



## **Business DNA<sup>®</sup> Natural Talents Profile**

### **Business Risk Management Report for Chris Coddington**

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

**Date of Completion: 1-October-2008**

# Business DNA® Business Risk Management Report

Chris Coddington

01-October-2008

## 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.

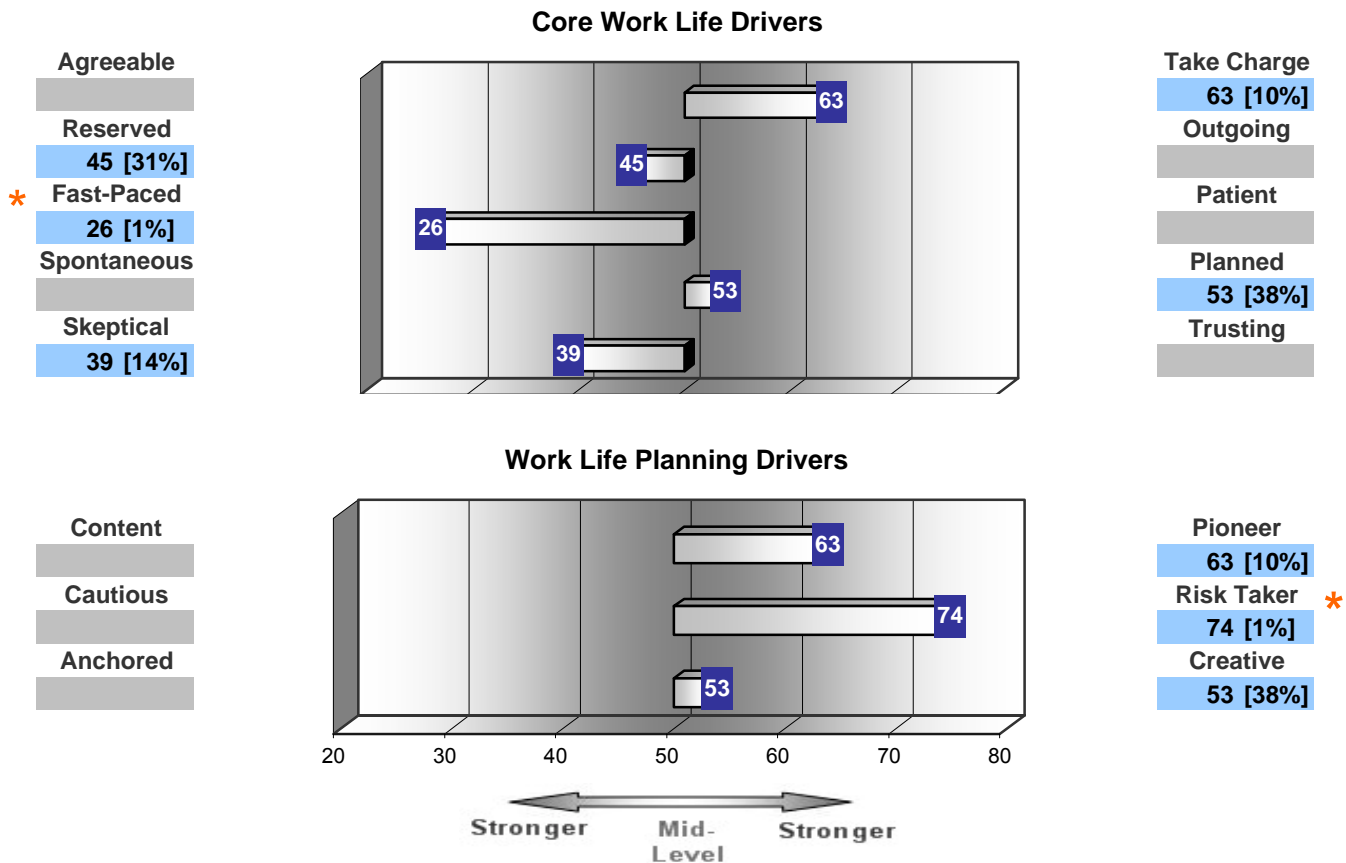
### Your Core Work Life Profile - Strategist

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.*

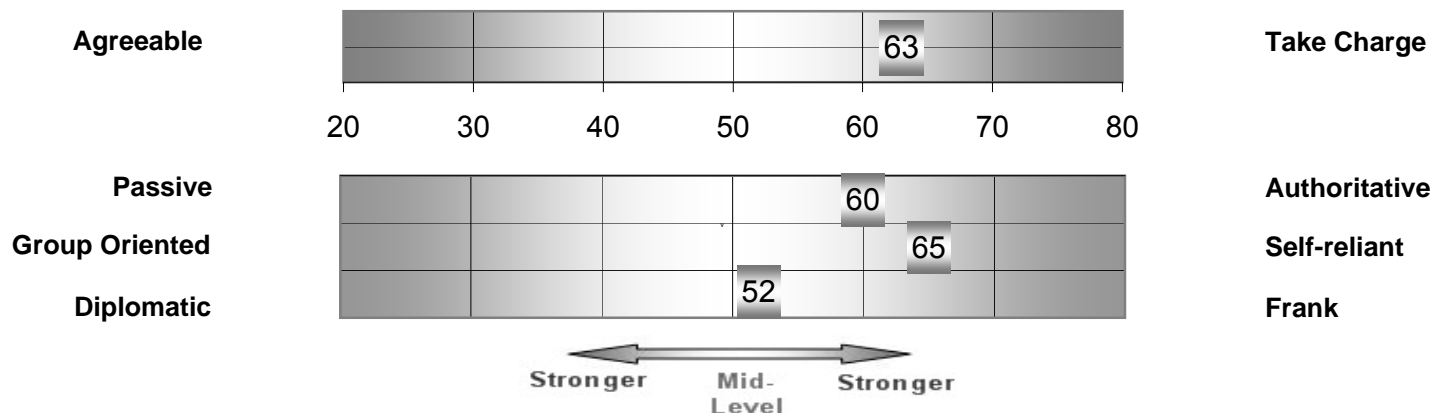
To the extent you have strong profile factors over 60 and under 40, there is a higher chance the business management risks in this report will be more consistently and intensively displayed when you are making life and business decisions over a period of time. Your behavior in these areas will need more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

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



## Factor 1

### Commanding



#### **Agreeable Behavior**

##### **[Co-operative]**

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]**

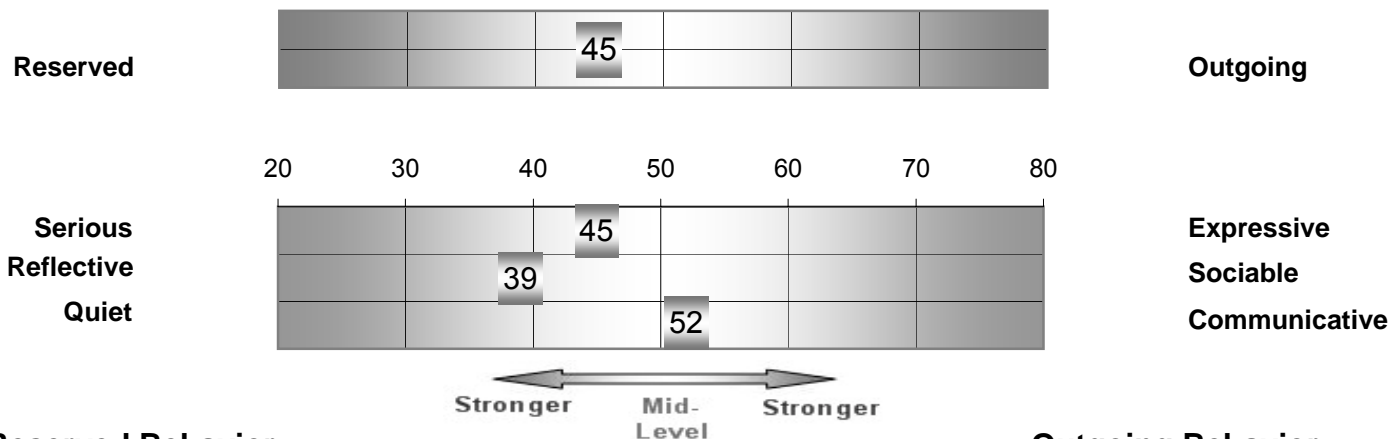
Lacks accountability  
 Does not listen  
 Does not consult others  
 Rejects others opinions  
 Sets unrealistic goals

#### **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

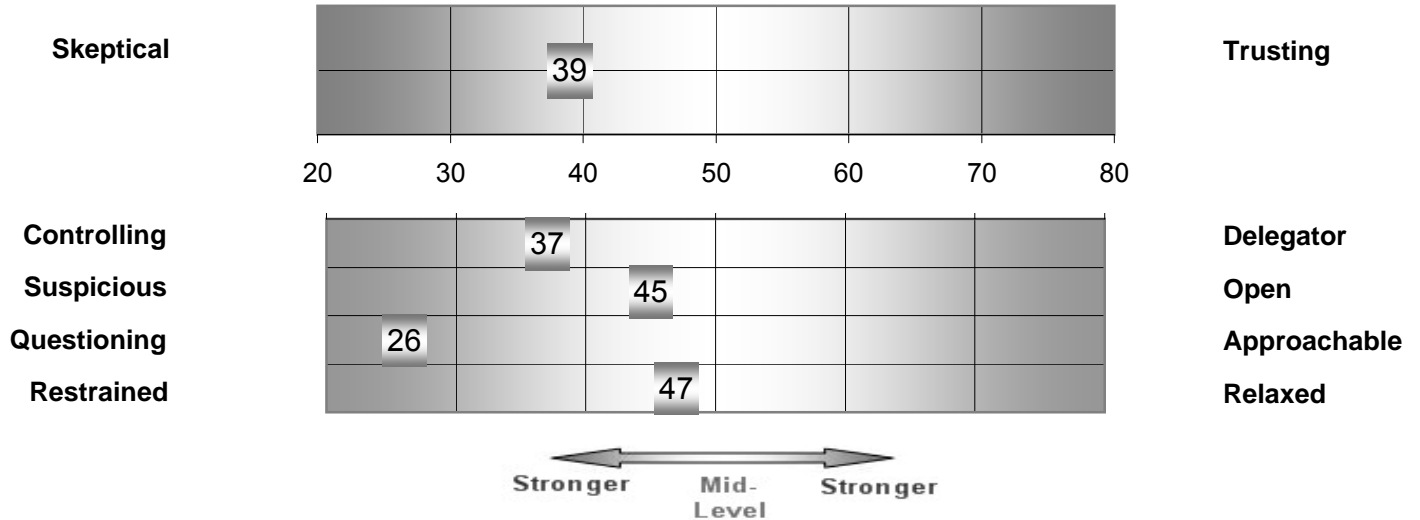
#### **Risk Management Key:**

*Control your emotional impulses*



## Factor 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]**

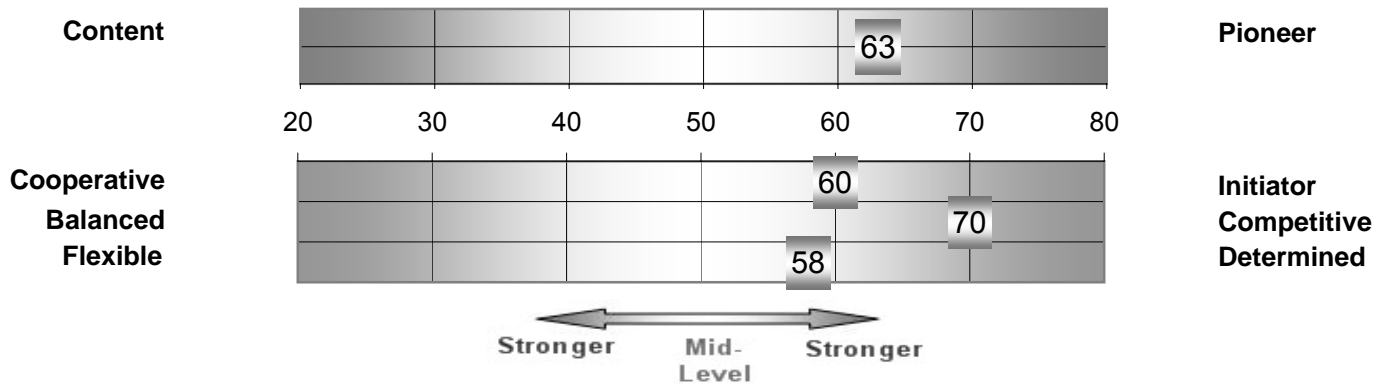
Fails to inspect  
 Accepts representations  
 Easily taken advantage of  
 Does not set boundaries  
 Fails to enforce standards

#### **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**

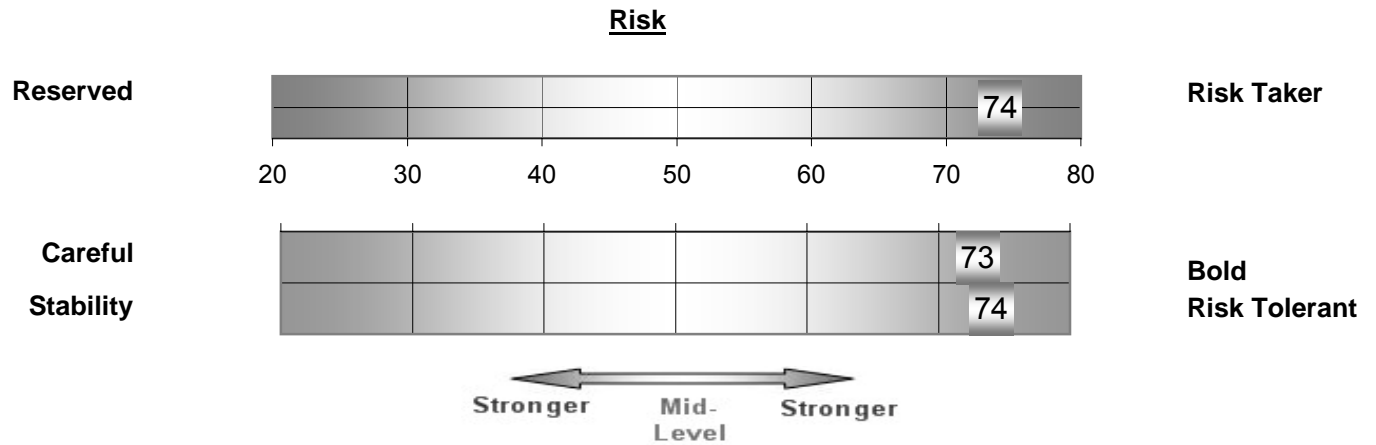
##### **[Trailblazing]**

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

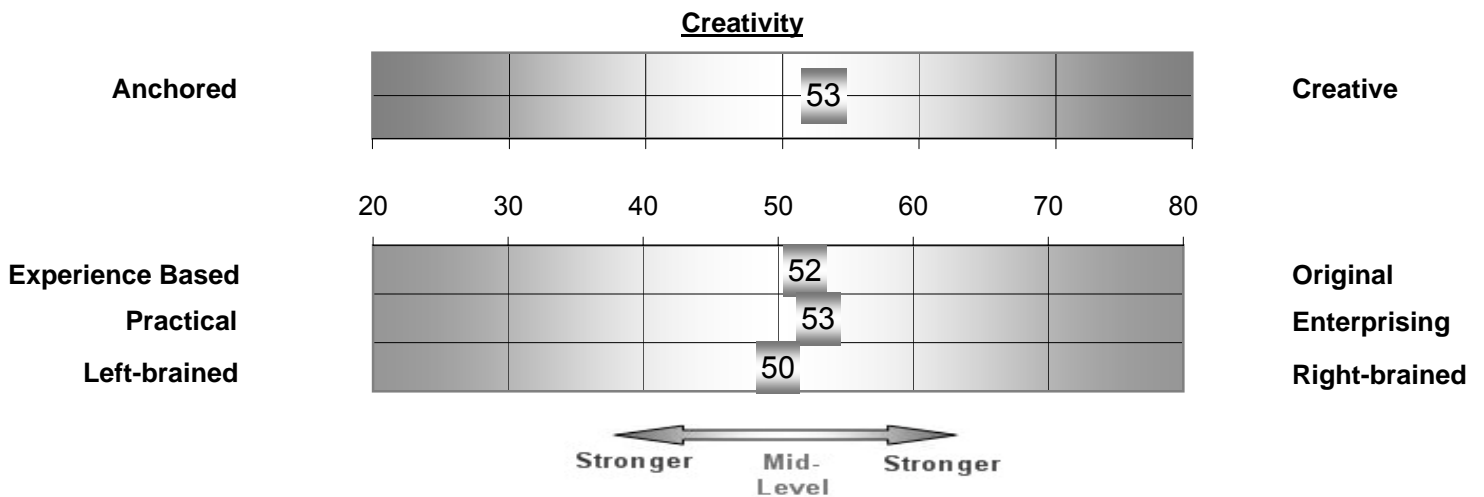
#### [Risk]

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](mailto: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](mailto:inquiries@businessdnaresources.com) for more information and access to the following programs:

- Executive Coaching
- Leadership Development
- Business Succession
- Business Risk Management
- Team Development
- Hiring
- Sales Coaching
- Business Planning