



Business DNA[®] Natural Talents Profile

**Team Report for:
Coddington Team**

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

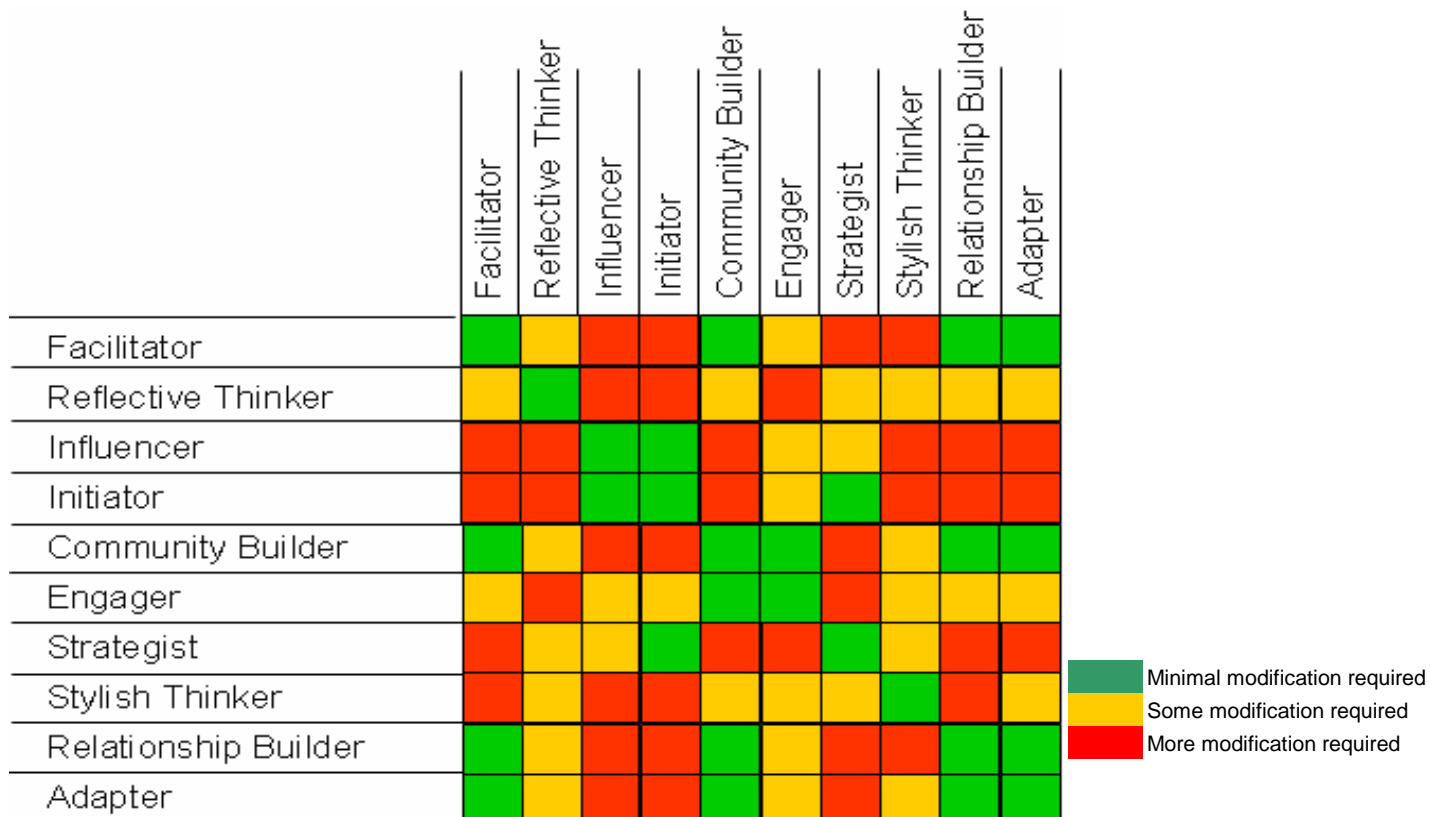
Date of Completion:
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Team Member	Core Work Life Profile
Chris Coddington	Strategist
John Smith	Stylish Thinker
Alan Eckhardt	Community Builder
Carol Benjamin	Relationship Builder
Tom Smart	Reflective Thinker
Melanie Hilton	Facilitator
Bobbie Jones	Influencer
Doug Roberts	Engager
Matt Woods	Strategist

Team Compatibility Matrix

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

The graph below shows, those profiles that typically most easily work together because they are generally closer in relationship style. Also, it shows those Core Work Life Profiles that have greater differences. 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 the natural behavior is important, also sharing common values, beliefs and attitudes is important for building a successful relationship.



Interpretation of this Report

The profile report reflects the natural behavior of your team. Natural behavior will generally remain consistent over time as it is the core of who your team members are. However, the report does not reflect how your team members may from time to time modify their behavior in certain situations based on experiences, education and values.

Shown below are individual scores for each behavioral factor in a range of 20 (left side) to 80 (right side).

To the extent your team members have strong profile factors over 60 and under 40, there is a higher chance the behavioral insights in this report will be more intensively displayed when they are making life, career and business decisions. Scores closer to 50 indicate a more moderate style that is typically more flexible in that behavioral factor.

Core Work Life Drivers

The following 5 factors representing the Core Work Life Drivers provide specific insights into a team member's natural talents, strengths and struggles. Overall, these factors will indicate their natural desire to build relationships and also their motivations to getting results. If team members have scores which are high on Take Charge, Fast-Paced, Planned and Skeptical they will be more results and tasks focused. If team members have scores which are high on Cooperative, Outgoing, Patient and Trusting they will be more relationship focused.

Factor 1: Commanding

20	Cooperative (Agreeable)	Mid-Range	Take Charge (Goal Orientated)	80
	Alan Eckhardt (43)	John Smith (47)	Chris Coddington (63)	
	Carol Benjamin (38)	Melanie Hilton (49)		
	Tom Smart (40)	Bobbie Jones (53)		
		Doug Roberts (51)		
		Matt Woods (55)		

Factor 2: People

20	Reserved (Focused)	Mid-Range	Outgoing (People Connection)	80
	Tom Smart (43)	Chris Coddington (45)	John Smith (56)	
		Alan Eckhardt (55)	Carol Benjamin (45)	
		Melanie Hilton (53)		
	Matt Woods (41)		Bobbie Jones (63)	
			Doug Roberts (64)	

Factor 3: Patience

20	Fast-Paced (Results Focused)	Mid-Range	Patient (Stability)	80
	Chris Coddington (26)	John Smith (52)		
		Alan Eckhardt (55)	Carol Benjamin (59)	
		Tom Smart (48)		
	Bobbie Jones (42)	Melanie Hilton (51)		
		Doug Roberts (51)		
		Matt Woods (47)		

Core Work Life Drivers (Continued)

Factor 4: Structure

20	Spontaneous (Not Prepared)	Mid-Range	Planned (Orderly)	80
		Chris Coddington (53)	John Smith (58)	
	Carol Benjamin (36)		Alan Eckhardt (58)	
	Melanie Hilton (37)		Tom Smart (67)	
	Doug Roberts (31)	Bobbie Jones (48)		
		Matt Woods (53)		

Factor 5: Trust

20	Skeptical (Doubting)	Mid-Range	Trusting (Believing)	80
	Chris Coddington (39)		John Smith (51)	
		Alan Eckhardt (53)	Carol Benjamin (58)	
		Tom Smart (46)	Melanie Hilton (55)	
		Bobbie Jones (51)	Doug Roberts (59)	
		Matt Woods (45)		

Work Life Planning Drivers

The following 3 factors representing your team members' Work Life Planning Drivers are also core to how your team makes life, career and business decisions. However, these factors focus more specifically on a team member's motivations for career growth and/or balance in their life. If team members have scores high on Pioneer, Risk Taker and Creative then this will indicate desires to maximize, set goals, take opportunities, innovate and to expand their horizons. If team members have scores high on Content, Cautious and Anchored then they will be more interested in work life balance and following tried and tested ways.

Factor 6: Pioneering

20	Content (Comfortable)	Mid-Range	Pioneer (Trailblazing)	80
		John Smith (50)	Chris Coddington (63)	
	Alan Eckhardt (52)	Carol Benjamin (51)		
		Melanie Hilton (51)	Tom Smart (57)	
	Bobbie Jones (51)	Doug Roberts (50)		
			Matt Woods (56)	

Factor 7: Risk

20	Cautious (Safety)	Mid-Range	Risk Taker (Risk)	80
	John Smith (44)		Chris Coddington (74)	
	Alan Eckhardt (43)	Carol Benjamin (49)		
		Tom Smart (46)	Melanie Hilton (49)	
	Bobbie Jones (45)	Doug Roberts (53)		
			Matt Woods (57)	

Factor 8: Creativity

20	Anchored (Practical)	Mid-Range	Creative (Ideas)	80
		Chris Coddington (53)	John Smith (48)	
	Alan Eckhardt (39)		Carol Benjamin (63)	
		Tom Smart (54)	Melanie Hilton (56)	
	Bobbie Jones (50)		Doug Roberts (58)	
	Matt Woods (47)			

Analysis of the Team

Shown below are the number and percentage of individuals in your team with Left (<45), Mid-Range (≥ 45 and ≤ 55) and Right (>55) scores for each Profile Factor.

Factor 1: Commanding

Number of Left
Cooperative
33% (3)

Number of Mid-Range
56% (5)

Number of Right
Take Charge
11% (1)

Factor 2: People

Number of Left
Reserved
22% (2)

Number of Mid-Range
44% (4)

Number of Right
Outgoing
33% (3)

Factor 3: Patience

Number of Left
Fast-Paced
22% (2)

Number of Mid-Range
67% (6)

Number of Right
Patient
11% (1)

Factor 4: Structured

Number of Left
Spontaneous
33% (3)

Number of Mid-Range
33% (3)

Number of Right
Planned
33% (3)

Factor 5: Natural Trust

Number of Left
Skeptical
11% (1)

Number of Mid-Range
67% (6)

Number of Right
Trusting
22% (2)

Factor 6: Pioneering

Number of Left
Content
0% (0)

Number of Mid-Range
67% (6)

Number of Right
Pioneer
33% (3)

Factor 7: Risk

Number of Left
Cautious
22% (2)

Number of Mid-Range
56% (5)

Number of Right
Risk Taker
22% (2)

Factor 8: Creativity

Number of Left
Anchored
11% (1)

Number of Mid-Range
56% (5)

Number of Right
Creative
33% (3)

Your Team's Overall Work Life Behavioral Attitudes

Your team's overall natural motivations, desires and approach to Work Life are reflective of the strongest traits in their combined natural behavioral styles. Based on this team's two strongest behavioral factors which have been calculated by averaging each individual's factor scores, the primary Work Life Attitudes for this team are summarized in the table below.

	Work Life Attitude 1 Pioneering	Work Life Attitude 2 Creative
Communication	Provide big picture	Brainstorm
Business Philosophy	Growth orientated	Innovation
Activity Passion	Accepting challenges	Exploring possibilities
Values	Take action	Continuous improvement
Strength	Takes initiative	Creative
Blind-spot	Too focused	Easily bored
Work Place Approach	Being progressive	Finding best solution
Career Attitude	Driven	New initiatives
Goal Setting	Ambitious	The best way
Work Place Motivation	Having high impact	New projects

Your Team's Overall Workplace Insights

Based on the team's overall scores for each behavioral factor, the team's workplace insights are shown below. These insights are ordered showing the insights that are likely to be more intensively displayed first, and the more moderately displayed insights last. Some of these areas will be positive areas to be utilized in increasing productivity of the team, others could be "blind-spots" without awareness.

Workplace Insights	
Setting Goals:	MEDIUM
Pursuing Goals	MEDIUM
Quick Decision-Making:	MEDIUM
Direct Communication:	MEDIUM
New Solution Driven:	MEDIUM
Difficult Conversations:	MEDIUM
Need for Control:	MEDIUM
Listening:	MEDIUM
Detailed:	MEDIUM
Relationships:	MEDIUM
Desire to Lead:	MEDIUM
Results:	MEDIUM

Subfactor Analysis: Core Work Life Drivers

Factor 1: Commanding

	Take Charge/ Cooperative	L/M/R	Authoritative/ Consensus Seeking	L/M/R	Self-Reliant / Group Oriented	L/M/R	Frank / Diplomatic	L/M/R
Chris Coddington	63	right	60	right	65	right	52	mid
John Smith	47	mid	45	mid	49	mid	47	mid
Alan Eckhardt	43	left	41	left	39	left	48	mid
Carol Benjamin	38	left	36	left	37	left	37	left
Tom Smart	40	left	43	left	49	mid	47	mid
Melanie Hilton	49	mid	52	mid	46	mid	55	mid
Bobbie Jones	53	mid	53	mid	53	mid	51	mid
Doug Roberts	51	mid	51	mid	56	right	48	mid
Matt Woods	55	mid	56	right	53	mid	52	mid
AVERAGE	49	mid	49	mid	50	mid	49	mid

- Left
- Mid-Range
- Right

Left: Cooperative Behavior

Strengths: Motivated to be practical, diplomatic

Struggles: Can be too hesitant, passive

Right: Take Charge Behavior

Strengths: Motivated to be visionary, decisive

Struggles: Can be too forceful, blunt

Factor 2: People

	Outgoing / Reserved	L/M/R	Expressive / Serious	L/M/R	Sociable / Reflective	L/M/R	Communicative/ Quiet	L/M/R
Chris Coddington	45	mid	45	mid	39	left	52	mid
John Smith	56	right	53	mid	55	mid	52	mid
Alan Eckhardt	55	mid	51	mid	61	right	55	mid
Carol Benjamin	45	mid	49	mid	41	left	49	mid
Tom Smart	43	left	44	left	44	left	40	left
Melanie Hilton	53	mid	50	mid	53	mid	48	mid
Bobbie Jones	63	right	60	right	66	right	68	right
Doug Roberts	64	right	62	right	70	right	58	right
Matt Woods	41	left	52	mid	37	left	43	left
AVERAGE	52	mid	52	mid	52	mid	52	mid

- Left
- Mid-Range
- Right

Left: Reserved Behavior

Strengths: Motivated to be reflective, focused

Struggles: Can be too withdrawn, private

Right: Outgoing Behavior

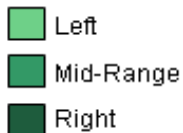
Strengths: Motivated to be expressive, recognized

Struggles: Can be too talkative, emotional

Subfactor Analysis: Core Work Life Drivers (Continued)

Factor 3: Patience

	Patience / Fast-Paced	L/M/R	Empathetic / Rational	L/M/R	Encouraging / Task-focused	L/M/R	Accepting / Confronting	L/M/R
Chris Coddington	26	left	27	left	28	left	33	left
John Smith	52	mid	53	mid	51	mid	52	mid
Alan Eckhardt	55	mid	51	mid	56	right	51	mid
Carol Benjamin	59	right	45	mid	54	mid	50	mid
Tom Smart	48	mid	48	mid	42	left	36	left
Melanie Hilton	51	mid	50	mid	52	mid	43	left
Bobbie Jones	42	left	40	left	44	left	55	mid
Doug Roberts	51	mid	48	mid	47	mid	54	mid
Matt Woods	47	mid	51	mid	46	mid	44	left
AVERAGE	48	mid	46	mid	47	mid	46	mid



Left: Fast-Paced Behavior

Strengths: Motivated to be logical, challenging

Struggles: Can be too impatient, critical

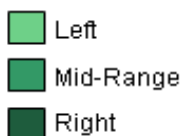
Right: Patient Behavior

Strengths: Motivated to be understanding, tolerant

Struggles: Can be too lenient, compromising

Factor 4: Structured

	Planned / Spontaneous	L/M/R	Accurate / Generalist	L/M/R	Scheduled / Improviser	L/M/R	Persistent / Instinctive	L/M/R
Chris Coddington	53	mid	51	mid	51	mid	58	right
John Smith	58	right	59	right	56	right	53	mid
Alan Eckhardt	58	right	42	left	46	mid	52	mid
Carol Benjamin	36	left	28	left	29	left	34	left
Tom Smart	67	right	66	right	64	right	65	right
Melanie Hilton	37	left	41	left	38	left	41	left
Bobbie Jones	48	mid	53	mid	53	mid	52	mid
Doug Roberts	31	left	38	left	39	left	37	left
Matt Woods	53	mid	56	right	48	mid	51	mid
AVERAGE	49	mid	48	mid	47	mid	49	mid



Left: Spontaneous Behavior

Strengths: Motivated to be instinctive, flexible

Struggles: Can be too unfocused, impulsive

Right: Planned Behavior

Strengths: Motivated to be systematic, particular

Struggles: Can be too rigid, perfectionistic

Subfactor Analysis: Core Work Life Drivers (Continued)

Factor 5: Natural Trust

	Trusting / Skeptical	L/M/R	Delegator / Controlling	L/M/R	Open / Suspicious	L/M/R	Approachable/ Questioning	L/M/R	Relaxed / Exacting	L/M/R
Chris Coddington	39	left	37	left	45	mid	26	left	47	mid
John Smith	51	mid	53	mid	56	right	52	mid	42	left
Alan Eckhardt	53	mid	57	right	55	mid	55	mid	42	left
Carol Benjamin	58	right	62	right	45	mid	59	right	64	right
Tom Smart	46	mid	60	right	43	left	48	mid	33	left
Melanie Hilton	55	mid	51	mid	53	mid	51	mid	63	right
Bobbie Jones	51	mid	47	mid	63	right	42	left	52	mid
Doug Roberts	59	right	49	mid	64	right	51	mid	69	right
Matt Woods	45	mid	45	mid	41	left	47	mid	47	mid
									100	
AVERAGE	51	mid	51	mid	52	mid	48	mid	51	mid

- Left
- Mid-Range
- Right

Left: Skeptical Behavior

Strengths: Motivated to be questioning, guarded

Struggles: Can be too doubting, wary

Right: Trusting Behavior

Strengths: Motivated to be receptive, believing

Struggles: Can be too forgiving, naïve

Subfactor Analysis: Work Life Planning Drivers

Factor 6: Pioneering

	Pioneer / Content	L/M/R	Initiator / Steady	L/M/R	Competitive / Balanced	L/M/R	Determined / Flexible	L/M/R
Chris Coddington	63	right	60	right	70	right	58	right
John Smith	50	mid	45	mid	52	mid	53	mid
Alan Eckhardt	52	mid	56	right	47	mid	52	mid
Carol Benjamin	51	mid	51	mid	59	right	48	mid
Tom Smart	57	right	58	right	61	right	55	mid
Melanie Hilton	51	mid	48	mid	47	mid	45	mid
Bobbie Jones	51	mid	58	right	56	right	60	right
Doug Roberts	50	mid	54	mid	47	mid	46	mid
Matt Woods	56	right	56	right	53	mid	59	right
AVERAGE	53	mid	54	mid	55	mid	53	mid

- Left
- Mid-Range
- Right

Left: Content Behavior

Strengths: Motivated to be satisfied, balanced

Struggles: Can be too complacent, easygoing

Right: Pioneering Behavior

Strengths: Motivated to be goal oriented, ambitious

Struggles: Can be too driven, success focused

Factor 7: Risk

	Risk Taker / Reserved	L/M/R	Bold / Careful	L/M/R	Risk Tolerant/ Stability	L/M/R
Chris Coddington	74	right	73	right	74	right
John Smith	44	left	39	left	48	mid
Alan Eckhardt	43	left	42	left	49	mid
Carol Benjamin	49	mid	51	mid	46	mid
Tom Smart	46	mid	48	mid	51	mid
Melanie Hilton	49	mid	50	mid	53	mid
Bobbie Jones	45	mid	40	left	47	mid
Doug Roberts	53	mid	50	mid	56	right
Matt Woods	57	right	61	right	48	mid
AVERAGE	51	mid	50	mid	52	mid

- Left
- Mid-Range
- Right

Left: Cautious Behavior

Strengths: Motivated to be calculated, certain

Struggles: Can be too conservative, resistant to change

Right: Risk Taker Behavior

Strengths: Motivated to be daring, courageous

Struggles: Can be too carefree, overconfident

Subfactor Analysis: Work Life Planning Drivers (Continued)

Factor 8: Creativity

	Creative / Anchored	L/M/R	Original/ Experience-Based	L/M/R	Enterprising / Practical	L/M/R	Right-Brained/ Left-Brained	L/M/R
Chris Coddington	53	mid	52	mid	53	mid	50	mid
John Smith	48	mid	36	left	63	right	45	mid
Alan Eckhardt	39	left	45	mid	40	left	53	mid
Carol Benjamin	63	right	62	right	69	right	70	right
Tom Smart	54	mid	52	mid	56	right	50	mid
Melanie Hilton	56	right	54	mid	54	mid	63	right
Bobbie Jones	50	mid	53	mid	56	right	47	mid
Doug Roberts	58	right	59	right	60	right	61	right
Matt Woods	47	mid	49	mid	43	left	66	right
AVERAGE	52	mid	51	mid	55	mid	56	right

- Left
- Mid-Range
- Right

Left: Anchored Behavior

Strengths: Motivated to be consistent, experience driven

Struggles: Can be too reliant on proof, tied to old ways

Right: Creative Behavior

Strengths: Motivated to be original, imaginative

Struggles: Can be too easily bored, abstract

Disclaimer

The purpose of this Team Report instrument is educational. It is designed to help team members identify their natural behavioral strengths. The Business DNA Natural Talents Profile and this Team Report 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 and this Team Report 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 Coaching
- Leadership Development
- Business Succession
- Business Risk Management
- Team Development
- Hiring
- Sales Coaching
- Business Planning