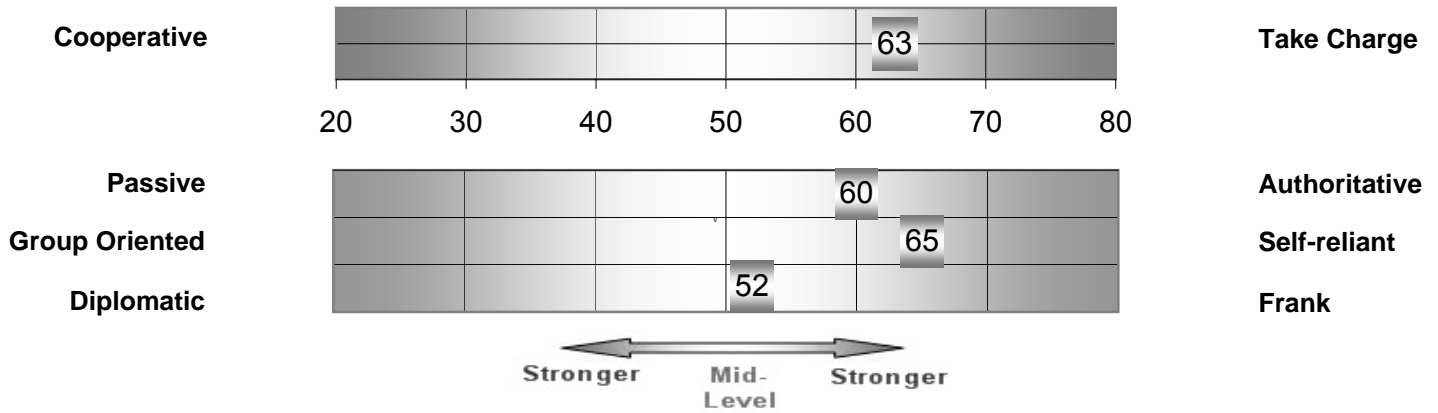
To the extent you have strong profile factors over 60 and under 40, there is a higher chance the business management risks in this report will be more consistently and intensively displayed when you are making life and business decisions over a period of time. Your behavior in these areas will need more management. Based on your profile scores, your 2 strongest profile factors are:

- * **Risk Taker** - Venturesome, takes chances, optimistic
- * **Fast-Paced** - Objective, results driven, rational



Factor 1

Commanding



Cooperative Behavior

[Agreeable]

Withholds true opinions
 Too dependent on others
 Communication is not clear
 Too accepting
 Hesitant decision-maker

Risk Management Key:

Speak up more often

Take Charge Behavior

[Goal orientated]

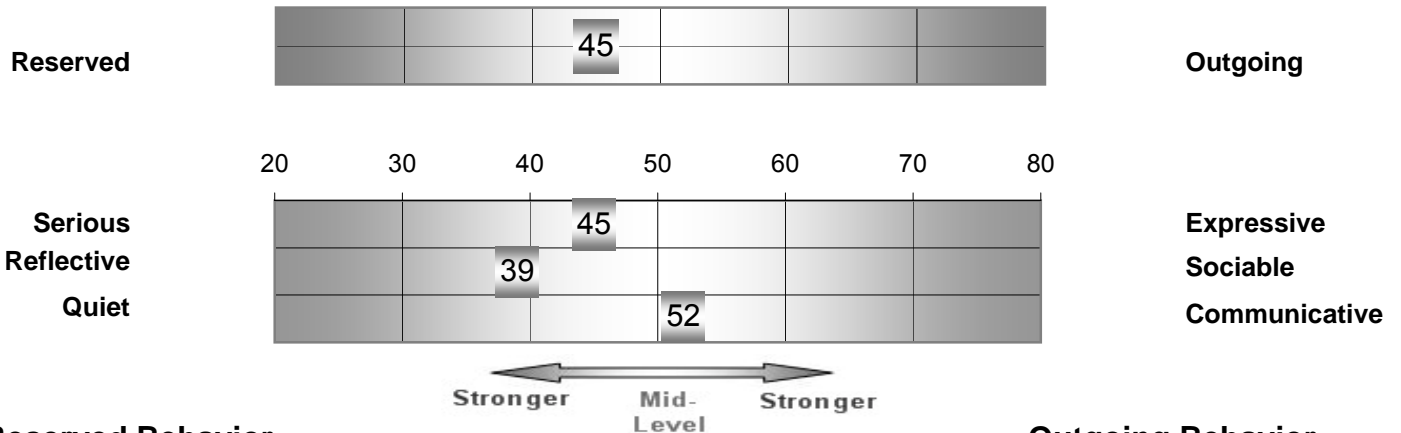
Lacks accountability
 Does not listen
 Does not consult others
 Rejects others opinions
 Sets unrealistic goals

Risk Management Key:

Manage your ego and pride

Factor 2

People



Reserved Behavior

[Focused]

Reservation about new ideas
 Too pessimistic
 May not share problems
 Not approachable
 Too private

Risk Management Key:

Do not over think issues

Outgoing Behavior

[People Connection]

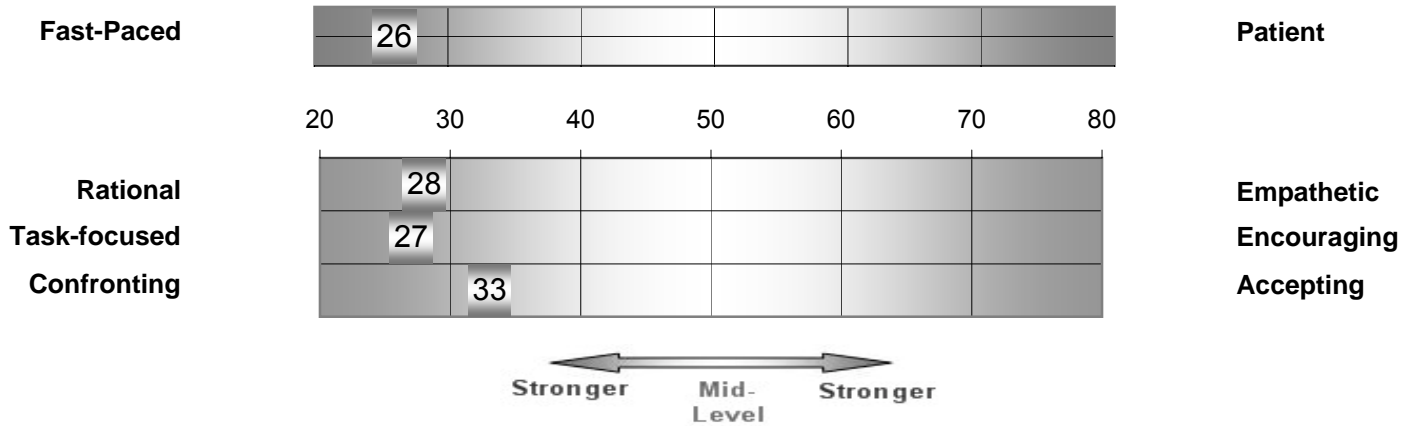
Emotional decision-maker
 Too optimistic
 Driven by image
 Over spends
 Too open with information

Risk Management Key:

Control your emotional impulses

Factor 3

Patience



Fast-Paced Behavior

[Results Focused]

Makes changes too fast
 Short term results focus
 Gets frustrated quickly
 Very reactionary
 Too critical and tough

Risk Management Key:

Do not over react to problems

Patient Behavior

[Stability]

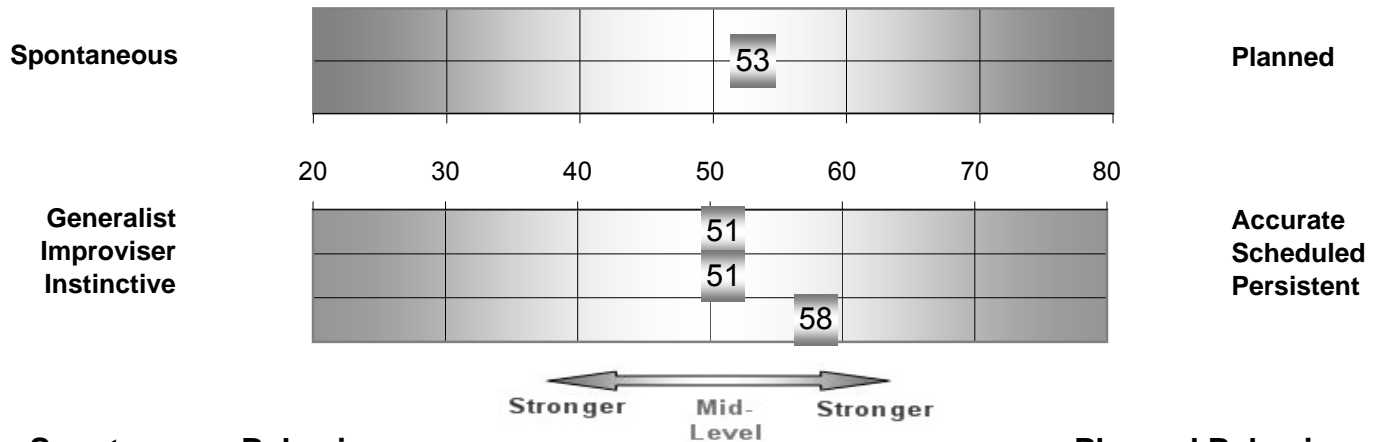
Preserves status quo
 Procrastinates
 Not objective
 Compromises too much
 Too trusting

Risk Management Key:

Deal with required changes

Factor 4

Structured



Spontaneous Behavior

[Not Prepared]

Overlooks details
 Lacks focus
 Under prepared
 Ignores rules
 Impulsive

Risk Management Key:

Do not be impulsive

Planned Behavior

[Orderly]

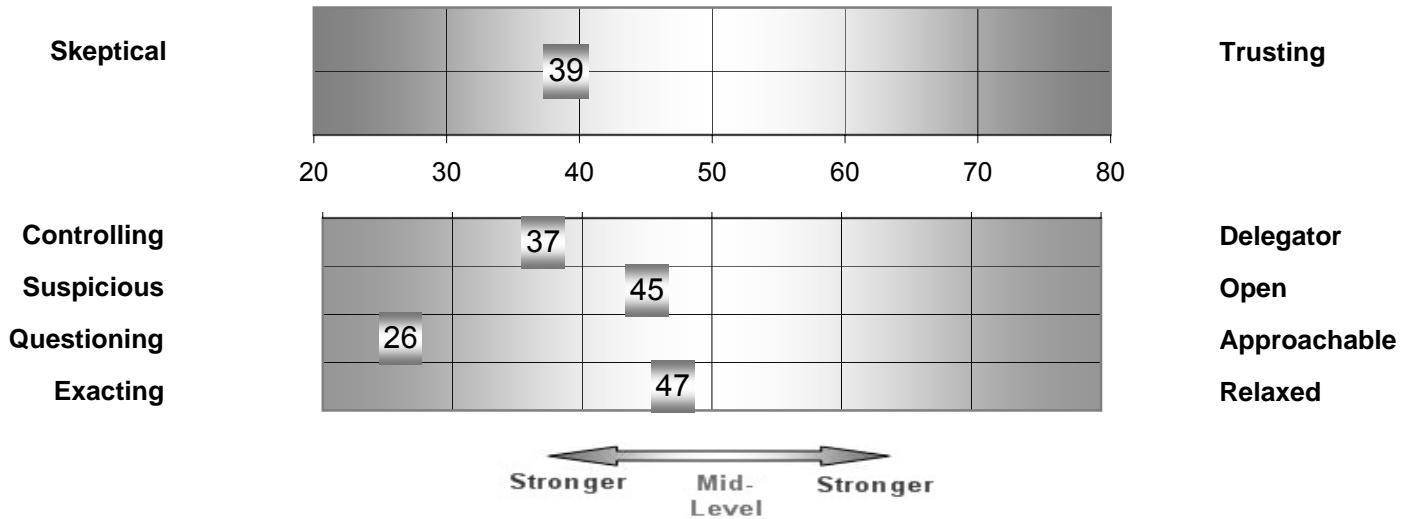
Inflexible
 Over analyzes
 Loses sight of the goal
 Too slow
 Resists change

Risk Management Key:

Be more flexible when needed

Factor 5

Natural Trust



Skeptical Behavior

[Doubting]

Does not empower others
 Makes others uncomfortable
 Gets in the way of ideas
 Not transparent
 Manipulates Outcomes

Risk Management Key:

Involve Others

Trusting Behavior

[Believing]

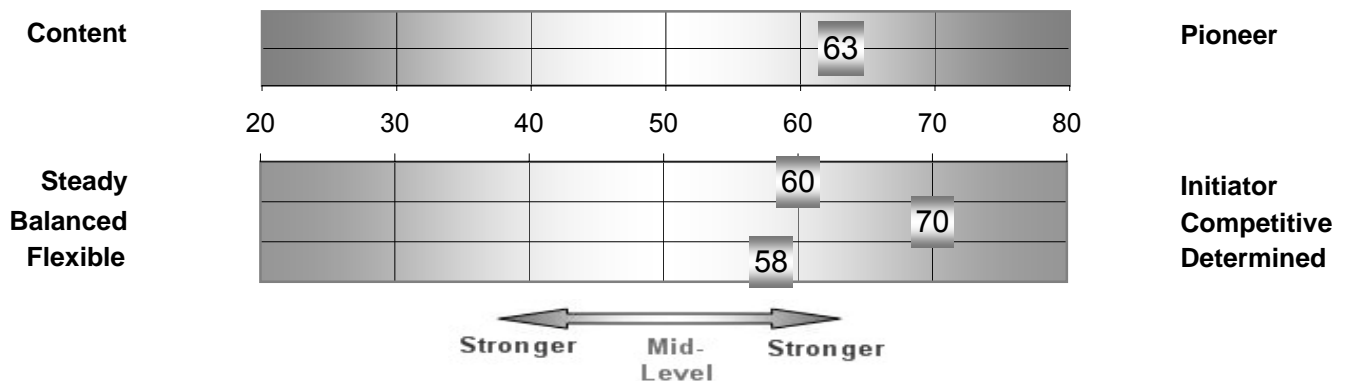
Fails to inspect
 Accepts representations
 Easily taken advantage of
 Does not set boundaries
 Fails to enforce standards

Risk Management Key:

Set boundaries with others

Factor 6

Pioneering



Content Behavior

[Comfortable]

Does not follow through
 Resists pushing change
 Does not react fast enough
 Too comfortable
 Fails to initiate action

Risk Management Key:

Be more progressive towards goals

Pioneer Behavior

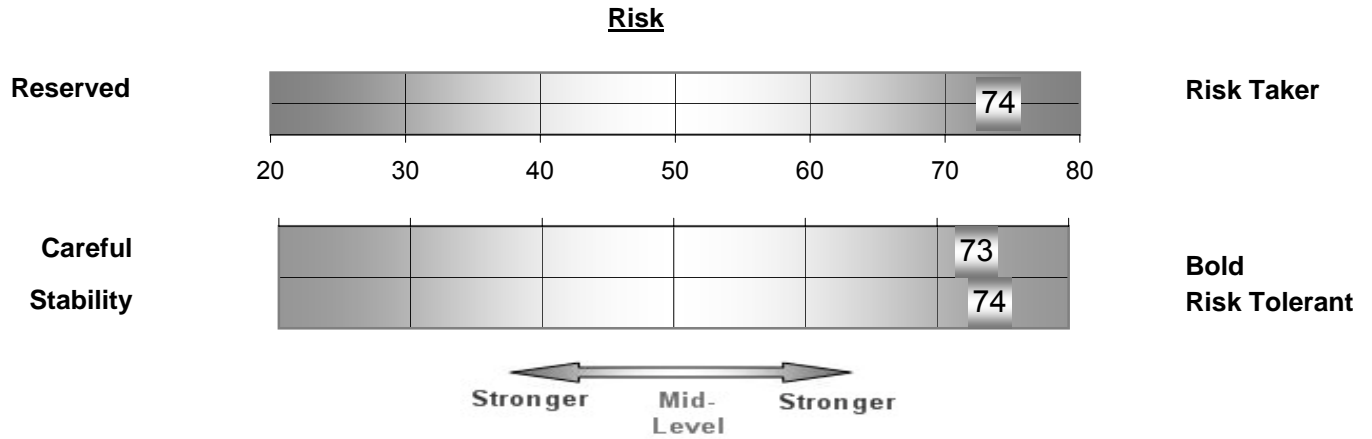
[Trailblazing]

Greedy and too driven
 Too aggressive
 Fails to recognize time needed
 Overly focused on success
 Chooses wrong trends

Risk Management Key:

Set more realistic goals

Factor 7



Cautious Behavior

[Safety]

- Overly cautious
- Slow to take action
- Fearful of the unknown
- Avoids new challenges
- Misses new opportunities

Risk Management Key:

Take opportunities after analysis

Risk Taker Behavior

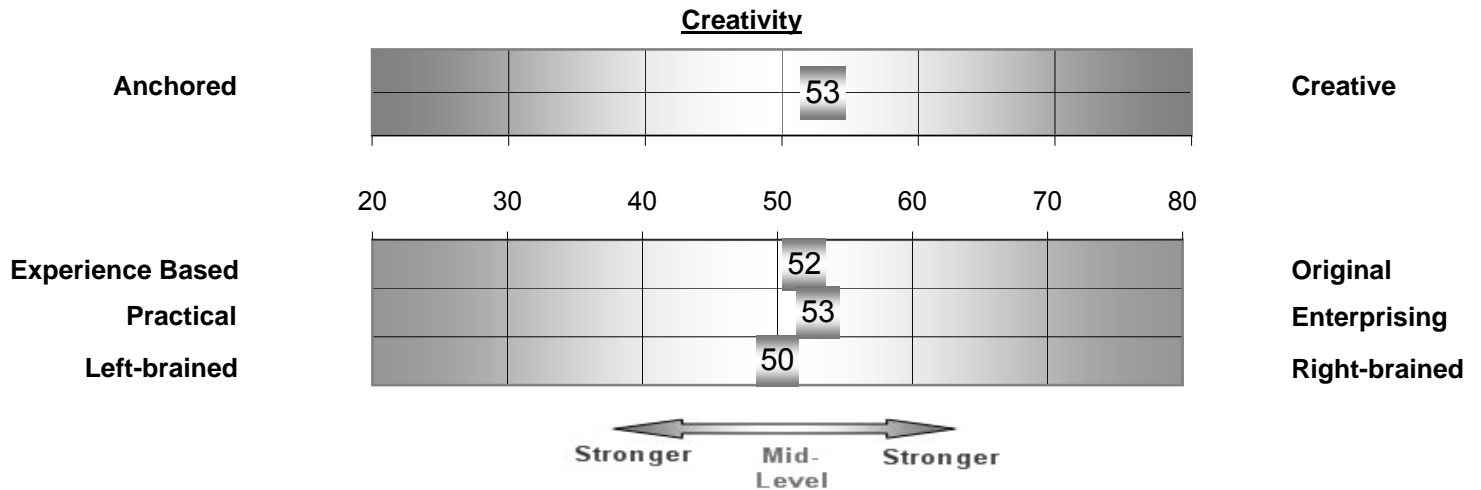
[Risk]

- Does not see dangers
- Takes unacceptable risks
- Creates exposures
- Leaps before looking
- Cuts corners

Risk Management Key:

Minimize risks

Factor 8



Anchored Behavior

[Practical]

- Over reliant on proven methods
- Too fixed
- Does not see future
- Discounts new ideas
- Lacks initiative

Risk Management Key:

Experience new ideas

Creative Behavior

[Ideas]

- Not practical
- Fails to implement ideas
- Makes many changes
- Fails to follow procedures
- Inconsistent execution

Risk Management Key:

Apply processes consistently

Disclaimer

The purpose of this instrument is educational. It is designed to help people identify their natural behavioral strengths. The Business DNA Natural Talents Profile should not be used to identify, diagnose, or treat psychological, mental health, and/or medical problems. Additionally, if 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 Talents Profile you expressly waive and relinquish any and all claims of any nature against Business DNA Resources, any affiliated companies, and/or their employees arising out of or in connection with the use of this survey.

Additional Reports

- If you would like to learn more about your workplace behavior and to get further coaching, please review your Workplace Operations and Coaching Reports.
- 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 email us at inquiries@businessdnaresources.com.

Next Steps

We have a number of education and facilitation programs available to enhance your understanding of what the profiles mean and how to use them in your career and/or business. Please contact us at inquiries@businessdnaresources.com for more information and access to the following programs:

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