



Business DNA[®] Natural Talents Profile

Workplace Operations Report for Chris Coddington

Providing key behavioral insights into your natural workplace talents and business performance.

Date of Completion: 1-October-2008

Business DNA® Workplace Operations Report

Chris Coddington

01-October-2008

Introduction

The goal of this report is to provide specific behavioral insights into how you naturally approach the workplace and make decisions. Further, this report provides guidance on the workplace role that will be the best fit for you, and how to position you in the team for maximum productivity and effectiveness based on the use of your natural talents.

Your Core Work Life Profile - Strategist

We have prepared this Workplace Operations 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.

Your Workplace Operations Style as a Strategist Profile

1. Strategists set and guide strategic direction; are skilled in designing and planning action and policy.
2. They create a sustainable commercial advantage by identifying product winners or process efficiencies earlier in the development cycle; by accelerating product or process development through surrounding themselves with a team of clearly directed skills and talents.
3. They build a workplace environment in which the team is focused on developing and delivering innovative ideas, and those committed to projects can flourish. But needs to remain in control.
4. Are able to respond well to communication that is clear, concise, and accurate. Provide them options and identify the risks so quick decisions can be made.
5. Will need times of thoughtful introspection to analyze information, think of new strategies and to re-energize.

Key Questions for You to Consider as a Strategist Profile

1. Are you keeping your colleagues fully abreast of your vision and where they fit in to it?
2. Are you investing time into your colleagues so that you can trust them sufficiently to delegate tasks?
3. Are you developing a more effective style of communication by showing patience and listening when others with different gifts sets to yours are offering an opinion?

Interpretation of this Report

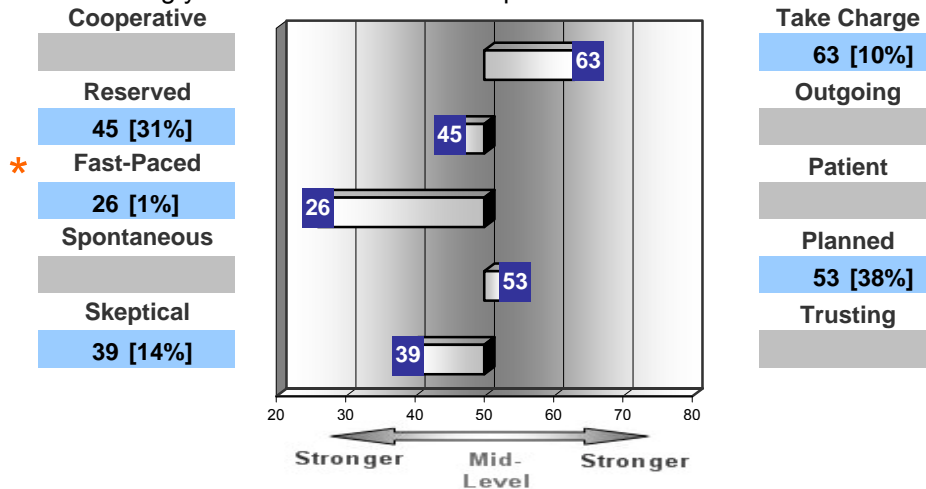
- The profile report reflects your natural behavior only. This behavior will generally remain consistent over time as it is the core of who you are. However, the report does not reflect how you may from time to time modify your behavior in certain situations based on experiences, education and values.
- There are no “good” or “bad” Unique Profiles. The key is how you can learn and become more productive 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 below 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. Based on your profile scores, your 2 strongest profile factors are:**

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

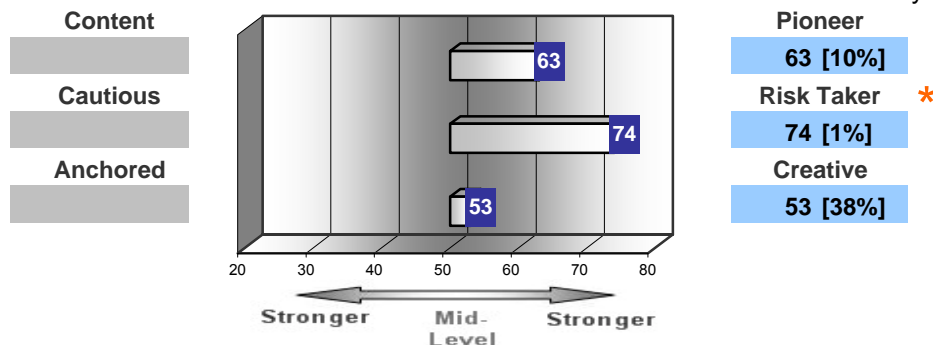
Core Work Life Drivers

The following 5 factors representing your Core Work Life Drivers provide specific insights into your natural talents, strengths and struggles and then how you communicate. Overall, these factors will indicate your natural desire to build relationships and also your motivations to getting results. If you have scores which are high on Take Charge, Fast-Paced, Planned and Skeptical you will be more result and task-focused. If you have scores which are high on Cooperative, Outgoing, Patient and Trusting you will be more relationship-focused.



Work Life Planning Drivers

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



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.

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

Workplace Insights

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

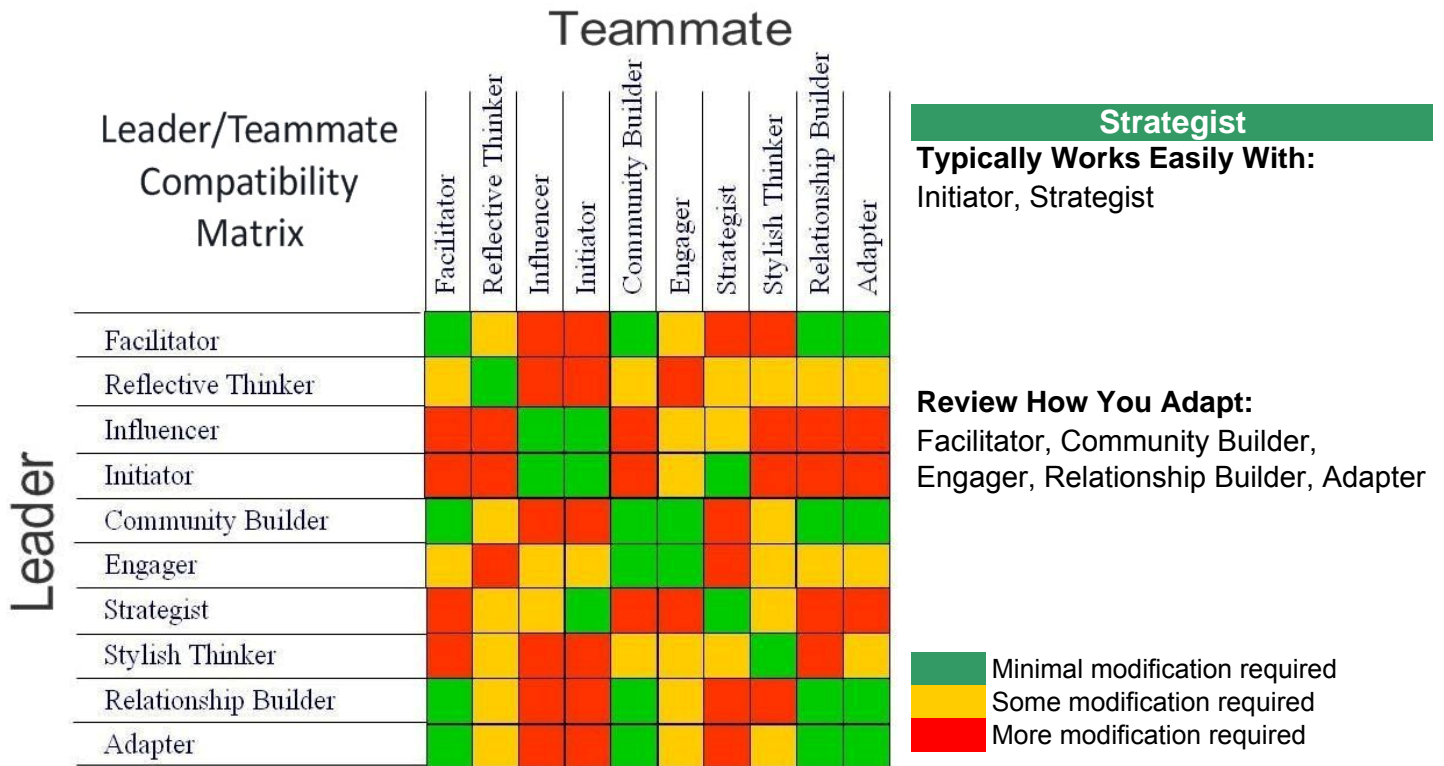
Leader/Teammate Compatibility

A strong long-term relationship with your colleagues can be built with commitment and mutual understanding. Successful working relationships can be developed from any combination of behavioral style.

The graph below shows, for the Strategist profile, 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.

As a leader, you must be aware of your impact on others, and this will be particularly important for those who you are different to. Also, it is important in building a team that you recruit people with different behaviors (talents) so you have diversity and ultimately greater productivity.



Please consider the following communication keys to modify your behavioral style for those persons you have red and yellow boxes with:

1. As a strategist, be patient with colleagues when they are giving their opinion. Sometimes they have more to offer than you imagine.
2. Listening carefully to a variety of thoughts and opinions can help the strategist refresh their own thought processes.
3. Give praise when earned to staff and colleagues as this keeps people connected to you. Remember that Strategists are more likely to be loners and reflective and so celebrating successes keeps people engaged.
4. Take care not to form a clique when talking and planning with like minded individuals. Others have much to contribute to the team and to the planning and decision making process.

Your Natural Talents Summary

The Natural Talents Summary in the table below has been prepared based on your Strategist unique profile. This information is very powerful for self-coaching and also for others being more aware of who you are and how to adapt to you. The Unique Strengths are your primary talents which if used appropriately will help you in performing to your greatest potential, with the least stress. The Unique Struggles are behavioral traits which can arise from over using your unique strengths. From a coaching perspective we encourage you to use your strengths and manage your struggles such that they do not become weaknesses and get in the way of your maximum performance. Further, your leader, teammates and others in your life should be aware of these Strengths and Struggles in working with you to build a cohesive and productive team.

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

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

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

The Relationship Essentials indicate how you wish to be communicated with by others. If others communicate with you on these terms then an enhanced relationship can be developed and maintained with you.

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 Coaching Report.
- 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