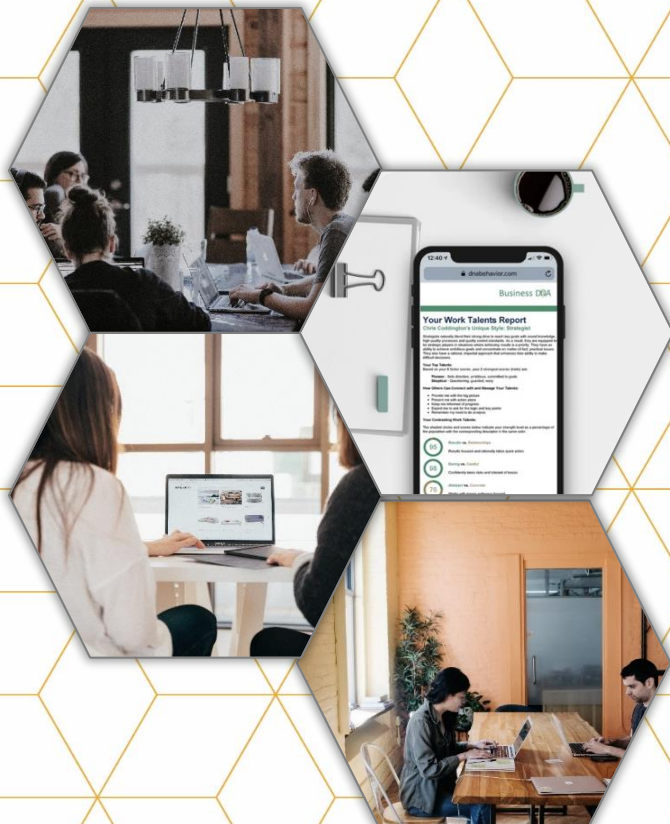


7 Ways to Leverage Your Team's Strengths



How Effectively do you Lead Your Teams?

The intention of this guide is to alert leaders to the significant role they play in leading teams to success. Whether the team is large or small, at the c-suite level or on the shop floor, it's the leader, you, who sets the environment for success or failure. Harsh, but true.

Think about these 7 areas and consider how and where you can develop your teams' strengths remembering that the key is how well you know and understand their behaviors and how your approach enhances or detracts from leveraging your teams' strengths.

On a scale of 1 (Need to work on this) – 10 (Nailed it).

1. Are you a leader who shares your vision with the team?
◇ 1,2,3,4,5,6,7,8,9,10
2. Do you know how to inspire and motivate the individuals that make up a team?
◇ 1,2,3,4,5,6,7,8,9,10
3. Are you using and applying all the skillsets of the individuals to the task in hand?
◇ 1,2,3,4,5,6,7,8,9,10
4. Does your style and approach to leadership deliver desired business results?
◇ 1,2,3,4,5,6,7,8,9,10
5. How well are you able to communicate what you want them to achieve? Are you able to tailor your conversation to the behavioral needs of your team members?
◇ 1,2,3,4,5,6,7,8,9,10
6. Do you know whether or not your team members feel supported by you?
◇ 1,2,3,4,5,6,7,8,9,10

And the most important thought for a leader:

7. How deeply do you understand the different behaviors of the people in your team?
◇ 1,2,3,4,5,6,7,8,9,10

Most leaders will know the skill set of their teams, but the single biggest feedback we at DNA Behavior get from customers is the importance to individuals of being treated with respect. Being seen and known. It rates more highly to people than rewards or commendations.

If you are to leverage your team's strengths to deliver increased productivity, goals, and success, knowing yourself and your people at a deeper level is the starting point.

There can be nothing more frustrating for team members than to be led by someone who fails to inspire them, who doesn't know them, who doesn't make use of their skill sets, whose leadership style demotivates them.

If as you read this, you think there is more you can do to encourage and motivate your teams – then begin by getting to know them at a deeper level and in an actionable way.

Invest just 10 minutes into yourself, to begin with, to understand your inherent behaviors and communication styles, and then do the same with your team members.

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The depth of insight revealed will set you up to be able to make significant decisions about how best to assign work, motivate, reward, and interact with your people.

The results of completing this quick questionnaire will be delivered to you in real time on any device.



As you interact with your team members you will be able to call up scientifically based behavioral data instantaneously ensuring you are well prepared to have meaningful exchanges based on knowing their behavioral style. Moreover, you will go into the discussion with insight and understanding on how best to flex your approach to get the most from the conversation.

Working in Virtual Teams

Your leadership approach is even more important when working in virtual teams. Maybe you are not geographically in the same place as your teams; perhaps due to the pandemic, remote working is a new experience for your business. The degree to which your leadership style can make the difference between setting your people up to be productive through understanding their strengths and struggles holds true even in a remote situation.

Let's focus on the positive. Here are a few signals for you that your virtual team(s) is strong.



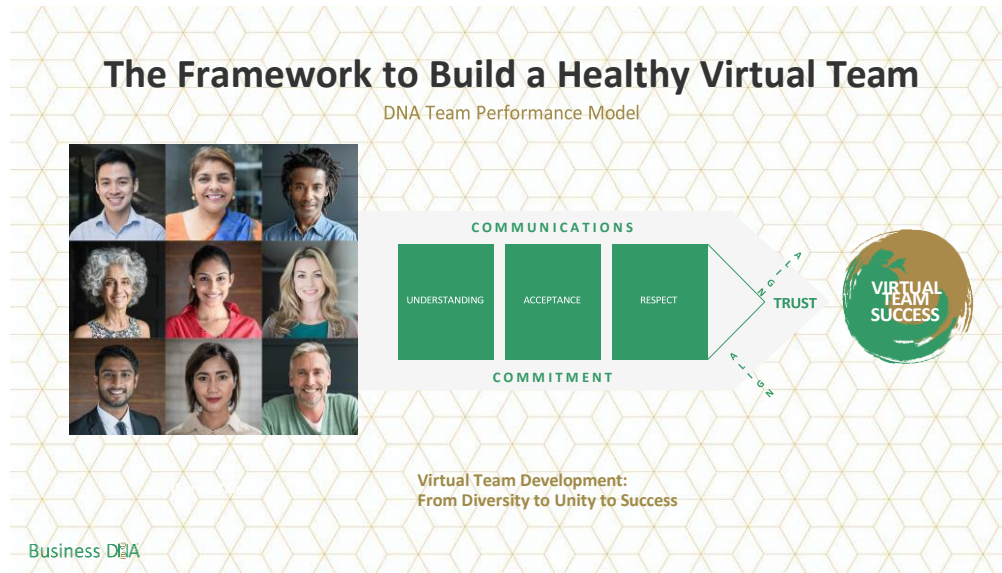
Your employees feel comfortable working in a more self-directed way.
You know the strengths and struggles of your virtual team.
The team is engaged and interactive while working remotely.
The collaborative spirit of the team continues while remote.
There is trust the team will meet its goals and deliverables. Productivity remains high.
You have regular check-in points with individual team members and the team.

If any of these thoughts don't ring true and productivity is falling, use the individual DNA Behavior insights to understand the dynamics of why and what you can do about it. The simple framework for building a healthy team – whether virtual or not – is knowing the inherent behaviors of the individual and how the differences can come together to form a high-functioning team.

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Resumes aren't enough. Yes, you hire for the talent and skill but it's behaviors that are the key to productivity and ultimately the success of the business.

Getting below the surface to understand the whole person may seem like a step too far and a big investment, but in reality, if leaders are to set their people up to deliver results that grow the business the investment is really a 'no brainer'.



A Few Examples from the DNA Experience

As soon as it became clear that virtual working for our partners and customers would be imposed, we knew that our conversation traffic would increase exponentially. To manage this with our global team we invested in Microsoft Teams to speed up messaging. Additionally, and perhaps more importantly, the executive team took a long hard look at the individual DNA Behavior Discovery reports for our teams.

We knew how important it would be to refresh ourselves on who might need more support during this global lockdown and how we could help our people understand what our customers would be facing both with and without behavioral insight and how best we could advise them based on our experiences.

Here are a few simple examples of how we work remotely/globally to stay connected and productivity high:

How we work remotely

Tips for staying connected and productive when no one is in office

- **Daily Stand up Meetings**

- Review plan, progress, where we need help
- 15 minutes every morning 8:30 am

- **Weekly Team Meetings**

- Highlight of the week
- Review progress on goals
- Review Key Metrics
- Discuss Blockages
- Discuss plans/strategy/new information/new blockages

- **Hero Award**

- Monthly recognition of team member who did outstanding work

- **After Action Review**

- 10 days after significant initiative



- **Box.com**

- Shared document store

- **Zoom**

- Recorded meetings and calls
- Video conferencing and screen sharing

- **Wrike**

- Quarterly goals tracking
- Tasks associated with goals
- Shared and recurring tasks

- **RingCentral**

- Centralized phone system
- Access phone/messages anywhere

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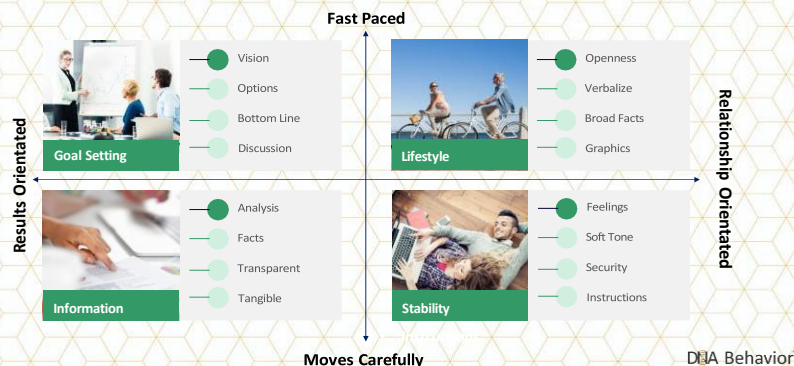
To be clear, we are used to working remotely. As a behavioral science business, we can even ‘hear’ behaviors. So, when the industry came to us to help them through this season we again reviewed our existing practices to ensure we were giving the most effective advice to the business world.

In light of our customers suddenly imposed remote working we needed to go back to our beginning to fully appreciate the challenges they would be facing. This put our support teams in a much better position to reach out and help.

The number one priority was to establish the communication/listening behavior. In some cases, we moved our people around to match our customers' behavioral needs. Generally speaking, we found that when customers had behavioral insight at their fingertips they were significantly better able to work together as remote teams and consequently offer a quality remote/online/distance offering to their customers. They could see the importance of every team member understanding their own behavior and how quickly it enabled the team to interact with each other and customers in this new virtual experience.

Customizing the Virtual Workplace Experience

How Do Your Employees and Clients Wish To Be Communicated With?

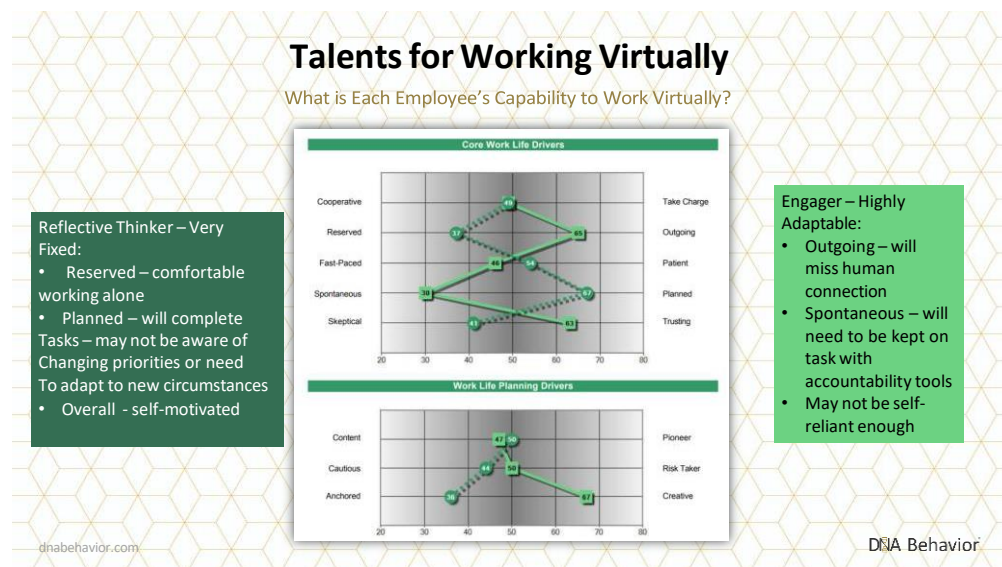


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Given many organizations would be facing previously unheard-of tensions with both their teams and their customers we worked alongside organizations to help them understand how to manage the differences they would face in terms of behaviors. Further, we encouraged them to use the DNA Behavior Discovery to identify who in their teams would cope well and those that would need more 'hand-holding'.

As an example, those individuals who are inherently more reflective and reserved could well welcome working remotely. They appreciate quietness and solitude. The key for the leader was to ensure they didn't become reclusive. So, the action would be to check in with them, ensure they have goals to achieve, and keep them connected via communications, emails, newsletters with the core business.

More outgoing engaging staff need a different kind of support from leaders. They get their motivation and drive from being with others. They want to bounce ideas off colleagues and so remote working could be a challenge. Behaviorally smart leaders encourage online connections such as the use of a messaging app, regular brainstorming zoom meetings, and the like.



If You Don't Know Them You Can't Inspire Them:

When leaders are committed to their business, their employees, and their customers. They understand that the most effective way to leverage team strengths is to know their people. Further, when a leader recognizes the impact of their own leadership and behavioral style on their teams and understands how to flex their approach to get the best out of others – strengths are leveraged, team character is built and productivity increases.

7 thoughts as a starting point:

1. Use a scientifically validated behavioral discovery such as DNA Behavior to reveal strengths, talents, and struggles.
2. Apply the data to the way in which you lead your teams.
3. Recognize the key areas of behavioral differences that need to be managed.
4. Know when to flex your leadership style to build, encourage, and get the best from your

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- people.
5. See the application of behavioral science as the foundation for setting individuals up to be successful.
 6. Get ahead of your competitors by increasing the engagement of your people through behavioral insight to deliver greater productivity.
 7. Execute with purpose based on behavioral insight.

Head to Amazon to buy [Hugh Massie's latest book](#) – you will be glad you did.

To learn more about DNA Behavior International and the solutions we offer, please visit: www.dnabehavior.com

If you have any questions or would like to discuss with an executive on our team, please email us at: inquiries@dnabehavior.com

