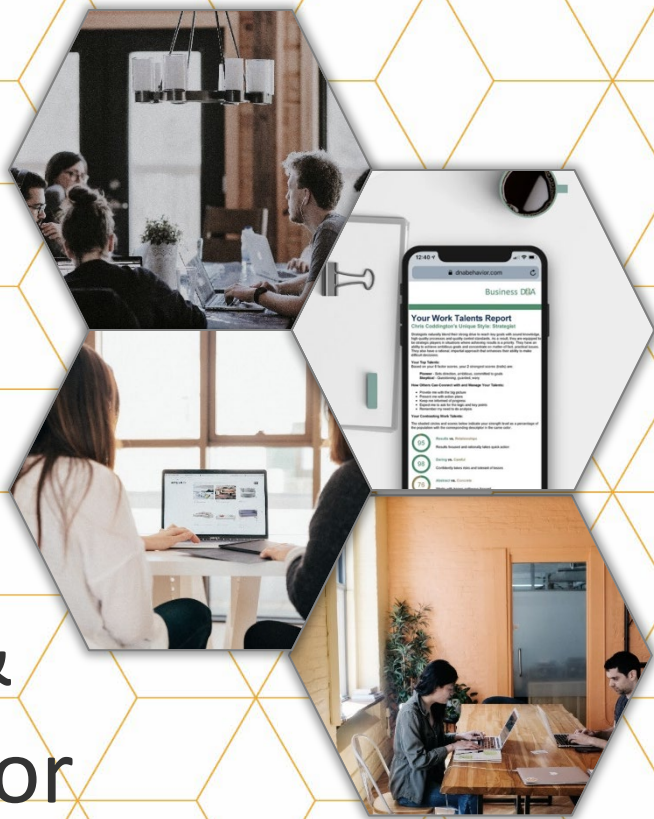


Integrated Behavior & Money Insights Guide for Business Trainers, Coaches, and Consultants



DNA Behavior[®]

Introduction

DNA Behavior is a behavioral sciences company which has since 2001 been providing over 4000 scientifically validated behavior and money insights about a person, which can be used in training, coaching and consulting.

Our belief is that "behavior drives performance". Research conducted by Harvard in 2002 had proven that 87% of business problems are behavior and communication related.

The DNA Behavior system offers a strengths-based approach so that each team member can be guided based on their unique style through powerful questions to capitalize on their different strengths and then manage their struggles.

Behavior and Money in 1 Platform Work Talents & Financial Behavior

The screenshot displays the DNA Behavior platform interface. The top navigation bar includes 'Dashboard', 'Users', 'My Team', 'Settings', and a search function. The main content area is divided into two sections: 'Users' and 'Work Talents'.

Users Section: A table lists users with columns for First Name, Last Name, Unique Style, and Account. The first row is highlighted for Donnie Smith, a Strategist at Pegasus.

First Name	Last Name	Unique Style	Account
Donnie	Smith	Strategist	Pegasus
Jane	Cooper	Strategist	Pegasus
Jane	Cooper	Strategist	Pegasus
Jane	Cooper	Strategist	Pegasus
Donnie	Smith	Strategist	Strategist
Jane	Cooper	Strategist	Pegasus
Jane	Cooper	Strategist	Pegasus
Jane	Cooper	Strategist	Pegasus

Work Talents Section: Displays a profile for Donnie Smith, a Client, completed on 01/02/2020, with a Unique Style of Strategist and Advisor Monica Simon. The 'Work Talents' tab is active, showing five key areas:

- Results vs Relationships:** 95. Results focused and rationally takes quick action.
- Daring vs Careful:** 99. Confidently takes risks and tolerant of losses.
- Abstract vs Concrete:** 76. Work with known pathways forward.
- Systematic vs Flexible:** 69. Able to balance completing tasks and responding on the spot.
- Promoting vs Operating:** 50. Engage and relational with others but also enjoys operating alone.

The Strongest Factors:

- Pioneer- Sets direction, ambitious, committed to goals
- Skeptical- Questioning, guarded, wary

Style Match: Monica, you and Donnie have a **73%** Style Match.

T-Scores: A horizontal bar chart for Donnie showing scores across various dimensions: Cooperative, Reserved, Fast-Paced, Spontaneous, Take Charge, Outgoing, Patient, and Planned.

DNA Behavior Insights for Reshaping Training, Coaching and Consulting

The **DNA behavior and money insights** obtained from the Business DNA Natural Behavior Discovery Process are primarily used by trainers, coaches and consultants to:

- Measure the "**Behavioral Identity**" of team members, including their money behavior and relationship to money. Thereby unlocking personal productivity by 40% and increasing engagement. In addition, with pinpointed insights the coach or consultant will increase client participation and generate more referrals. We provide specific talent and money behavior reports.
- Build a unique "**Team Identity**" by hiring round pegs in round holes based on talent and motivation insights using our hiring reports and role benchmarking processes. Thereby mitigating the over 3x costs of a bad hire.
- Help the leaders and their team connect and engage with different styles through team and comparison reports to build "**Behavioral DEI Diversity**". Thereby improving team performance by over 70%.
- Make better high-stakes financial, business and team decisions by measuring and mitigating the "**Behavioral Variability**" driving the decisions, including the financial motivations. Thereby reducing the 50% decision-making variance.

In addition, we help trainers, coaches and consultants in the following areas:

- To "**Choose Ideal Clients**" through coach/client compatibility analysis. Thereby, enabling them to increase personal productivity and engagement.
- To help leaders excel in their "**Leadership Performance**" through greater awareness of their identity, behavioral biases, emotional intelligence and relationship to money. Thereby, building enhanced relationships and making disciplined decisions.
- To engage their clients in building greater "**Money Energy**" and a "**Quality Life**" based on greater awareness of their identity, passions, purpose, values and having an enhanced relationship to money. Thereby, enabling them to achieve their goals and manage their happiness, success and health.
- To work with families on building a sustainable "**Family Continuity Plan**" so that the families wealth, businesses and relationships will be preserved through the succession process.

You may access these insights and tools real-time through our behavioral tech stack, including the DNA API.

Services Focused on Identity and Relationship to Money

The differentiated DNA Behavior approach focuses on identity, reflecting the higher place of their purpose and how they wish to show up. Only then can a customized training, coaching and/or consulting program be built personalized to the client (or team) using the pin-pointed DNA insights.

Our belief is that the person must have a relationship to money aligned to their identity as otherwise, they will not make sustainable life, business and financial decisions. Thereby, they will not optimize performance and remain as emotionally committed to achieving their goals. Further, without a healthy relationship to money, their energy will be depleted as money impacts mental health and the body.

While you as a trainer, coach or consultant may already use one of the many behavioral systems on the market, DNA Behavior is the only one that addresses an individual's relationship to money. Ultimately, money behavior is the dominant energy driving motivations and decision-making.

Our Business DNA Discovery Process can replace or supplement the behavioral tooling you are already using. We have a "behavioral tool converter," enabling you to quickly align other systems to DNA Behavior so that our powerful insights can be accessed.

Customer Centered Organizational Structure Development

We are in the era of the "Great Resignation". But that problem can only be solved with a "Great Re-Negotiation" of how employees and clients are engaged, including a financial alignment. The customer must be at the center of all coaching and business processes, and revenue models.

Given that the DNA Behavior systems focus both on talents and money, there is an opportunity to guide the organizational financial engineering design to align with both the employees' and customers' interests.

Behavioral DEI - Diversity

Building a diverse team is of critical importance for accelerating business growth and improving productivity in today's world. Importantly, the right Behavioral DEI model will enable the firm to attract more of the ideal employees and customers it wants to have on board.

However, learning to manage the differences is the holy grail of leadership and delivering a customized experience for employees and customers. The differences are made even harder to manage because of different money behaviors. The DNA Behavior systems provide easy to use reporting for understanding, accepting and respecting differences of employees and customers so that sustainable bridges are built.

Behavioral Variability

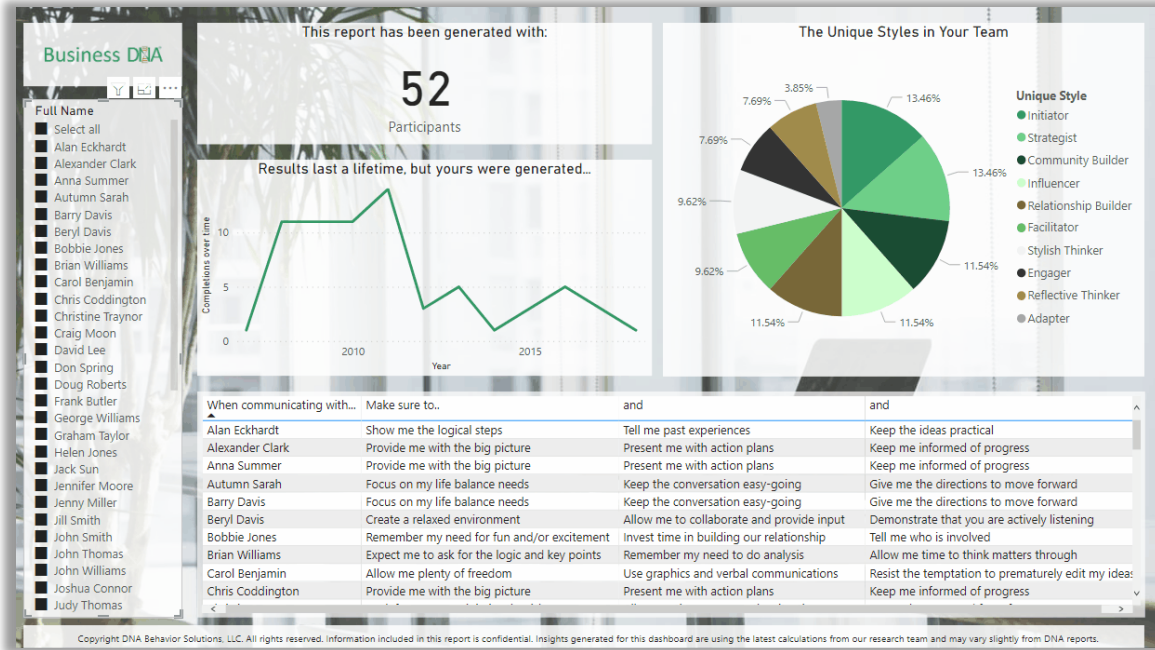
The cause of most organizational performance challenges are leaders and employees behaving differently given their inherent uniqueness and money behaviors. This creates the unavoidable problems of a proven 50%+ variability when making regular operational or complex decisions.

The errors caused by the different behaviors have been ignored by many leaders because they are invisible. DNA Behavior has developed methodologies to measure the variability so that it is visible.

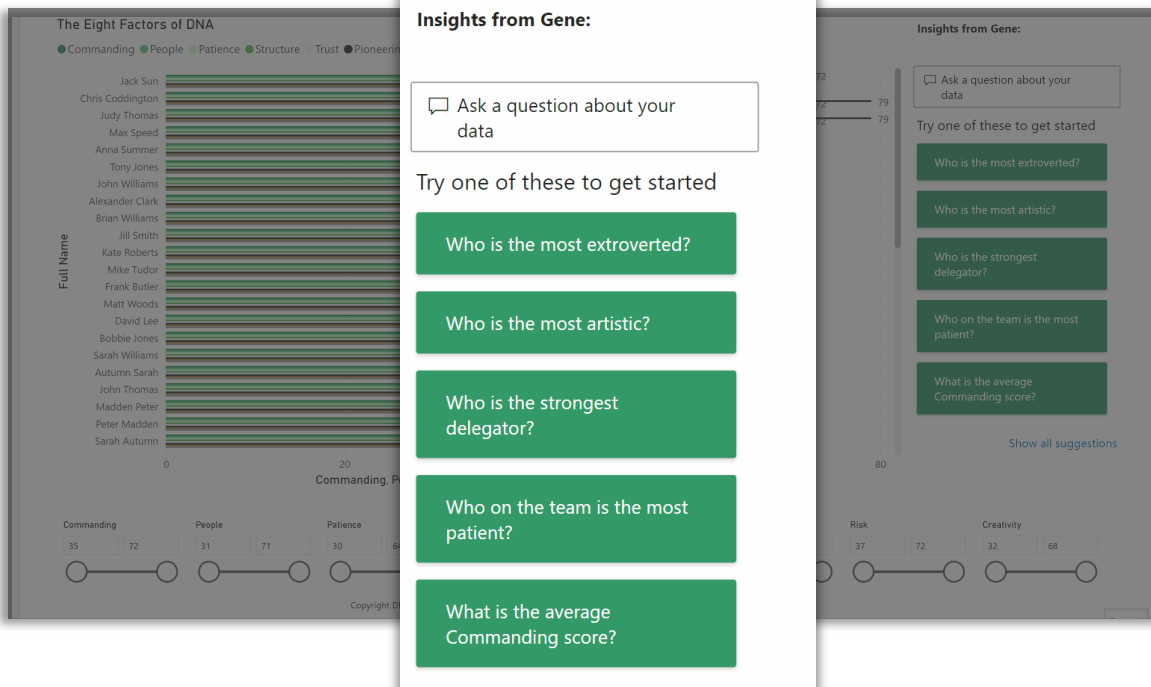
By adopting the DNA Behavior systems, you can now identify, measure, and manage the behaviors causing sub-optimal organizational performance.

Appendix - Next Gen Tech Features

Dynamic Facilitation Tools



Realtime Benchmarking



About DNA Behavior

We help people be successful by unleashing positive behavior and money energy so they can stress less and do more.

Rethink and reshape how you measure and manage human differences to make high-stakes decisions, accelerate performance and build enhanced relationships. Manage the behavior and money energy of your employees, advisors, and clients with DNA Behavior.

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