

The DNA Double Helix Drives Behavior and Money Energy



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The DNA Double Helix

Scientists describe the DNA Double Helix as a winding, two-stranded chemical structure. This shape - which looks much like a twisted ladder - gives our DNA (deoxyribonucleic acid) the power to pass along biological instructions with great precision. The double helix is the conduit that allows genetic information to be stored, protected, replicated, and repaired.

This structure, involving two complementary strands of DNA that each provide the template for making the other strand, provides a key insight into how it was that DNA could serve as the information molecule of all living systems. This structural detail about DNA rapidly accelerated research that revealed important aspects of DNA's function and encodes information for creating and operating living systems.

The DNA Science is Rooted in the DNA Behavior Double Helix

Reflected in Every DNA Behavior is Corresponding DNA Energy



There are 2 strands to the DNA Helix. These are inherent in every human being "hard-wired" from early in life.

1. The Behavior Strand – Financial Behavior
2. The Energy Strand – Money Energy

Holding the 2 strands of the DNA Helix firm are the base pairs or what we refer to as over 4000 behavior and money insights which explain how people function.

WE REVEAL AND MEASURE THESE INSIGHTS WITH 91% ACCURACY IN JUST 10 MINUTES

Symbolically we use the Helix to show two strands inherent in every human. We name them the Behavior Strand (and Financial Behavior Strand) and the Energy Strand (and Money Energy Strand). Visually you see the strands held together by base pairs that we call Insights. We believe there are 4000 of these behavioral insights, each of which can be revealed and measured. in just 10 minutes with 97.1% accuracy.

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The History of the DNA Double Helix Structure

Although DNA looks like thin long strings under a microscope, it has a specific two-stranded molecule shape that appears twisted. This shape is called a double helix.

DNA is a molecule in most cells holding each person's unique genetic code. It is responsible for coding proteins, which are essential to the growth and development of cells.

Chromosomes are tightly coiled strands of DNA. Genes are sections of DNA that code individual proteins. DNA also carries important genetic information necessary for the survival and function of all life forms on earth. Put another way, DNA is the master plan for life on earth and gives all living organisms their unique genetic code. When something in this plan malfunctions, diseases, and health problems can occur. Source: <https://www.medicalnewstoday.com/articles/319818#summary>

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The discovery of DNA's double-helical structure in the 1950s by American biologist James Watson and English physicist Francis Crick, building on the work of many others before them, was perhaps the most significant biological accomplishment of the 20th century.

The interwound nature of the double helix can impose several topological constraints on the genetic material that affects all of its physiological functions. The topological properties of DNA are those that cannot be altered without breaking one or both double-helix strands. According to Kurt Lewin, topology is a geometric map of needs, purposes, and goals. Known for his field theory of behavior, which holds that human behavior is a function of an individual's psychological environment. Source: Kurt Lewin, German-born American social psychologist (1890 – 1947)

Often referred to as the molecule of life, DNA is found in almost all living things. It acts as a type of chemical code that contains instructions, known as genes, for how the body and all its different parts grow, develop, function, and maintain themselves. Further, they impact the development and function of the brain and ultimately control how we move, think, feel, and behave.

Genes influence each individual's behavioral and psychological characteristics, including intellectual ability, personality (including financial personality), and risk for mental illness.

Source: DNA Supercoiling A.C. Gentry, N. Osheroff, in Brenner's Encyclopedia of Genetics (Second Edition), 2013 DNA Topology

'Even if you can't see the cords, strands, and energy filaments connecting us to everything in the Universe, they're still there. Some empower us and deepen our connection to ourselves and the Creator, yet others deplete and weaken us. When you understand the nature of these strands, you stand at the center of all that is real and important in life. You know how to stand in the center of grace and personal power.' Source: Mornnah Simeona https://en.wikipedia.org/wiki/Mornnah_Simeona

Much has been written about the Helix shape. One such thought is that it symbolizes resilience throughout nature.

A group of doctors in San Diego suggest the helix can be found in galaxies, weather patterns, and every living organism's DNA. Sunflowers, vine tendrils, pinecones, ferns, the shells of nautilus and snails, seahorses, the horns of antelopes and sheep, and even our fingerprints all have the helix as their underlying structure.

The Fibonacci sequence is the mathematical underpinning behind the helical structure found in various plants.

Because of its stability and universality, the helix is foundational to sacred architecture worldwide, from Pre-Columbian to Irish Neolithic Sites to churches and mosques. The helix has withstood the test of time, religion, and biological and cultural influences. Source: <https://www.theresilienthelix.com/>

Protecting the DNA Double Helix

DNA is not stiff or static. It is dynamic with high energy. It exists naturally in a slightly underwound state, and its status changes in waves generated by normal cell functions such as DNA replication, transcription, repair, and recombination. Source: Baylor College of Medicine and the University of Houston Nucleic Acids Research

Cells get their instructions on what to do from DNA. DNA acts like a computer program. The cell is the computer or the hardware, and the DNA is the program or code.

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Within each string of DNA are sets of instructions called genes. A gene tells a cell how to make a specific protein. Proteins are used by the cell to perform certain functions, grow, and survive.

Stress is an example of information that the DNA Double Helix might need to be protected from and require repair. Stress exerts much evolutionary pressure on all organisms. To survive, organisms must develop tolerance, resistance, or avoidance mechanisms. Tolerance allows the organism to withstand the assault unharmed. Resistance involves active countermeasures, while avoidance prevents exposure to stress.

In today's fast-moving, uncertain economic world, money is the most worrying cause of stress. Whether the increased cost of living, loss of employment, debt, or unproductive investments, stress impacts health.

Genes influence individuals' behavioral and psychological characteristics, including intellectual ability and personality. We reveal inherent DNA Behavior hardwired from early in life and likely, if not understood, to surface in later life to cause behavioral issues that need to be managed.

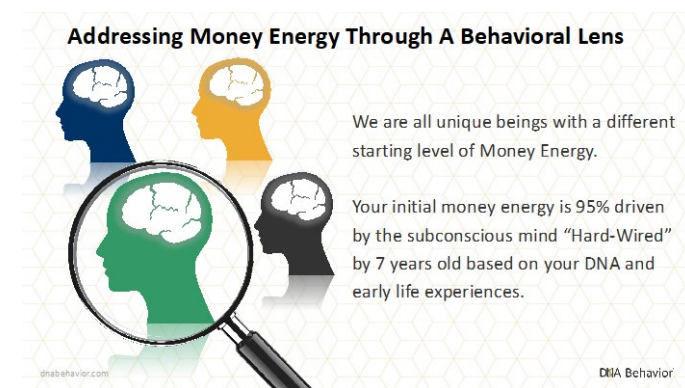
We at DNA Behavior believe that when you understand your genetic and hard-wired behavioral makeup and, significantly, the degree to which money energy, if not understood, can impact your well-being, you will live a longer, healthier life. You will approach finances from a health perspective, and with health, you will have open eyes to pursue greater life opportunities.

Research from Nobel Prize-winning scientist Elizabeth Blackburn and health psychologist Elissa Epel has looked at the destructive thoughts that damage our telomeres (the protective tips at the end of chromosomes – DNA molecules). In their book, [*The Telomere Effect: A Revolutionary Approach to Living Younger, Healthier and Longer*](#), they explain in detail how telomeres determine their impact on our life and health.

Some key findings suggest that too much stress-related thinking speeds up cellular aging, making us more susceptible to illness and disease. In other words, our thoughts can damage our DNA. Source: <https://www.28days.org.uk/six-stages-of-behaviour-change>

The Energy of Money

As the Behavior and Money Insights Company, DNA Behavior views the stored energy forces of money through a behavioral lens. For every human being, their DNA Double Helix is bound together by a behavior strand and an energy strand. The two strands are interconnected, and symbolically speaking, with every behavioral module, there is a corresponding stored energy module waiting to be understood, tapped, and released.



Since 2001 we have and continue to investigate the behavior strand in the context of a person's financial behavior. Our analysis has revealed that financial behavior consists of two behavioral catalysts. The first is Natural DNA Behavior, which is 95% hard-wired by the time a person is seven years old. The second is Learned Financial Behavior, which is obtained through life experiences, education, and values. When you combine the two (natural and nurtured behavioral development), the situationally

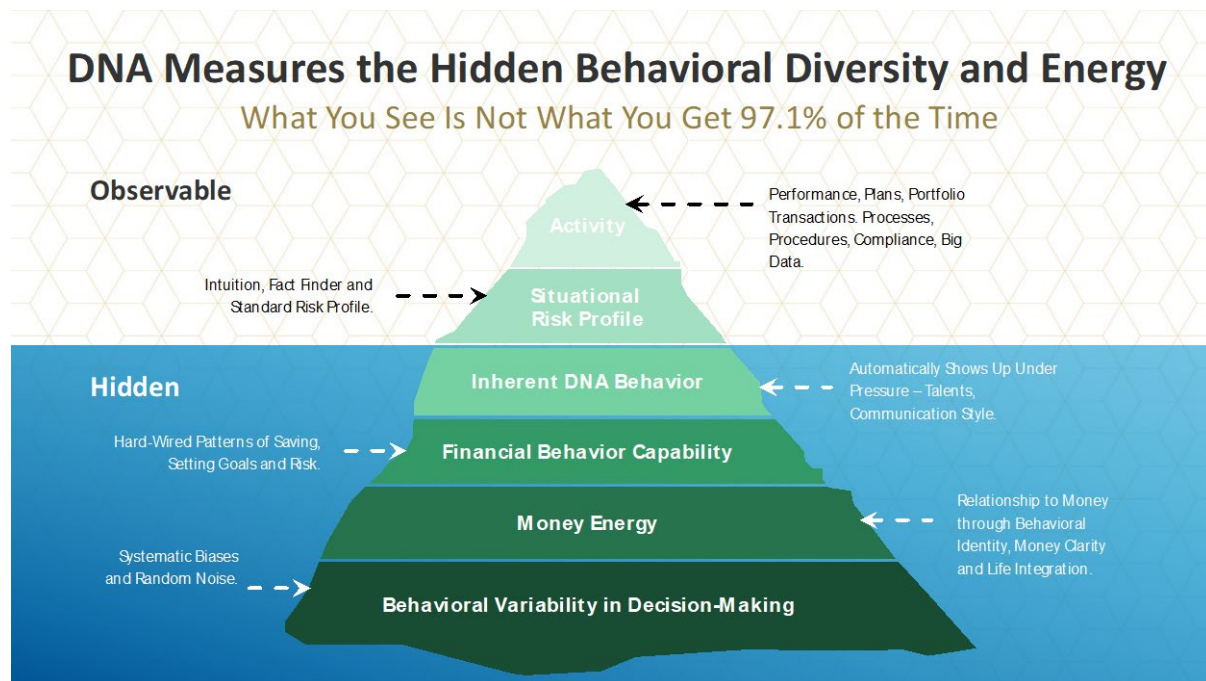
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adapted reaction helps define an individual's broader and more dynamic financial personality. We have coined this a person's "Financial DNA®."

However, there was a hidden piece of the DNA Behavior puzzle: the personal work life and money energy module represented by the second strand—the energy strand. Previously unknown and unmeasured, the personal work life that is driven by behaviors and a person's ability to manage their talents and the ability to produce money is driven by behaviors and a person's ability to manage their feelings toward money. Both have a strong influence on their identity and relationship with money.

A person's Personal Work Life Energy needs to be aligned with their Money Energy to fully unleash their power and capacity to create wealth and achieve happiness, success, and health.

Money energy" is the stored force at which money can potentially flow into your life at any time. Like so many behaviors, if not revealed, measured, managed, and acknowledged, no behavior shows true transparency; therefore, you cannot take full advantage of hidden and dormant talents. Therefore, energies cannot be used or managed. Unrevealed and probably unknown biases infect quality decisions. Opportunities are missed; above all else, true happiness cannot be achieved.



Your Energy Goes Where Your Mind Goes:

Ultimately, at any time of the day, where your mind goes, your energy will go there too. This also affects food (and drink) intake, another major energy contributor or cause of energy depletion.

"Your Energy goes where your mind goes." ¹

So, ask yourself this question: Is your mind going to a positive place and creating positive energy for yourself? If you have clarity of your identity, you can operate with a positive mindset and build positive energy.

¹ Source: Joe Dispenza, Becoming Supernatural.

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“Identity” is what defines us in the eyes of others. It is who we want to become based on our unique set of characteristics, behaviors, purpose, and values instead of what we do or what we currently are².

The downside is that if you have no clue about your identity, it leaves the way clear for negative distractions exacerbated by ignorance of the energy of money. This is where the damage to the DNA begins.

There is an interconnection between every aspect of your life to your energy, which impacts your career, health, recreation, relationships, community involvement, and financial well-being – ultimately, it is circular.

If you are thinking about going to the next level by improving your life's happiness, success, and health, then one place to start is with your inner world of thoughts. Although, you will have to change your outer environmental world as well.

James Allen’s book, published in 1908 called “As a Man Thinketh” will stimulate you to focus on the statement that men and women are the makers of themselves with the thoughts they choose and encourage, both good and bad.

With this mindset, you can explore your identity, career, and relationship to money. Our perspective is that you can only have real happiness and success once you meet the real person... You.

There is an adage, “money never sleeps,” which many understand to mean that your investment capital can earn a return on a 24-hour, seven-day-a-week basis. But, it is more than that, as your thoughts about many things, including money, will be processed while you sleep.

We all go to sleep with thoughts that get processed in sleep and then come into our lives. Money is in those thoughts. So if you have anxiety or fear about money, sleep is where it gets processed.

So, if you want positive energy in your life, get good sleep with positive thoughts and perspectives about money and your aspirations. The more you build a positive relationship with money, the more your quality of life and mental health (and therefore physical health) will improve.

Heart Intelligence Is the Unifying Factor

The founder of HeartMath makes the following observations:

The influence or control individuals can have on their DNA – who and what they are and will become – is further illuminated in HeartMath founder Doc Childre’s theory of *heart intelligence*. Childre postulates that “an energetic connection or coupling of information” occurs between the DNA in cells and higher dimensional structures – the higher self or spirit.

Childre further postulates, “The heart serves as a key access point through which information originating in the higher dimensional structures is coupled into the physical human system (including DNA), and that states of heart coherence generated through experiencing heartfelt positive emotions increase this coupling.” The heart, which generates a much stronger electromagnetic field than the brain does, provides the energetic field that binds together the higher dimensional structures and the body’s many systems and DNA.

² Source: Hugh Massie Executive Chairman/Founder, DNA Behavior

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Childre’s theory of heart intelligence proposes that “individuals who can maintain states of heart coherence have increased coupling to the higher dimensional structures and would thus be more able to produce changes in the DNA.” Source: <https://www.heartmath.org/articles-of-the-heart/personal-development/you-can-change-your-dna/>

Ultimately, this explains why we at DNA Behavior have spent many years researching the links between the heart, mind, brain, and every type of behavior including financial behavior and how it manifests in energy. The tables below show some of the behavior and money insights that we measure along with the related energy fields.

Behavior and Corresponding Work Life Energy Elements

The table below shows how each of the sixteen core Natural DNA Behavior traits are associated with Work Life Energy Elements that need to be managed, including:

1. Work Life Energy Generation Strengths to help amplify work life energy; and
2. Work Life Energy Depletion Struggles which can limit the level of work life energy.

The relative strength of each Personal Work Life Energy Element for a person is determined by the population weighted strength of the corresponding Natural DNA Behavior trait. A Natural DNA Behavior trait with a population weighted score over 70% is considered strong, and therefore relatively hard-wired. A population weighted score of under 30% is considered low. Based on our scientific validation work each Natural DNA Behavior trait and therefore corresponding Personal Work Life Energy Element can be predicted with a 97.1% reliability level.

Natural DNA Behavior Trait	Work Life Energy Generation Strength	Work Life Energy Generation Strength	Work Life Energy Depletion Struggle	Work Life Energy Depletion Struggle
Take Charge	Influencing	Decision making	Controlling	Ignores input
Cooperative	Collaborative	Team work	Hesitant to speak out	Underestimates self
Outgoing	Building networks	Communication	Overly verbal	Easily distracted
Reserved	Reflective	Being focused	Withdrawn	Too private
Patient	Understanding	Building community	Overly accepting	Compromising
Fast Paced	Task focus	Challenging	Critical	Argumentative
Planned	Systematic	Research	Rigid	Perfectionistic
Spontaneous	Improvising	Flexibility	Lacks follow through	Underprepared
Trusting	Approachable	Relationships	Too forgiving	Impressionable
Skeptical	Protective	Critical thinking	Does not delegate	Not forgiving
Pioneer	Achievement	Accepts challenges	Over focused on success	Too driven
Content	Balanced life	Keeping equilibrium	Prone to complacency	Too easygoing
Risk Taker	New experiences	Venturesome	Creates exposures	Overconfident
Cautious	Seeks Certainty	Compliance	Missing opportunities	Resistant to change
Creative	Originality	Explore Possibilities	Easily bored	May lack focus
Anchored	Consistent	Execution	Tied to old ways	Discounts new ideas

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Behavior and Corresponding Money Energy Elements

On a similar basis, the table below shows how each of the sixteen core Natural DNA Behavior traits are associated with Money Energy Elements that need to be managed, including:

3. Money Energy Generation Strengths to help amplify money energy; and
4. Money Energy Depletion Struggles which can limit the level of money energy.

Again, the relative strength of each Money Energy Element for a person is determined by the population weighted strength of the corresponding Natural DNA Behavior trait. A Natural DNA Behavior trait with a population weighted score over 70% is considered strong, and therefore relatively hard-wired. A population weighted score of under 30% is considered low. Based on our scientific validation work each natural DNA behavioral trait and therefore corresponding money element can be predicted with a 97.1% reliability level.

Natural DNA Behavior Trait	Money Energy Generation Strength	Money Energy Generation Strength	Money Energy Depletion Struggle	Money Energy Depletion Struggle
Take Charge	Visionary	Big picture thinker	Does not listen	Over extends
Cooperative	Compliant	Procedure focused	Hesitant	Holds losses
Outgoing	People connector	Open to discussion	Becomes emotional	Sabotages self
Reserved	Reflector	Considered	Hoards	Fear of not enough
Patient	Stabilizer	Steady	Procrastinates	Expects guarantees
Fast Paced	Realist	Deals with change	Impatient for returns	Sells at wrong time
Planned	Analyzer	Structured	Paralysis	Misses opportunities
Spontaneous	Intuitive	Instinctive	Impulsive	Makes judgment errors
Trusting	Believer	Open minded	Too receptive	Taken advantage of
Skeptical	Questioner	Critical thinker	Does not delegate	Misses market timing
Pioneer	Goal driver	Commits to strategy	Over focused on success	Fails to change plans
Content	Balancer	Less envious	Stays in comfort zone	Lacks commitment
Risk Taker	Venturesome	Opportunistic	Speculative	Takes poor chances
Cautious	Conservative	Seeks safety	Too calculated	Under performs
Creative	Idea connector	Explores options	Easily bored	Loses financial direction
Anchored	Implementer	Seeks evidence	Fixed on existing ways	Fails to adjust

Behavior and Corresponding Money Energy Elements for Building a Quality Life

In order to maintain a high level of money energy, a person will need to continuously manage their natural DNA behavioral style. The Quality Life strengths and struggles for building a higher money energy are shown in the table below. The Natural DNA Behavior traits that the person should focus on are their strongest ones, in particular where the population weighted score is over 70%.

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Natural DNA Behavior Trait	Quality Life Strength for ME	Quality Life Struggle for ME	Quality Life Struggle for ME	Quality Life Struggle for ME
Take Charge	Wealth creation	Growth Focus	Sacrifice relationships	Fear based decisions
Cooperative	Sets achievable goals	Fits in with others	Too passive	Can be indecisive
Outgoing	Builds networks	Seeks enjoyment	Expensive tastes	Overly generous
Reserved	Saver	Understated	Too private	Not connective
Patient	Nurtures relationships	Charitable	Managing work stress	Health if overworked
Fast Paced	Rational	Dynamic	Impatient	Upsets relationships
Planned	Financial management	Persistent	Withdraws from people	Inflexible budgets
Spontaneous	Can improvise	Flexible with change	Lacks boundaries	Inconsistent decisions
Trusting	Builds community	Shares with others	Not questioning	Too naive
Skeptical	Watchful	Confronts problems	Too guarded	Overly protective
Pioneer	Career focus	Ambitious	Works in overdrive	Lack of recreation time
Content	Work/Life balance	Maintains equilibrium	Too complacent	Too easy going
Risk Taker	Experience spending	Adventurous	Financial mistakes	Injuries from activities
Cautious	Preserving	Steady	Overly careful	Self-limiting
Creative	Broad interests	Invests in ideas	Losing life direction	Over innovates
Anchored	Sets realistic goals	Consistent	Does not experiment	Too fixed

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

