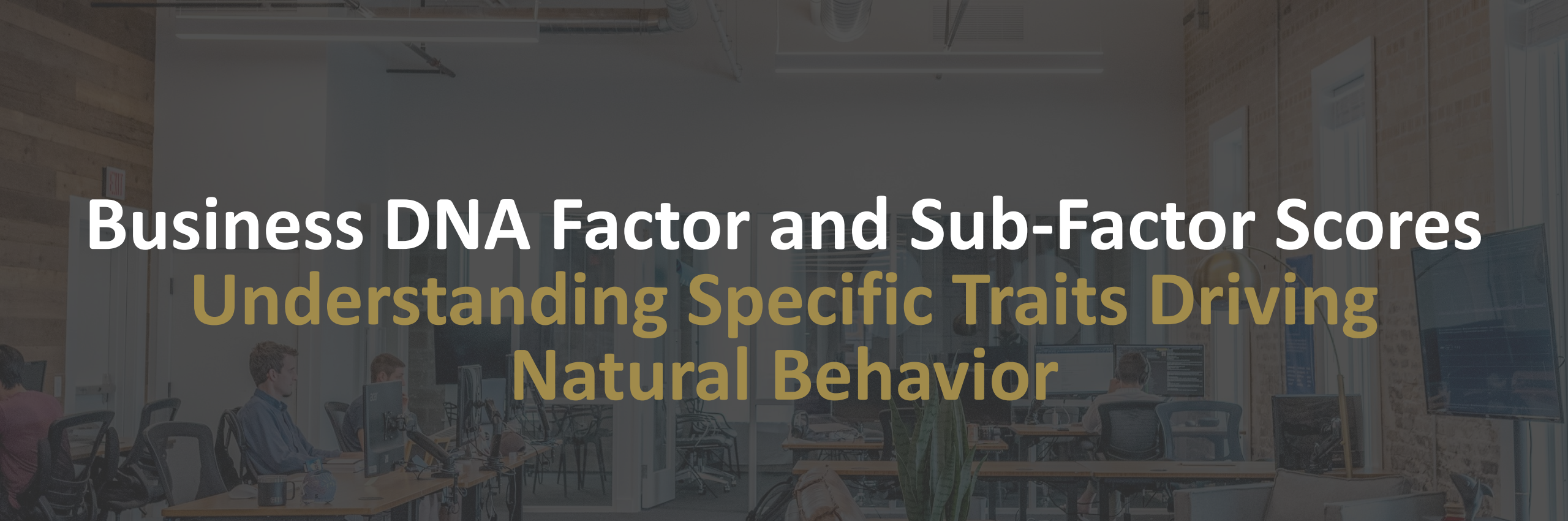




Business DNA Factor and Sub-Factor Scores

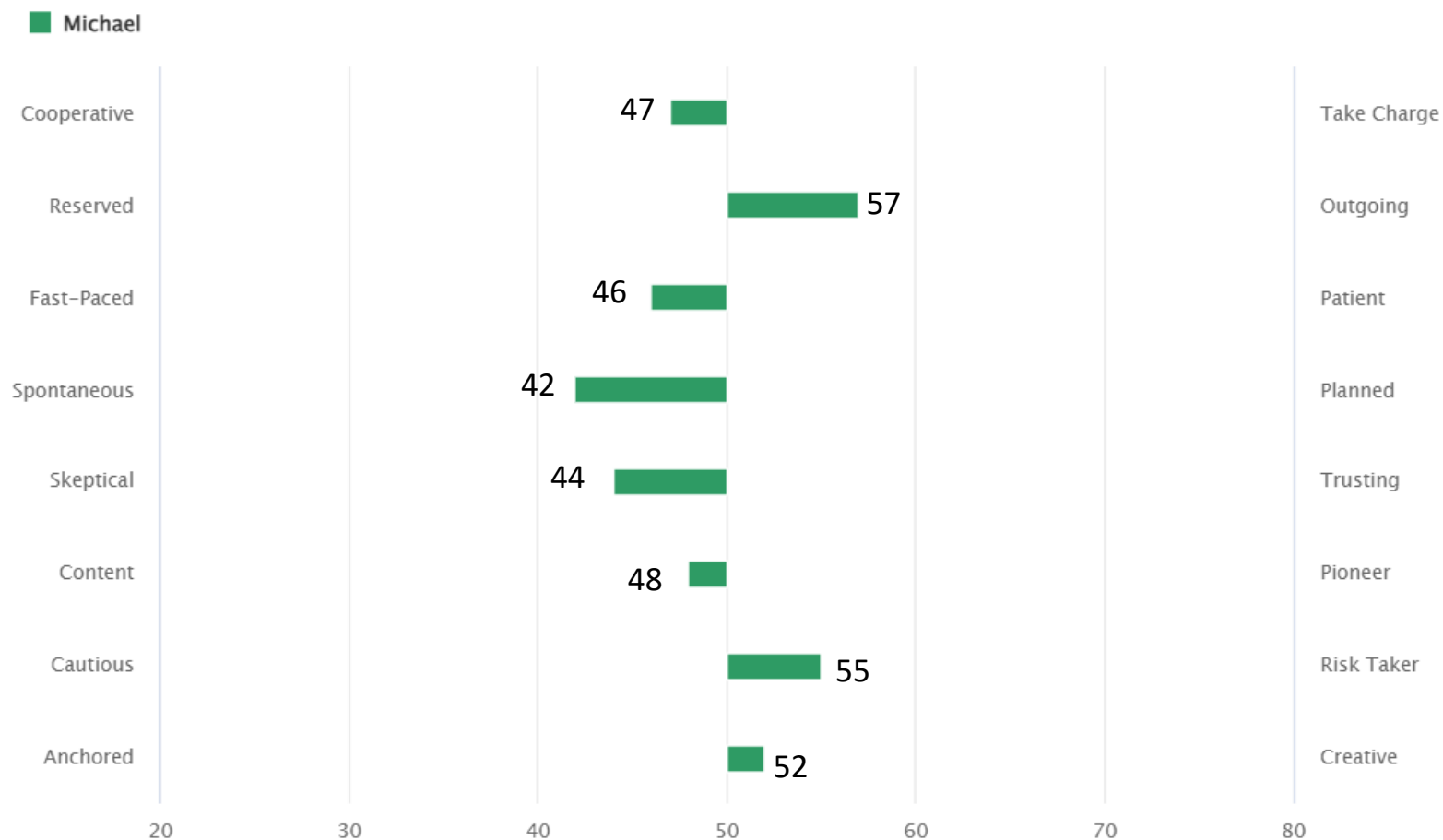
Understanding Specific Traits Driving Natural Behavior

Michael Rodriguez

Natural Behavior Primary Factor Scoring

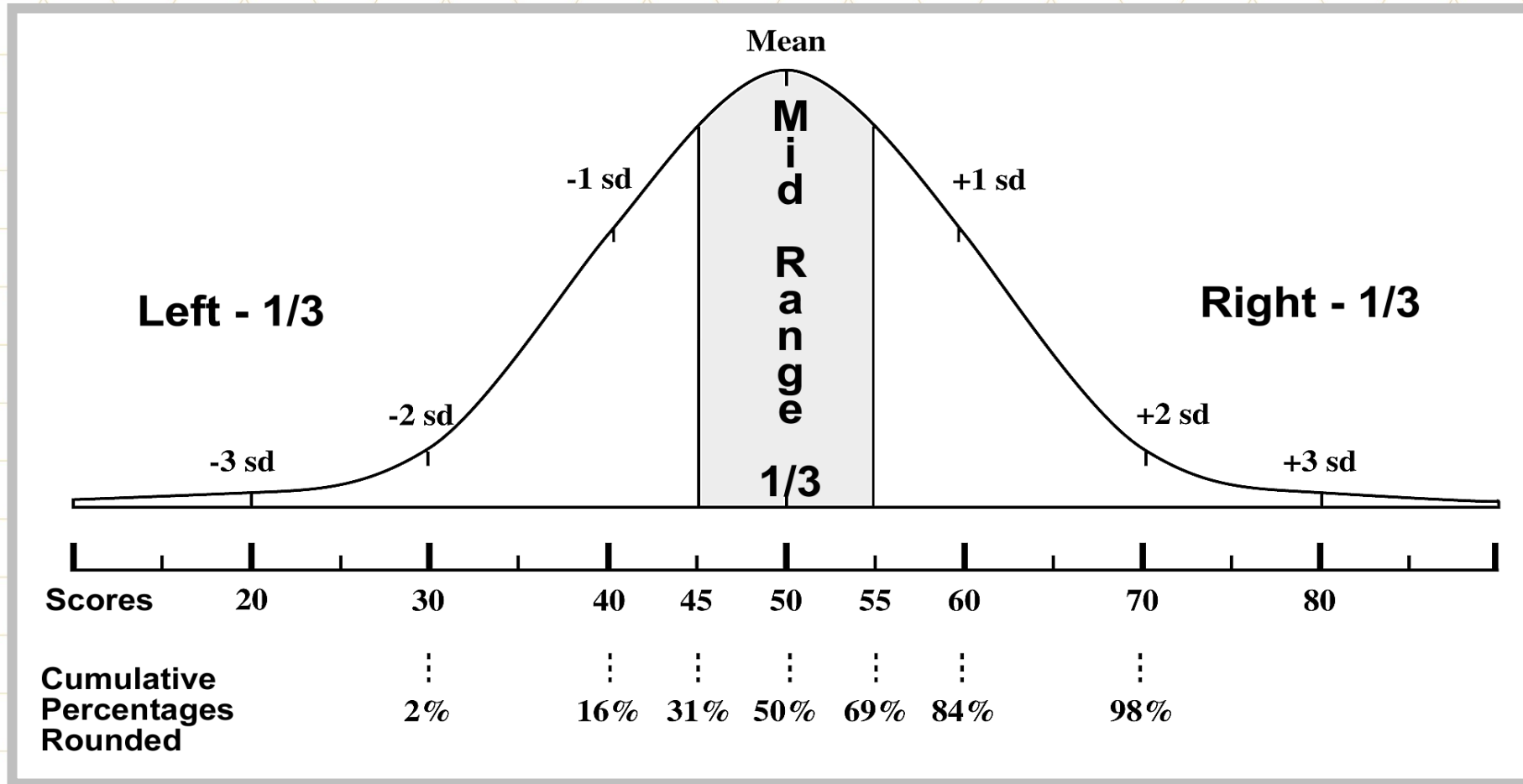
T-Scores (20-80, Mid-range scores are 45-55)

>



Intensity of Behavioral Factor Scoring

Bell Curve Distribution



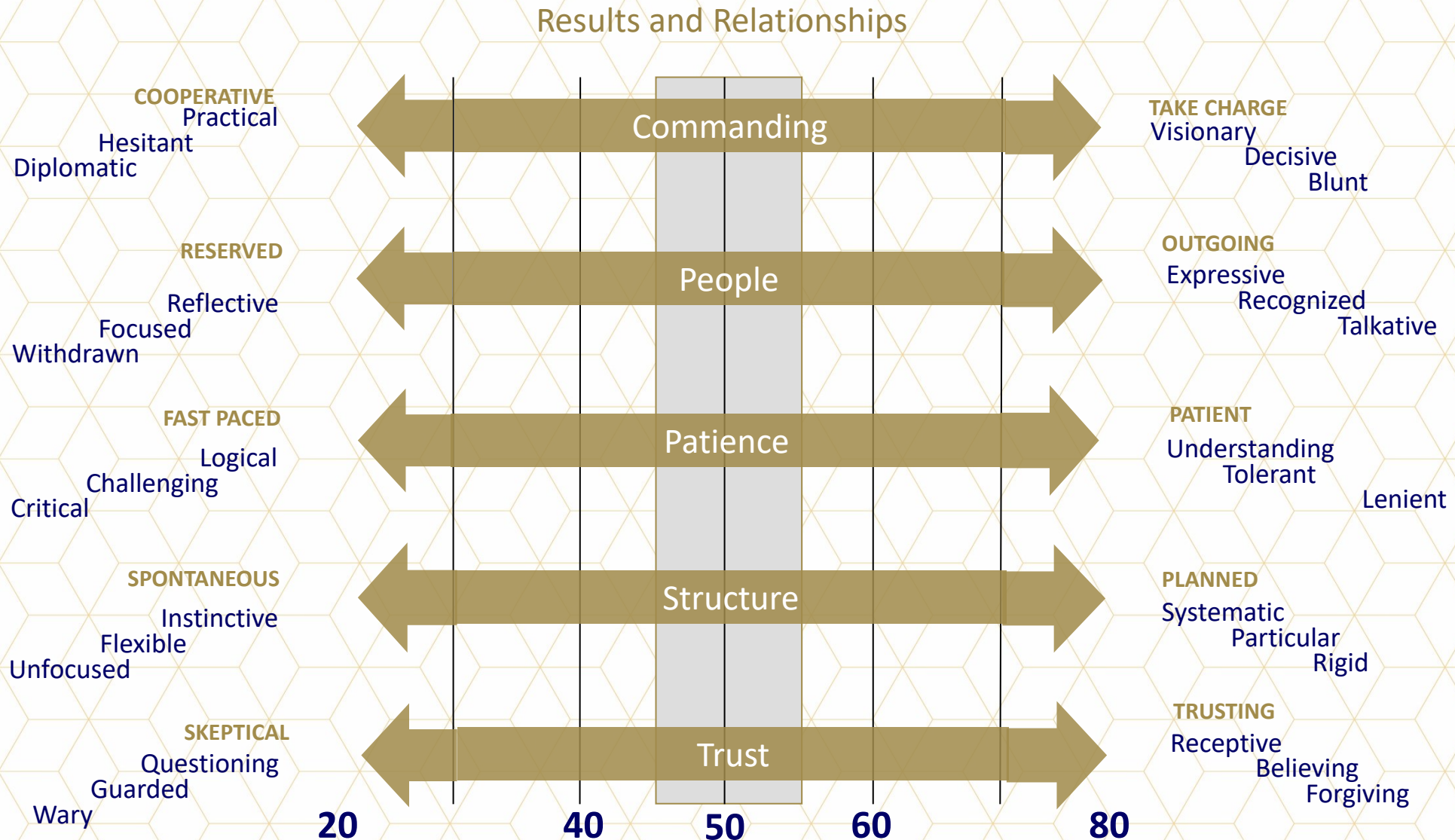
Behavioral Awareness

Strengths, Struggles and Mid-Range

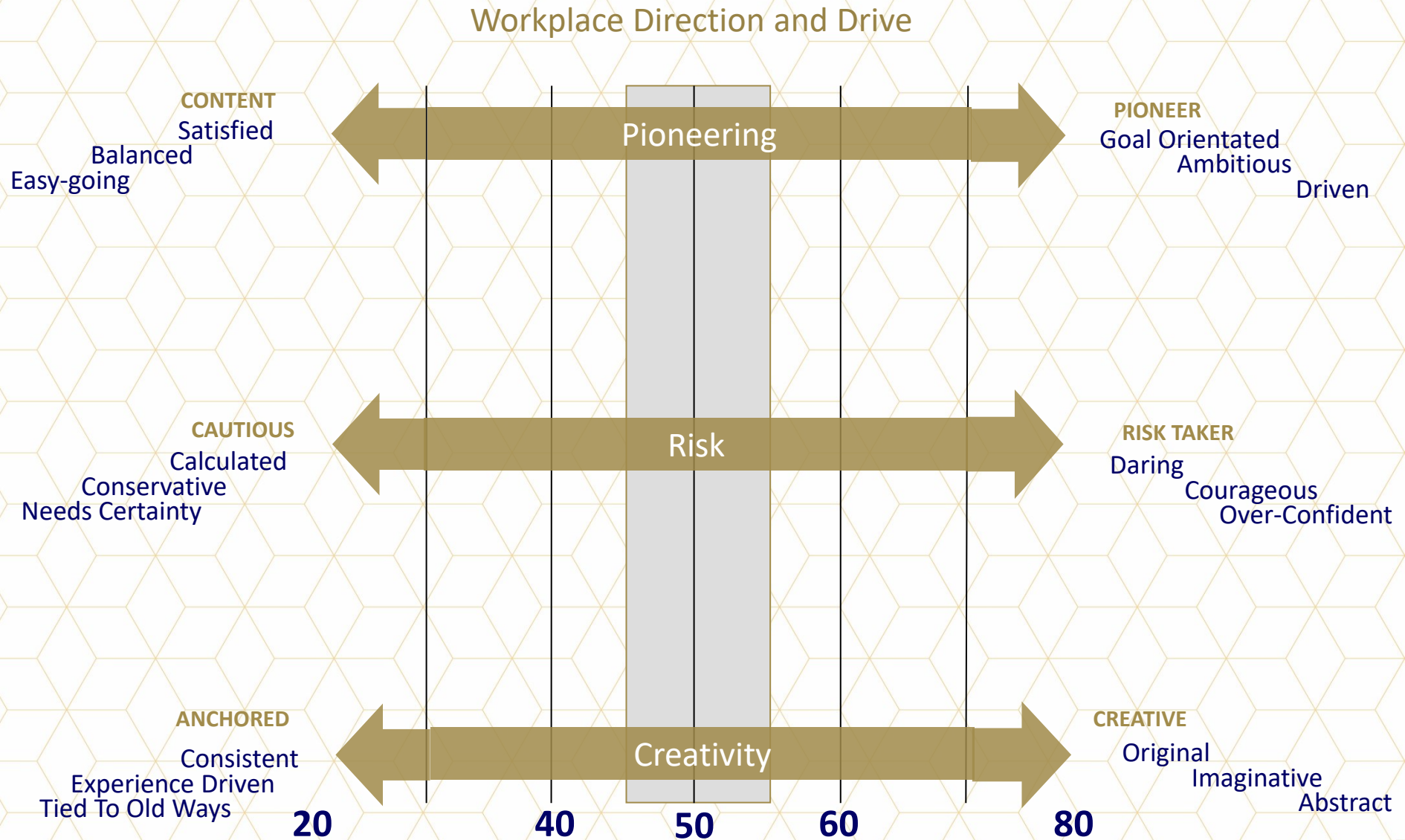
Objective behavioral awareness is a critical starting point to your workplace performance transformation. Playing to your strengths consistently will maximize your potential. Although, strengths over-played can become blind-spots.

- **Strengths** - Behaviors that come naturally and which should be used. Note: Strengths over used can become a struggle.
- **Struggles** – Behaviors that can be managed with greater awareness of your natural behaviors. Struggles not managed can become a weakness.
- **Mid-Range Scores** - Tend to be more flexible in these factors. Easier to move left or right.

Core Work Life Drivers

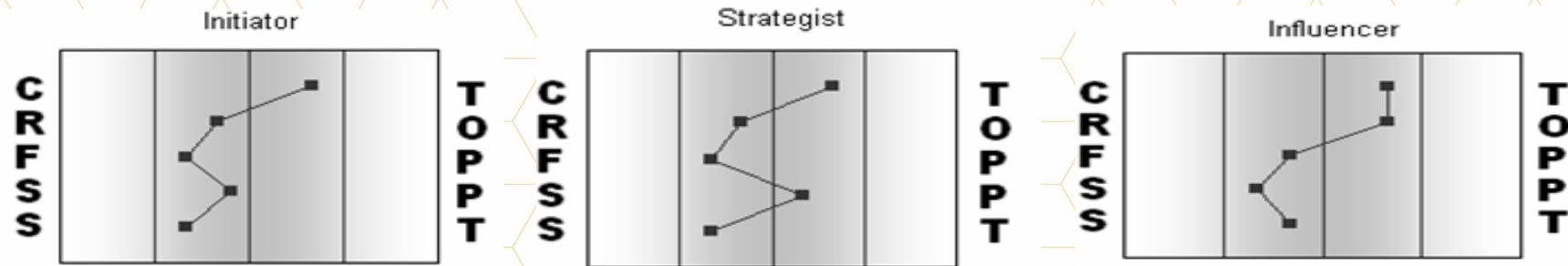


Work Life Planning Drivers



Similar “Results” Unique Styles

Different Performance

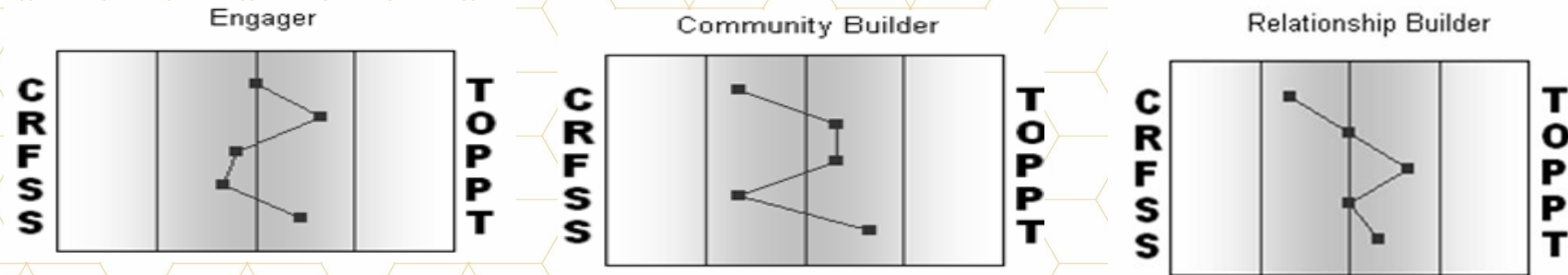


People with the same or similar unique styles based on the top 5 factors may have different “work life planning” drivers based on the bottom 3 factors enabling them to perform at a high level in very different roles.

Person 1 – Operations Manager	Person 2 – Outside Sales	Person 3 – Entrepreneur
Mid-Range Pioneering	High Pioneer	High Pioneer
Mid-Range Risk	High Risk Taker	High Risk Taker
High Anchored	High Anchored	High Creative

Similar “Relationship” Unique Styles

Different Performance

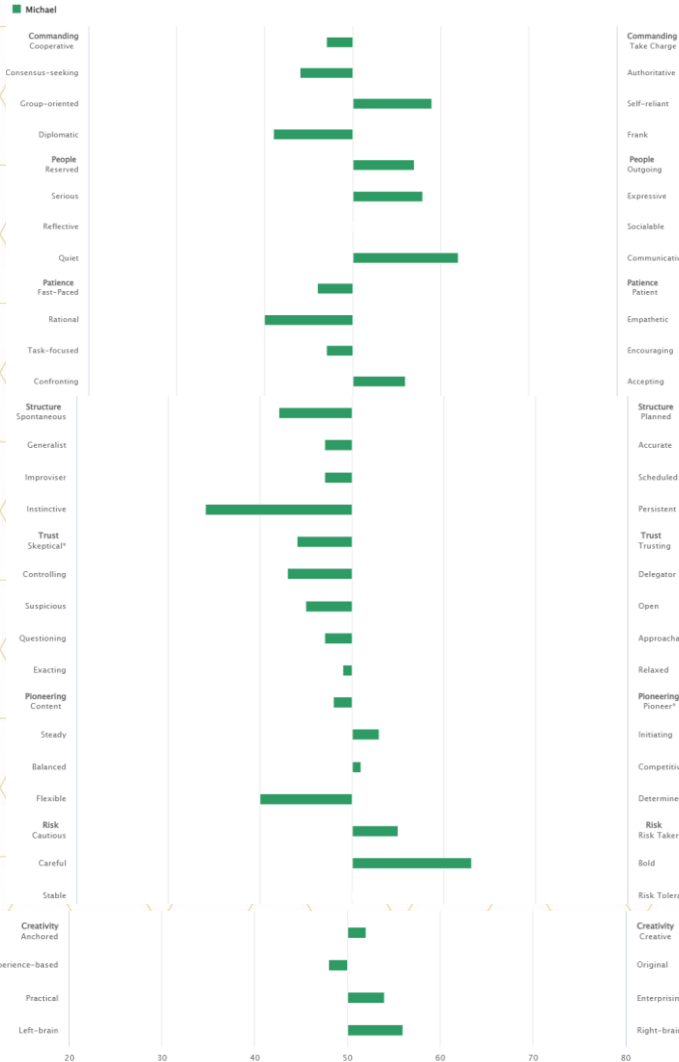


People with the same or similar unique styles based on the top 5 factors may have different “work life planning” drivers based on the bottom 3 factors enabling them to perform at a high level in very different roles.

Person 1 – Trainer	Person 2 – Inside Sales	Person 3 – Solution Design
High Content	Mid/High Pioneer (Determined)	Mid Pioneer
High Cautious	Mid Risk Taker	Mid Risk Taker
Mid Anchored	High Anchored	High Creative

8 Factors; 24 Sub-Factors

Diving into the unique style of each client



Consensus-Seeking Group-Oriented Diplomatic	Cooperative	Commanding	Take Charge	Authoritative Self-Reliant Frank
Serious Reflective Quiet	Reserved	People	Outgoing	Expressive Sociable Communicative
Rational Task-Focused Confronting	Fast-Paced	Patience	Patient	Empathetic Encouraging Accepting
Generalist Improviser Instinctive	Spontaneous	Structure	Planned	Accurate Scheduled Persistent
Controlling Suspicious Questioning Exacting	Skeptical	Trust	Trusting	Delegator Open Approachable Relaxed
Steady Balanced Flexible	Content	Pioneering	Pioneer	Initiator Competitive Determined
Careful Stable	Cautious	Risk	Risk-Taker	Bold Risk Tolerant
Experience-based Practical Left-Brain	Anchored	Creativity	Creative	Original Enterprising Right-Brain



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