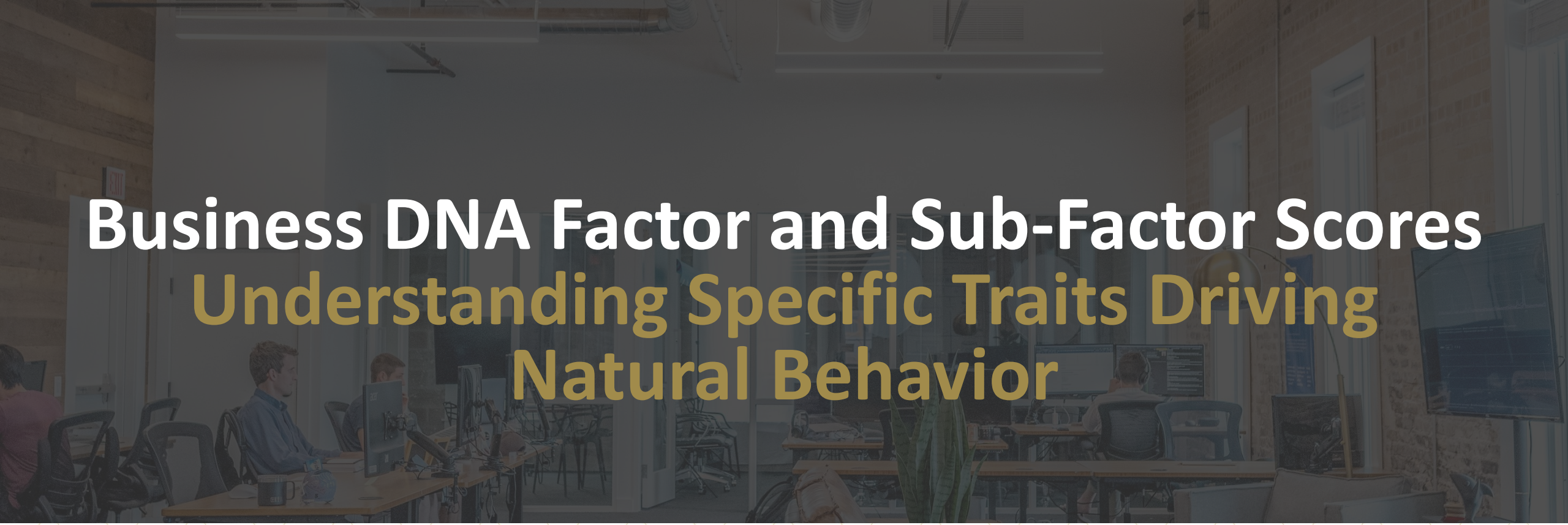


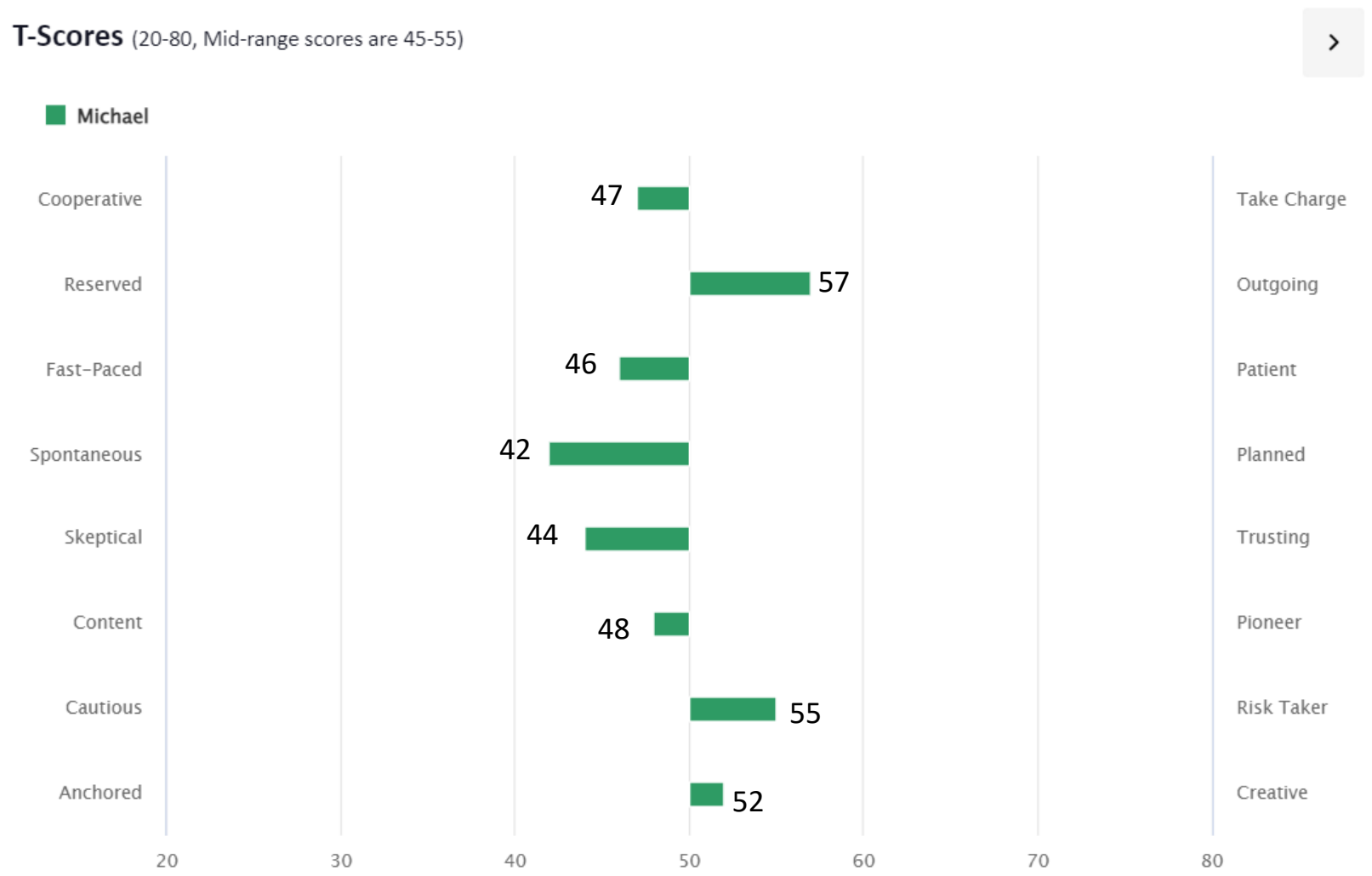
Business DNA Factor and Sub-Factor Scores

Understanding Specific Traits Driving Natural Behavior

Michael Rodriguez

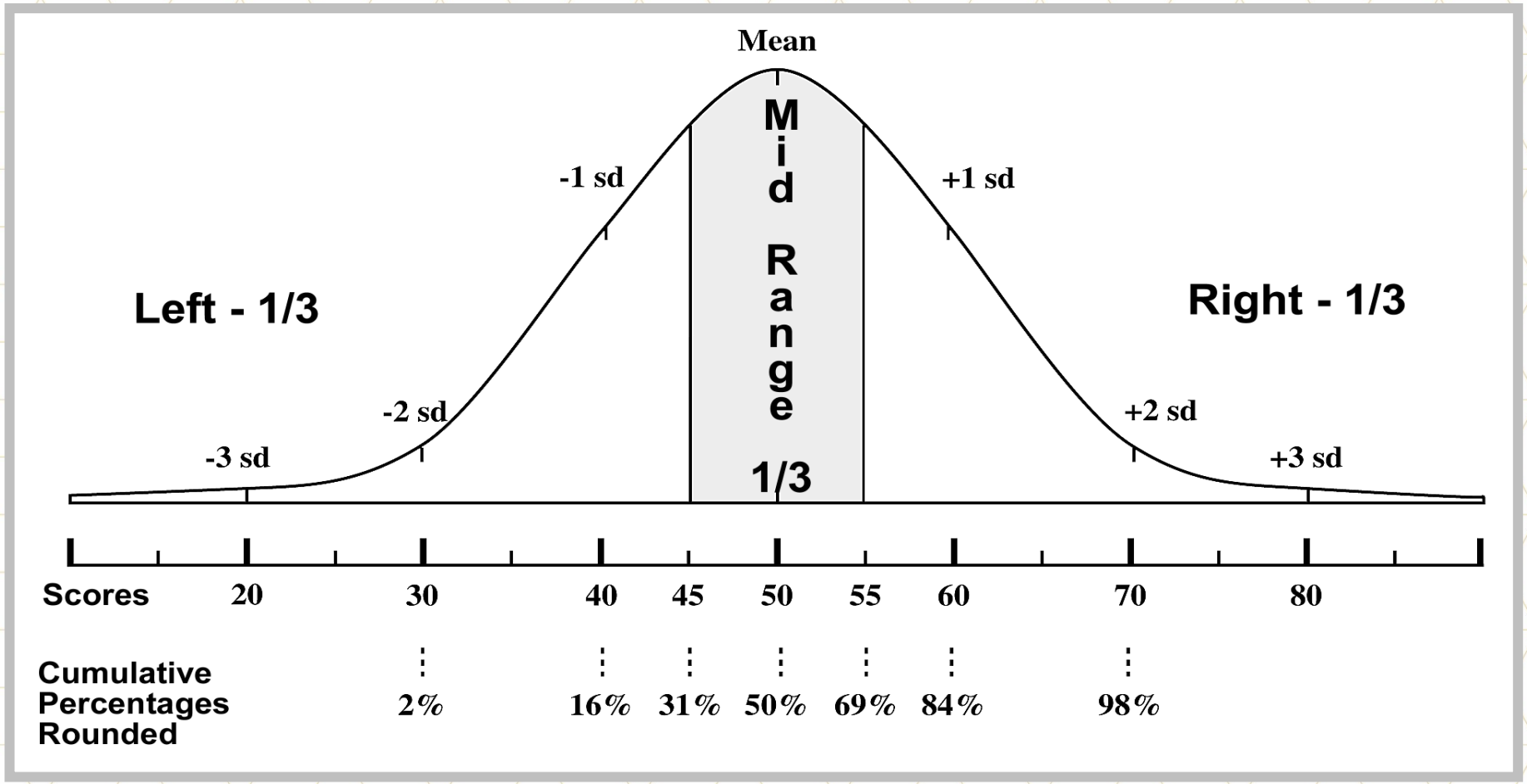
Natural Behavior Primary Factor Scoring





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.

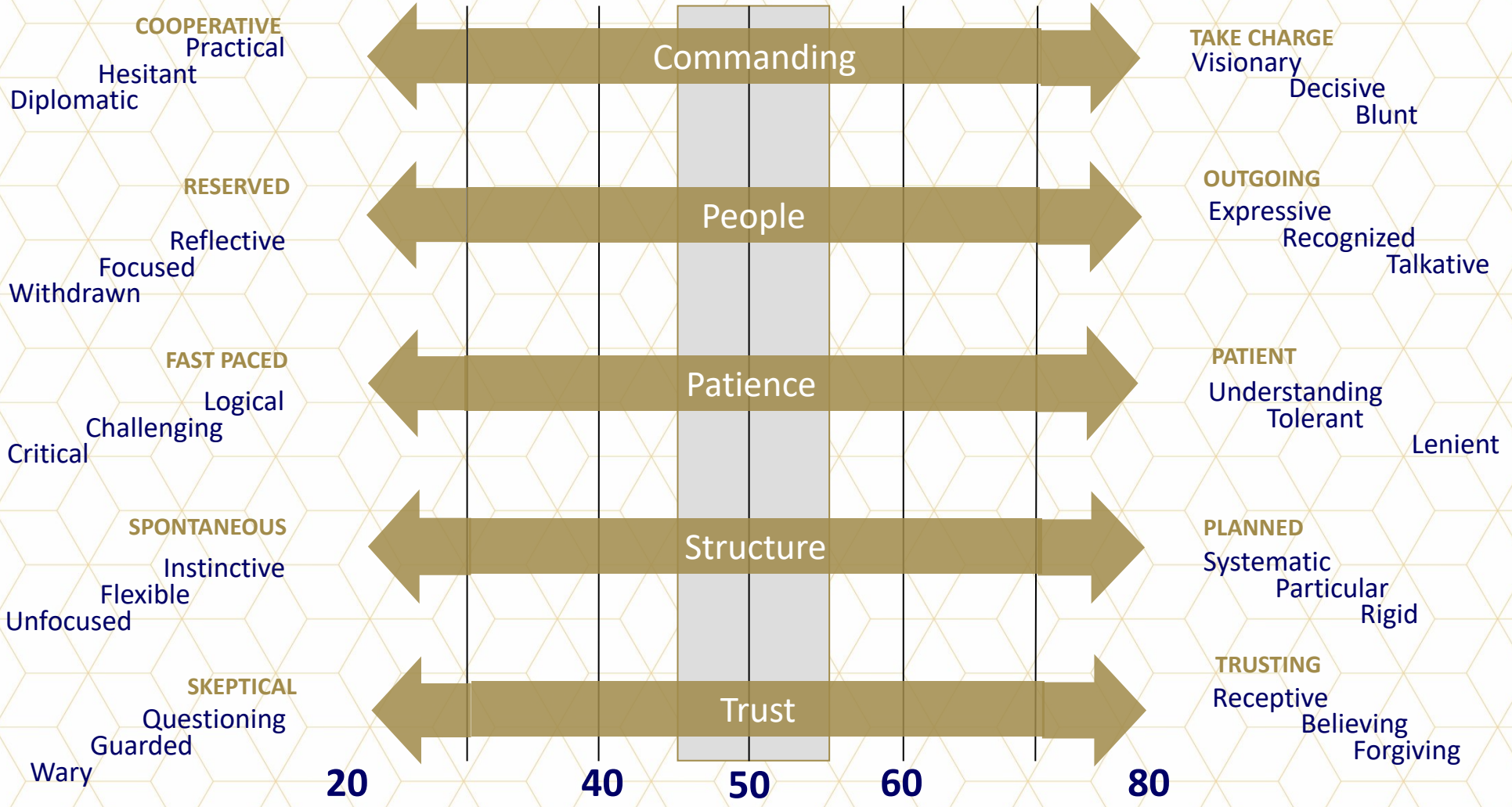
- **Strengths** - Behaviors that come naturally and which should be used. Note: Strengths over used can become a struggle.

- **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.

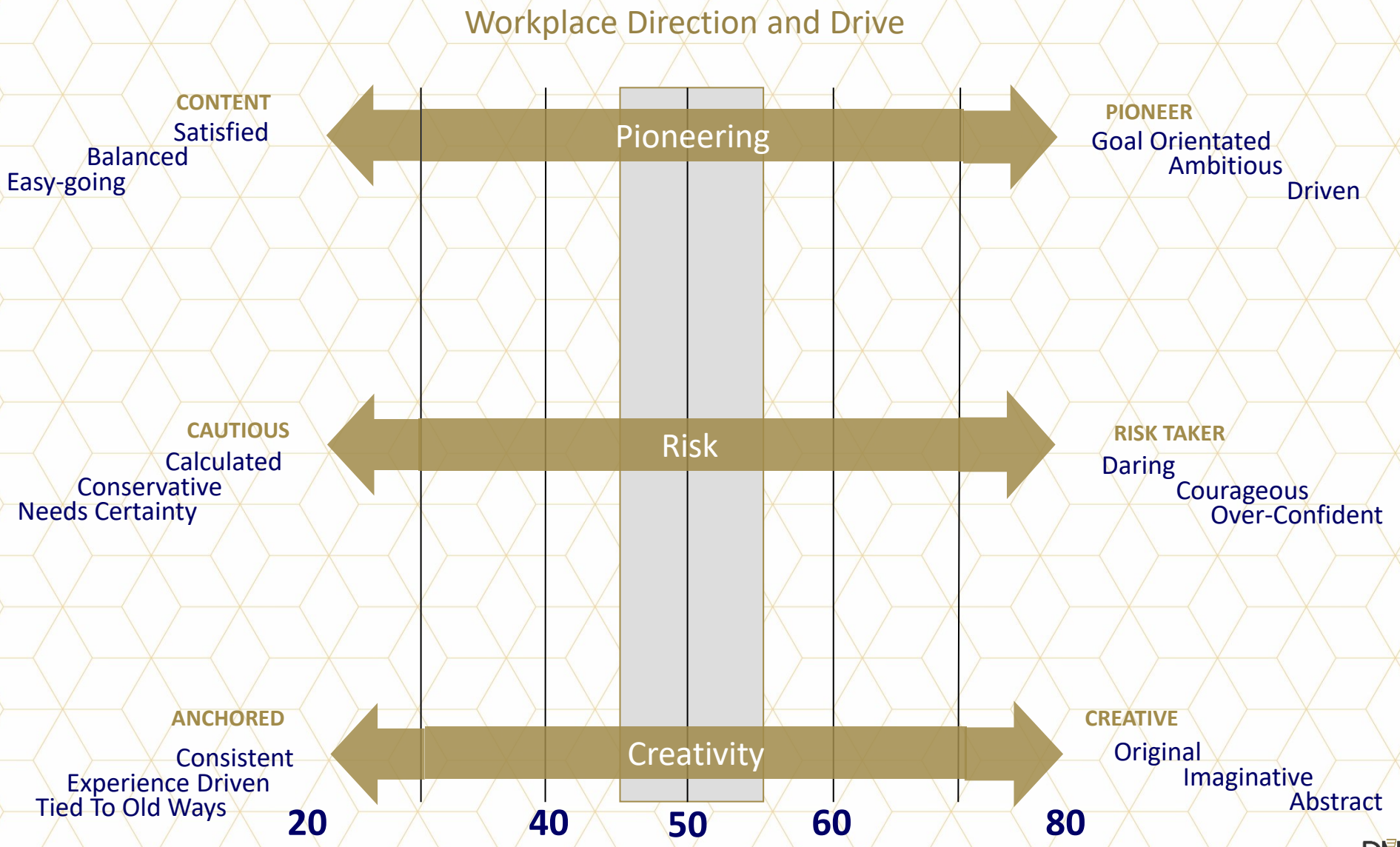
Core Work Life Drivers

Results and Relationships



Traits intensify as you move left and right from center

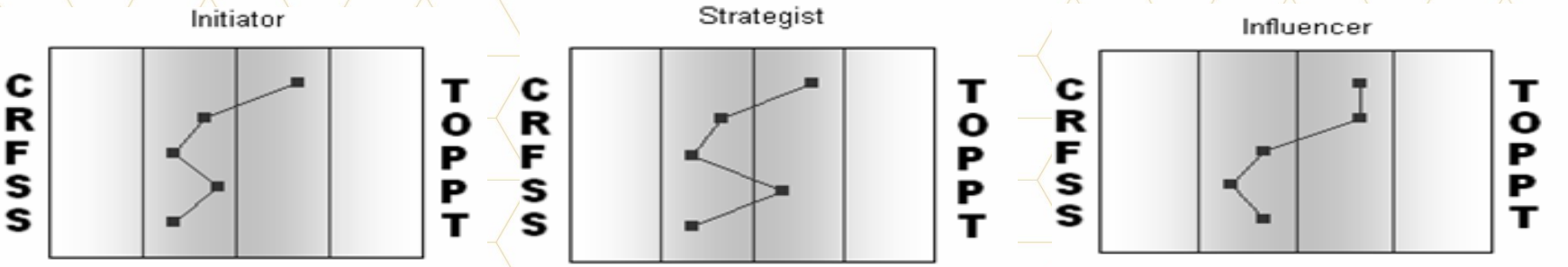
Work Life Planning Drivers



DNA Behavior®

Similar “Results” Unique Styles

Different Performance

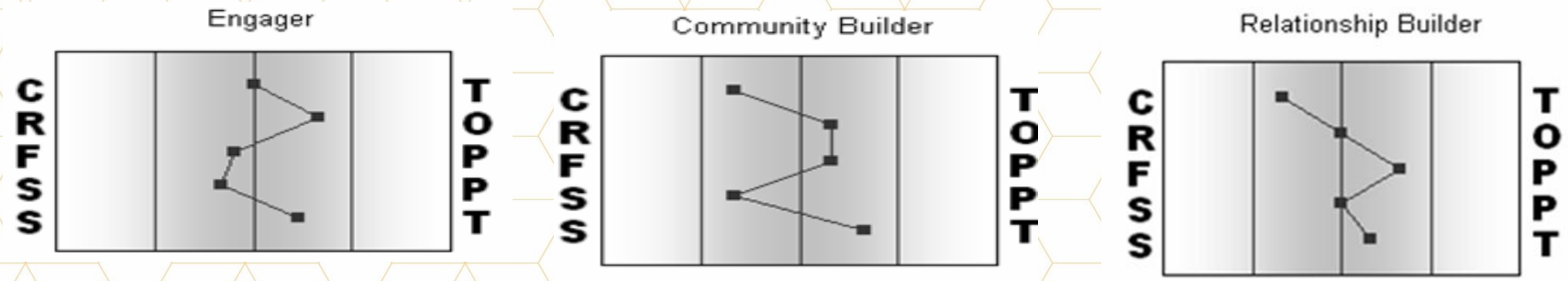


People with the same or similar unique styles based on the top 5 factors may have different “work life planning” drivers based on the bottom 3 factors enabling them to perform at a high level in very different roles.

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

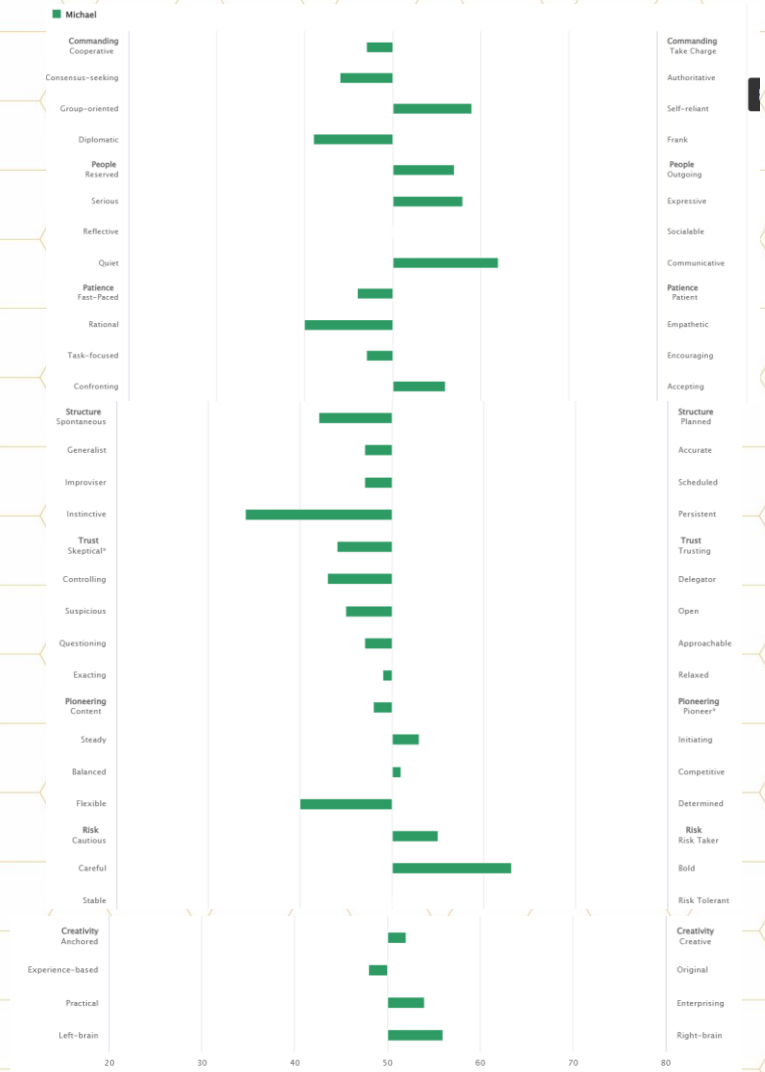


People with the same or similar unique styles based on the top 5 factors may have different “work life planning” drivers based on the bottom 3 factors enabling them to perform at a high level in very different roles.

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

DNA Behavior®

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