

# EVIDENCE BASED BEHAVIORAL COACHING

COACHING TO SUCCESS



DNA Behavior®

## Behavioral Coaching:

What is it and why do we need it?

Coaching done well keeps us on track and moving towards higher levels of achievement. A coach should be someone who motivates and inspires you to stay focused on goals. A coach is a person to whom we are accountable to deliver a greater and more successful version of who we are.

What makes behavioral coaching far more successful than any other form of coaching is that it must be based on a platform of “knowing me knowing you”. In other words, the responsibility of the coach is to understand, at a deeper level, themselves and those they coach. They must be able to build a relationship with the coachee from a starting position of having a profound insight into their inherent natural DNA “hard-wired” behavior.

When this behavioral insight is revealed through the application of the DNA Natural Behavior Discovery, coaching can focus on the essence of success for everyone and then also understanding others and knowing how to manage differences.

## Do You Know Your TIPS?

Having established a quality coach/coachee fit the coach can then concentrate on coaching founded on TIPS.

- Talent
- Identity
- Purpose
- Significance

When talent, identity, purpose and significance cannot be clearly defined this leads to more than just frustration. The more elusive the greater the likelihood of lack of self-worth creeping in to destroy life goals and careers.

People become stuck struggling with a set of self-limiting beliefs, negative head talk, or with the inability to clearly put a finger on where to go next. They are looking for success that has become elusive.

This is why people need a coach. They may well have a life vision but don't have the confidence in themselves to get there and have lost belief that they're going to realize it.

A behavioral coach can quickly establish the derailers to performance. These can be natural DNA behavior driven struggles, which are often strengths over played.

Another reason people turn to a coach is to inject momentum and a greater flow into their lives. They realize the decisions they have been making are far from wise causing them to lose confidence in their endeavors.

One of the key reasons for using a trained behavioral coach is that in addition to working with the coachee to figure out their TIPS, they can also identify behavioral blind spots that eventually become

weaknesses. Very often this aspect of coaching will help the coachee to understand where and why they have burnt relationships. Interestingly some of these lost relationships might have been the key to success in a particular venture. This insight is crucial for anyone being coached who is intending to build a new business or is looking to rescue one that has fallen into a difficult place.

A simple example that many of our coaches have seen is where an entrepreneur who is fast paced, a high-risk taker, has forgotten the importance of living a quality life, but is building a successful business and fails to listen to their more reflective, information, structure focused colleague. They assume they are there to hold them back, but on the contrary they are their gatekeepers to the safety and compliance of what the entrepreneur is building and demonstrate the importance of living a quality life.

Another example is the extremely outgoing individual who fails to realize they are burning relationships because they have no understanding of how the people they interact with are overwhelmed at best and annoyed at worst by their constant talking. But when they are able to manage their behavior and more importantly understand and discern the need to dial down – sales are won, projects are successful.

So, how can anyone move forward without self-awareness? Self-awareness involves being conscious of different aspects of self, including traits, behaviors, feelings and EQ. Only through scientifically validated behavioral discovery, such as what DNA Behavior offers, can the process of self-awareness begin.

## Our Coaching Approach:

We design our coaching around your unique gift for high performance. This comes from the intersection of your talents as revealed by the DNA Natural Behavior Discovery (what you are great at doing) and your passions (what you love to do).

We plan sessions based on capitalizing on your strengths and mitigating your struggles; remembering that on occasion struggles can be strengths overplayed. Ultimately it is important to understand where you deliver the most value, what drives your passion and what gives you enjoyment.

Finding this level of insight shapes your identity, because when you know that there will be a higher goal or place of self-being to work towards you tend to become more reconciled with yourself as you identify your passion and drivers.

Once there is greater self-understanding you will become accepting of what you are called to do. This forms the base from which you grow into your significance – and when you know your significance in the key settings of life – it will be easier to manage your emotions.

This is an important stage of coaching – the impact of ‘self-awareness’:

Self-awareness allows us to see things from the perspective of others, practice self-control, work creatively and productively, and experience pride in ourselves and our work as well as general self-esteem (Silvia & O’Brien, 2004).

Only when the coachee understands self can they see the value in being able to understand others. Self-awareness is the most effective pathway to managing differences.

## Emotional Intelligence (EQ):

DNA Behavior Discovery reveals EQ – i.e., the degree to which an individual has the capability to perceive, identify and regulate emotional information accurately either within themselves or as observed in others, and then be able to respond appropriately.

Therefore, armed with this insight coaching individuals can develop the mature emotional intelligence skills required to better understand, empathize and negotiate with others and manage behavioral differences. Learning to understand behavioral differences, motivations and passions is key to individuals and crucial for leaders.

Referencing back to Talent, Identity, Purpose, Significance (TIPS); coaching that delivers an understanding of EQ not only brings the ability to recognize your own emotions and its impact on others, it also conveys self-confidence and a sureness of IPS.

Coaching delivers a framework for the coachee based on their DNA Behavior insight to be able to understand and respond appropriately in high stress or emotional situations. This is a key area for leadership to better equip them to lead teams more effectively and deliver business outcomes

According to the Daniel Goleman the 4 pillars of EQ are:

1. Self-awareness
2. Self-management
3. Relationship management
4. Social awareness

Working with a DNA Behavior qualified coach delivers a depth of EQ understanding based on the coachee's individual behavioral personality.

## Why Use DNA Behavior Systems?

The specific advantages of using the DNA Behavior discovery system are clear. The results deliver a much greater level of depth of insight, with higher reliability, into the coachee enabling the coach to have a holistic understanding of those they work with.

A DNA Behavior certified coach can then apply this insight to the work they undertake with individuals.

The importance of the relationship between coach and coachee is paramount. It must be based on a clear understanding of behavior and the correct fit between the parties.

Natural behavior is the best and most accurate starting point for development because it is the consistent baseline for understanding behavior and talents that reliably reveal themselves over a lifetime.

Situational behavior, resulting in the need to be coached, should return to ground zero as a starting point i.e., natural behavior. This foundational insight delivered through the DNA Behavior Natural Discovery process provides not just a baseline, but a robust framework from which the coachee can be coached.

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DNA Behavior offer a robust behavioral methodology. Performance success and de-railers come from behavior and these need to be revealed, understood and managed in the coaching relationship.

Armed with DNA Behavior insight, the coach knows, in advance, the likely pressure points that may take the coachee quite some time to otherwise reveal themselves or with another discovery system that is not as reliable, deep or pin-pointed.

Closely linked to this starting point of using DNA Behavior to uncover pressure points and EQ is it delivers a solid framework around which coaching can begin.

Crucial to this approach is the importance of the coachee receiving thorough insight into their own behavior but perhaps even more importantly being able to recognize differences with others and have the behavioral 'tools' to manage those differences.

The DNA Behavior Coaching also provides a library of powerful questions based on style that the coach can use to open up conversations.

## Why Coaches Choose the DNA Behavior Coaching Route:

Very often the natural DNA behavior sits below the surface; it is not seen because it is masked by the more dynamic (situational) learned behaviors that are shaped by the person's life experiences, education and values. This is why a person's overall personality, at any particular stage of their life, may be seen to change, but their core natural behavior will remain consistent.

The DNA Natural Behavior Discovery Process was designed to holistically uncover, capture and measure all dimensions of a person's natural DNA behavioral style as the core of their personality. For example:

- How people make decisions, take direction and work with others.
- How they interact and build relationships, achieve results, handle information, complete tasks, develop trust, set and achieve goals, take and live with risks and their learning styles.
- How they communicate and wish to be communicated with.
- How they make financial decisions; what are their (financial) biases; what is their response to market movement.

An important differentiator:

Forced Choice Questions:

After significant academic research the Forced Choice Assessment Model was selected over the more traditionally used Normative (Likert-type) Scaling Model for measuring Natural DNA behavior. We recognized the importance of right data in right data out. While tougher to do the discovery, the result is more reliable and accurate

This approach overcomes the problem of "who someone says they are", or "wants to be" versus "who they actually are". While many people can learn to mask their true behavior for temporary periods or navigate around unpleasant situations, they still have a central reference point in their personal approach to which they revert to in times of extreme stress.

Such insight is key to the coaching/coachee relationship.

Comprehensive Detailed Reporting:

Example(s):



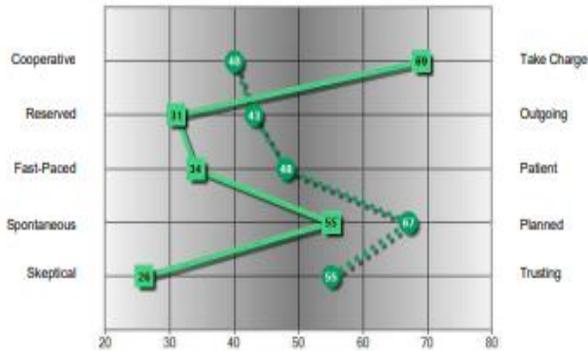
1-Page Factor Report  
8 Factors; 24 Sub-Factors  
Measuring the behaviors, graphically show them, the strength of the behavior can be understood i.e., how ingrained it is vs being adaptable, visuals allow differences to be seen, customization, easy to understand language which pinpoints strengths, struggles and communication keys

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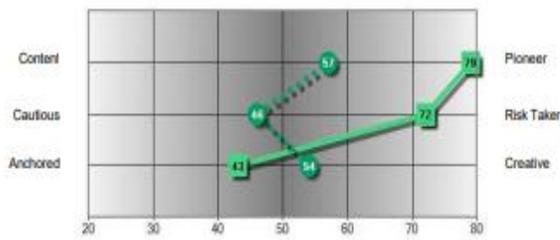
Chris

Tom

## Core Work Life Drivers



## Work Life Planning Drivers



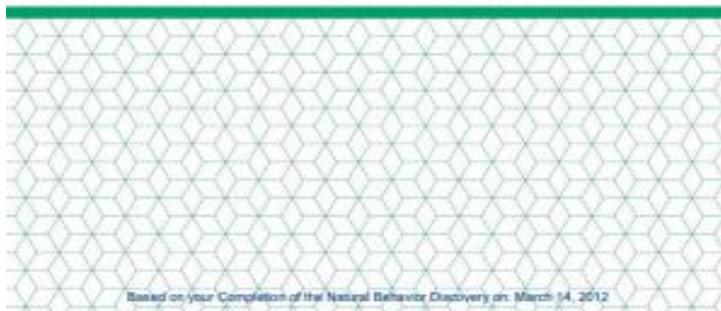
The Comparison Report is based on each of individuals unique strengths and struggles. This example is between a Strategist and a Reflective Thinker. The goal is to provide specific insights into how each will each operate in a workplace environment. This information is valuable on two levels: it provides guidance on how to manage expectations and how to best the individuals should interact with each other; further, it

## Business DNA® Natural Behavior Discovery

Coaching Report for  
Chris Coddington

Providing in-depth coaching information  
to assist in the development of your  
personal work and leadership performance.

A 28-page comprehensive coaching  
report providing in depth coaching  
information to assist in the development  
of personal work and leadership  
performance.



### Technology:



Reports delivered to your devices in real time.  
Easy to use, automatic reporting to user, multiple reports,  
customization.  
And - new online tools coming. Watch this space.

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## In Conclusion:

Don't let fear, uncertainty, loss of direction, others opinions, lack of confidence hold you back. Everyone needs a coach. Everyone needs to know for sure they are on the right life path and destined for success. Call us now and speak to one of our consultants.

Link to a 15-minute discussion with our Consultant [Clicks here.](#)

Why not complete your own DNA Behavior Discovery. Our gift to you.

<https://www.businessdna.com/free-trial/>

If you want to dive deeply into behaviors - head to Amazon to buy [Hugh Massie's latest book](#) – you will be glad you did.

## About DNA Behavior:

Founded in 2001, **DNA Behavior** solutions are in play in over 123 countries through 11 languages. The company's 12 proprietary DNA Behavior Discovery Processes include **Communication DNA**, **Financial DNA**, and **Business DNA**. DNA API provides value across fintech, wealthtech, regtech, HRtech, eduTech, marketingTech, and other platforms. Anywhere predictive behavior insights are needed. Its API solutions bring validated behavioral insights to large international banks, insurance providers, wealth managers, technology companies, government agencies, utilities, and others.