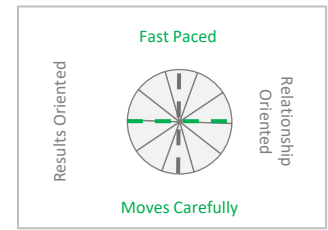


Business DNA Reference Guide

DNA 10 Unique Styles



STYLE	DEFINITION
 Influencer	<ul style="list-style-type: none"> • Ringleader • Assertive • Visionary <p>Influencers usually have a unique blend of confidence, initiative and people skills. They are typically able to see the larger vision and then use their superior communication skills to influence others towards accomplishing it. They will wholeheartedly invest time and effort into developing others and their personal performance towards goals, particularly strategies that they see significant potential in.</p>
 Engager	<ul style="list-style-type: none"> • Outgoing • Expressive • Talkative <p>Engagers enjoy meeting new people, new situations, new environments and being a promoter. They use their people skills to build relationships and interact with an ever-widening circle of contacts. Engagers enjoy using their verbal skills and will be very outgoing. They approach situations enthusiastically, especially when they are passionate about the outcomes. They enjoy new opportunities and starting (rather than finishing) new projects and goals.</p>
 Community Builder	<ul style="list-style-type: none"> • Easy Going • Promoter • Understanding <p>Community Builders excel at meeting people and promoting cooperation among groups of people. Their natural inclination is to help and support others to carry out an activity or transaction. They are attentive to both people and tasks. They influence others through empathy and supportiveness. Once convinced of a course of action, they will encourage others, operate diligently and collaborate to achieve the goal. They seek supportive relationships that are appreciative and empathic towards one another.</p>
 Relationship Builder	<ul style="list-style-type: none"> • Advocate • Dependable • Loyal <p>Relationship Builders will be comfortable and operate at their best when given the opportunity to work with and serve others. They are friendly, kind and empathetic to others they interact with and gain fulfillment by helping others to achieve their goals. Their preference is to live in a stable environment and make decisions based on history and security.</p>
 Facilitator	<ul style="list-style-type: none"> • Balanced • Discerning • Harmonious <p>Facilitators combine the ability to guide people with feelings yet with the determination to reach goals and accomplish tasks. This blend of behavioral strengths makes them well suited for situations where setting the agenda and recognizing the needs of other people are required. Consistency, reliability and persistence are important. They flourish in an environment where there is plenty of stability, group decision-making is encouraged and where they are recognized for the contribution they make.</p>
 Adapter	<ul style="list-style-type: none"> • Compliant • Respectful • Courteous <p>Adapters are unique in that they have the unusual ability to adapt to the needs of their environment, and display whatever behaviors are necessary for success. They are very versatile and will generally partner and team well with others. They can generally perform well many tasks relating to achieving their goals and managing their performance, and they operate most effectively when they have very clearly defined expectations and boundaries.</p>
 Stylish Thinker	<ul style="list-style-type: none"> • Sharp • Cutting-edge • Demanding <p>Stylish Thinkers enjoy interacting with others and getting the most out of any situation. In making decisions they require precision, technical information and the latest trends that will fully inform them that they are getting the best solution or outcome available. They also like to be able to test ideas in discussions with other people. They will usually be strong in following through on their goals but may need some help in developing their personal vision.</p>
 Reflective Thinker	<ul style="list-style-type: none"> • Considered • Focused • Stable <p>Reflective Thinkers are analytical, thorough, and philosophical in their search for meaning, truth and purpose in all they do. They are particularly adept at drawing incisive conclusions from data and research. Their accuracy and precision is valuable in any group setting, and they bring objectivity to decision-making processes. Typically, they will prefer to follow guidelines in completing tasks and will expect cooperation to be given.</p>
 Strategist	<ul style="list-style-type: none"> • Evolutionary • Visionary • Structured <p>Strategists excel by blending their strong drive to reach key goals with sound knowledge, high quality processes and quality control standards. As a result, they are equipped to be strategic players in situations where achieving results is a priority. They have an ability to achieve ambitious goals and concentrate on matter-of-fact, practical issues. They also have a rational, impartial approach that enhances their ability to make difficult decisions.</p>
 Initiator	<ul style="list-style-type: none"> • Results Driven • Logical • Decisive <p>Initiators like to take bold, aggressive actions and create the rules. They will prefer to lead decision making, setting the agenda for others to follow and monitoring the timely completion of tasks. They are goal-driven persons who likes their expectations managed and not to get caught up in unnecessary details. Their decision-making will typically be fast paced and rational. They will not be afraid to take on challenging assignments or to accept a lot of risks to realize their ambition.</p>