



Business DNA[®] Natural Talents Profile

**Comparison Report for:
Helen Jones
and
Chris Coddington**

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

Date of Completion: 30-September-2008

Business DNA® Comparison Report

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Introduction

We have prepared this Comparison Report based on the strengths and struggles highlighted in your Core Work Life Profiles being "Engager" for Helen and "Strategist" for Chris.

The goal is to provide specific insights into your differences on how you will each operate in a workplace environment. For your teammate or leader, this information will provide more guidance on how to manage your expectations and how to best interact with you.

We have provided a graph on the next page which shows your different behavioral profile factor scores upon which this report is based. To review the differences and/or similarities in your sub-factor scores, please see Page 10.

Interpretation of this Report

In reviewing the report, please note the following points:

- The profile report reflects your natural behavior only. This behavior will generally remain consistent over time as it is the core of who you are. However, the report does not reflect how you may from time to time modify your behavior in certain situations based on experiences, education and values.
- There are no "good" or "bad" Unique Profiles. The key is how you can learn and make better decisions from greater personal awareness of who you are.
- The profile report is a tool only and should not be solely relied on for making any decision.
- The graph on the next page shows your scores for each behavioral factor in a range of 20 (left side) to 80 (right side). The "percentage score" in the brackets next to each score refers to the percentage of people in the population who score like you on this factor. Therefore, for each behavioral factor the closer your score is to 20 or 80 the lower your percentage score. This means the more progressively extreme the natural behavior is likely to be on each side. Scores closer to 50 indicate a more moderate style that is typically more flexible in that behavioral factor.
- **To the extent you have strong profile factors over 60 and under 40, there is a higher chance the behavioral insights in this report will be more consistently and intensively displayed when you are making life and business decisions over a period of time.**

Helen, based on your profile scores, your two strongest profile factors are:

- * **Creative** - Explores possibilities, innovative, driven by ideas
- * **Outgoing** - Enjoys new ideas, expresses view, uses a networking approach

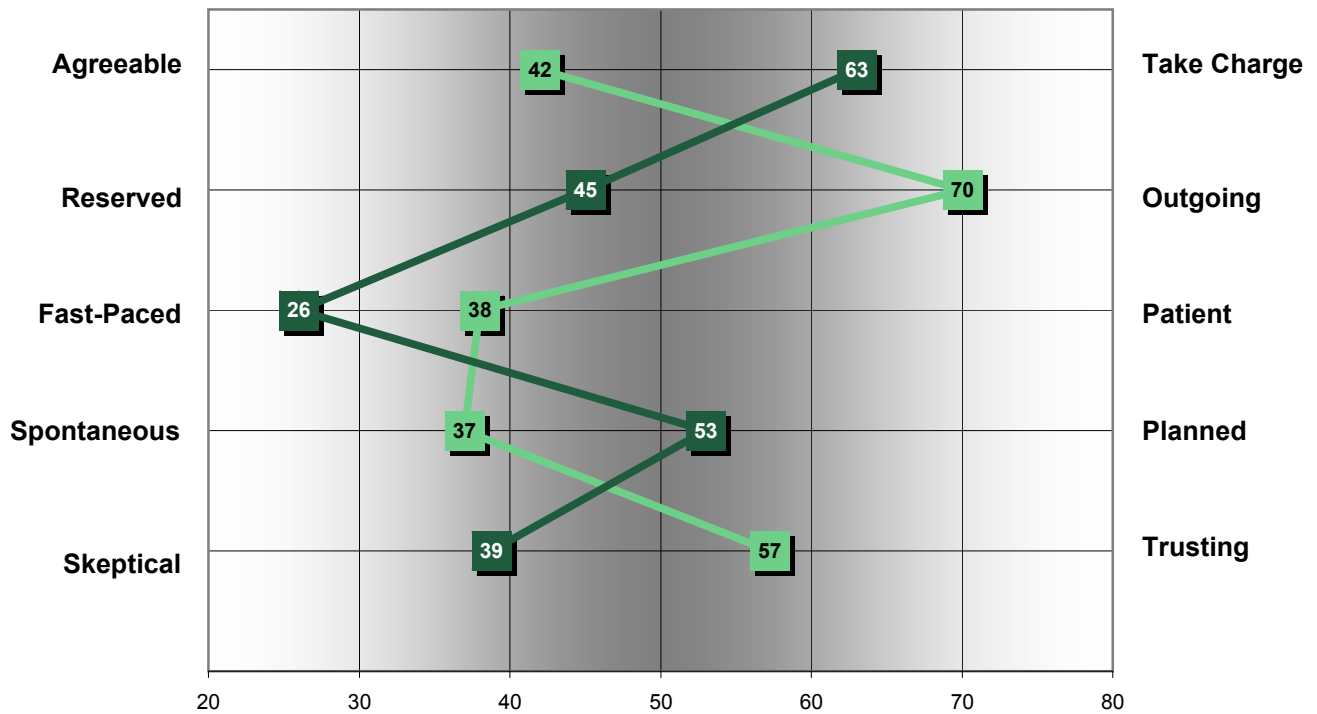
Chris, based on your profile scores, your two strongest profile factors are:

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

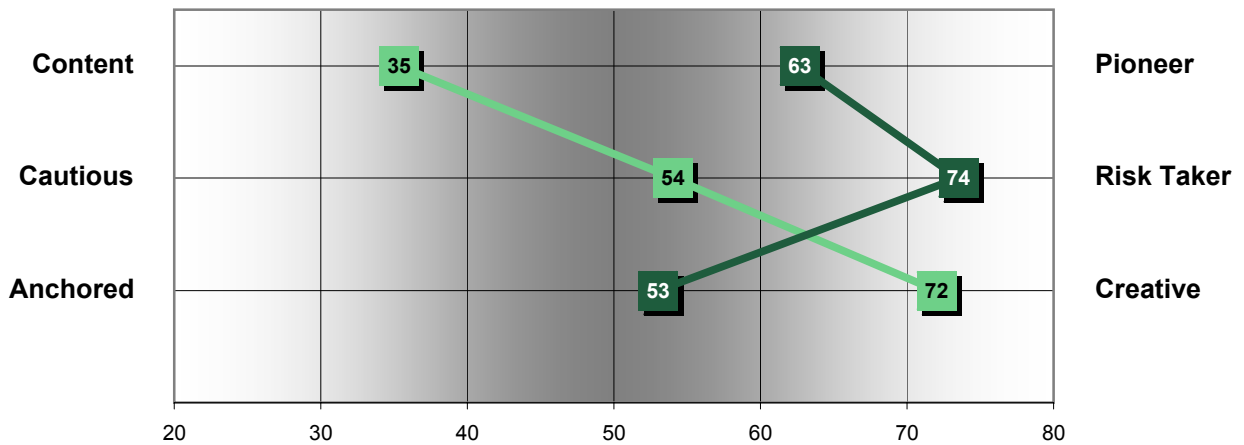
Helen

Chris

Core Work Life Drivers



Work Life Planning Drivers



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 shown in your profile graphs on page 3 of this report, your primary Work Life Attitudes are summarized in the table below.

	Helen Jones	
	Work Life Attitude 1 Creative Factor	Work Life Attitude 2 Outgoing Factor
Communication	Brainstorm	Verbalize
Business Philosophy	Innovation	Building contacts
Activity Passion	Exploring possibilities	Communication
Values	Continuous improvement	Enjoyment
Strength	Creative	Openness
Blind-spot	Easily bored	Over spends
Work Place Approach	Finding best solution	Social
Career Attitude	New initiatives	Status seeking
Goal Setting	The best way	Image driven
Work Place Motivation	New projects	Recognition

	Chris Coddington	
	Work Life Attitude 1 Fast-Paced Factor	Work Life Attitude 2 Risk Taker Factor
Communication	Get to the point	High returns
Business Philosophy	Achieving results	Adventure
Activity Passion	Task focus	Being venturesome
Values	Logic	Take your chances
Strength	Rational	Has courage
Blind-spot	Impatient	Unnecessary risk taker
Work Place Approach	Calculated	Optimistic
Career Attitude	Change agent	Opportunistic
Goal Setting	Dynamic	Risk taker
Work Place Motivation	Seeing outcomes	Create new opportunities

Based on combinations of the behavioral factors in your profile graph shown on page 3 of this report, your natural talents in the workplace are set out in the table below.

Workplace Insights	Helen Jones	Chris Coddington
Desire to Lead:	LOW	HIGH
Relationships:	HIGH	LOW
Results:	MEDIUM	HIGH
Setting Goals:	LOW	HIGH
Pursuing Goals	LOW	HIGH
New Solution Driven:	HIGH	HIGH
Detailed:	LOW	MEDIUM
Direct Communication:	HIGH	HIGH
Difficult Conversations:	HIGH	HIGH
New Account Sales:	LOW	HIGH
Quick Decision-Making:	HIGH	HIGH
Need for Control:	MEDIUM	HIGH

In this report, we have provided you each with insights for how to modify your behavior and communication with each other. Also, we have provided what the other person's unique strengths and struggles are so that you are more aware of them and how they are similar or different to you.

Using the graph below, you, as "Engager" and "Strategist" Core Work Life Profiles, will require more modification in your behavioral style.

In order to build a healthy relationship, consider showing appreciation for each others similarities and differences, and then modifying your behavior on the terms outlined below.

- Need to ensure that a relaxed environment is created so that both can safely contribute their ideas
- Adapt to work at a similar pace and create a shared commitment for the same vision and goals
- Need to remember that while one of you may interact a lot the other will need reflection time
- Need to recognize that one of you will connect with people easily and the other will stand-off and make observations
- Reinforce each others tendency to be combative and trigger conflict
- Have a straightforward relationship and operate at a fast pace
- Need to provide a set of rules for you both to operate with but allow some flexibility for changes in plans
- Benefit from one's high level on the spot approach and the follow through of the other to check out the details before moving forward
- Both be willing to take chances so may not readily see potential dangers
- Each have visionary ideas but will need to ensure they are implemented in concrete, realistic steps

Your Compatibility for Interacting Together

Overall, the graph below shows 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 Core Work Profiles 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.

	Facilitator	Reflective Thinker	Influencer	Initiator	Community Builder	Engager	Strategist	Stylish Thinker	Relationship Builder	Adapter
Facilitator	Minimal	Some	More	More	Minimal	Some	More	More	Minimal	Minimal
Reflective Thinker	Some	Minimal	More	More	Some	More	Some	Some	Some	Some
Influencer	More	More	Minimal	Minimal	More	Some	Some	More	More	More
Initiator	More	More	Minimal	Minimal	More	Some	Minimal	More	More	More
Community Builder	Minimal	Some	More	More	Minimal	Minimal	More	Some	Minimal	Minimal
Engager	Some	More	Some	Some	Minimal	Minimal	More	Some	Some	Some
Strategist	More	Some	Some	Minimal	More	More	Minimal	Some	More	More
Stylish Thinker	More	Some	More	More	Some	Some	Some	Minimal	More	Some
Relationship Builder	Minimal	Some	More	More	Minimal	Some	More	More	Minimal	Minimal
Adapter	Minimal	Some	More	More	Minimal	Some	More	Some	Minimal	Minimal

	Minimal modification required
	Some modification required
	More modification required

Engager

Typically Works Easily With:
Community Builder, Engager

Review How You Adapt:
Reflective Thinker, Strategist

Strategist

Typically Works Easily With:
Initiator, Strategist

Review How You Adapt:
Facilitator, Community Builder, Engager, Relationship Builder, Adapter

Your Core Work Life Profile is "Engager".

A gregarious person who enjoys new people, new situations, and new environments. They use their people skills to build relationships and interact with an ever-widening circle of contacts. Engagers enjoy using their verbal skills and wit to be very engaging and convincing.

When communicating with Strategists like Chris remember to:

- Recognize their need for control
- Give direct answers; get to the point
- Move quickly to the bottom line
- Offer options so they can decide
- Use summaries, bullets, and key points
- Anticipate their immediate responses and quick fixes
- Honor their need for structure, schedules, rules
- Look for ways to minimize the risks

The following are typical strengths for Strategists:

- Initiating, wants to set the agenda
- Places high priority on achieving goals
- Speaks directly
- Sees the strategic/future potential
- Operates well in conflict
- Works at a fast pace
- Analyzes before deciding
- Conducts research to determine facts

The following are typical struggles for Strategists:

- May be controlling and not know it
- Sometimes too impatient
- Underestimates work needed to achieve goals
- Perfectionistic to avoid mistakes

Your Core Work Life Profile is "Strategist".

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.

When communicating with Engagers like Helen remember to:

- Recognize their need for fun and/or excitement
- Invest time in building the relationship
- Tell them who is involved
- Transfer talk to an action plan
- Allow for plenty of freedom
- Use graphics and verbal communications
- Expect/encourage their out-of-the-box thinking
- Resist the temptation to prematurely edit their ideas

The following are typical strengths for Engagers:

- Good at meeting and communicating with people
- Lighthearted and enthusiastic
- Good at promoting ideas and opportunities
- Likes to make a good impression
- Flexible and versatile
- Works with broad concepts
- Improvises and operates without procedures
- Instinctive, operates spontaneously

The following are typical struggles for Engagers:

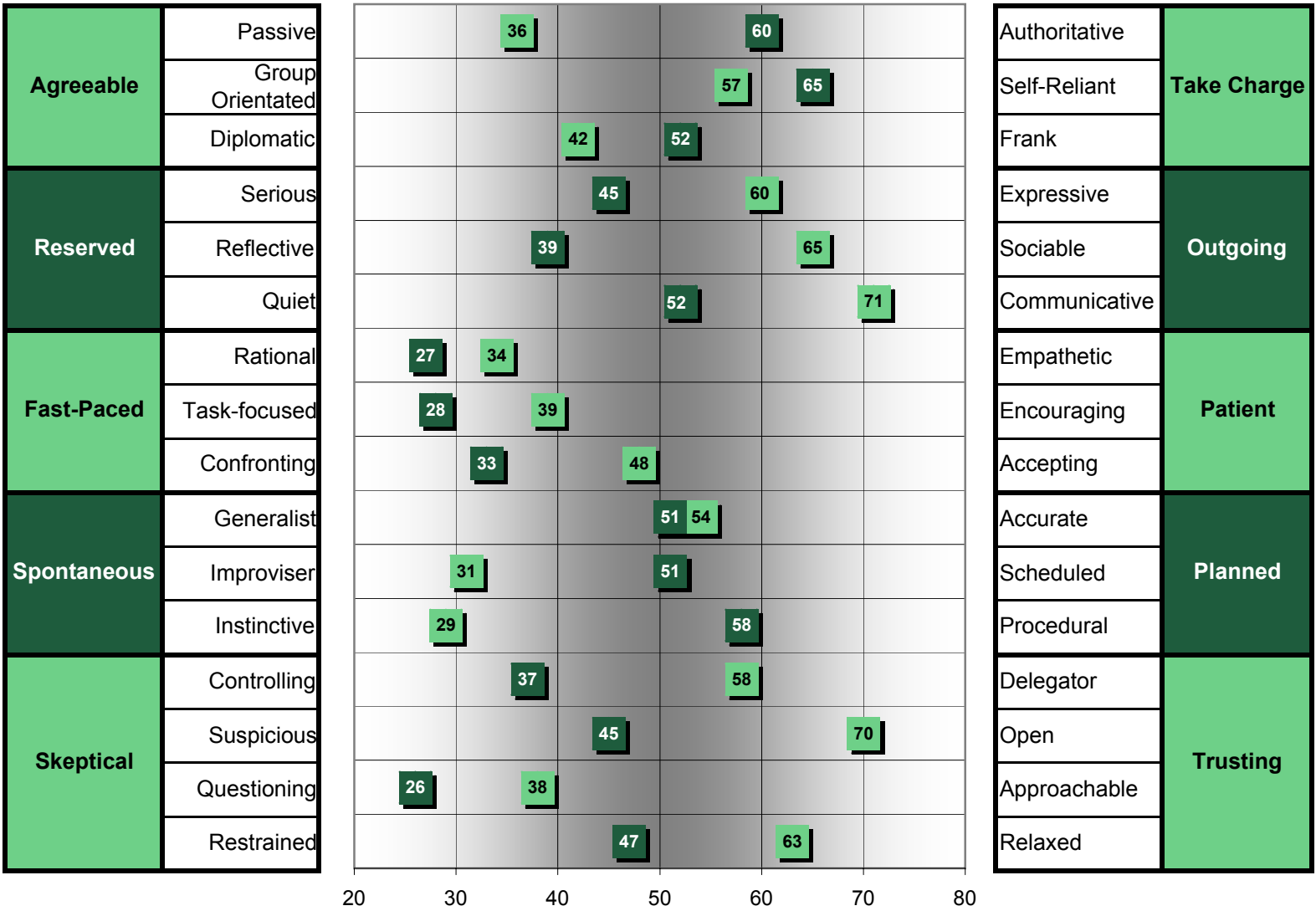
- Can be overly optimistic
- May display strong emotions
- May wing it too much
- Can be impulsive

Core Life Profile Sub-Factors Comparison Graph

Helen

Chris

Core Financial Life Drivers



Financial Life Planning Drivers

