

Instructions for DNA Behavior Natural Discovery Process

Purpose:

The DNA Behavior Natural Discovery Process gives detailed insight into the natural behaviors, goals and motivations of an individual in relation to their life, financial and business decision making.

Directions:

- This is an assessment, not a test. Therefore, there are no right or wrong answers.
- **When you take this assessment your focus should be on your natural instinctive behavioral traits regardless of whether you consider them to be good or bad.**
- The focus should be on “who you are” and not on “who you want to be” or “who you believe you have become” in specific life, workplace, family, community or financial settings.
- The key to an accurate assessment is YOUR willingness to be realistic about your natural behavior.
- Work quickly by yourself without help from others. Avoid agonizing over your choices.

Example:

1. From each group of three words, indicate the one word that is MOST like you by marking an "X" in the box next to that word under the heading "MOST".
2. Then indicate the one word that is LEAST like you by marking an "X" in the box next to the word under the heading "LEAST".
3. REMEMBER: In each 3-word group you should select only one MOST, one LEAST and leave one word unmarked.
4. Be sure to mark your MOST and LEAST choices clearly and complete all 3-word groups.
5. Study the examples below before starting:

Incorrect

Most		Least
<input checked="" type="checkbox"/>	Provides support	<input type="checkbox"/>
<input type="checkbox"/>	Consistent approach	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Aspiring	<input checked="" type="checkbox"/>

Correct

Most		Least
<input checked="" type="checkbox"/>	Provides support	<input type="checkbox"/>
<input type="checkbox"/>	Consistent approach	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Aspiring	<input type="checkbox"/>

Name (print)

Phone

Company/Advisor

Email

Reminder: Think of your core self and respond based upon your instinctive behavior, regardless of whether you consider it to be good or bad. **Caution:** We all have ideas about how we would like to act in order to be more acceptable to others. However, that is not what we are looking for in this survey. **Instructions:** Be sure to mark with an "X" your MOST and LEAST choices in each e-word group, leaving one word totally blank in each group.

<p>Most</p> <p>Q1</p> <p>Provides support</p> <p>Consistent approach</p> <p>Aspiring</p> <p>Least</p>	<p>Most</p> <p>Q2</p> <p>Expresses optimism</p> <p>Self-reliant</p> <p>Lively imagination</p> <p>Least</p>	<p>Most</p> <p>Q3</p> <p>Confidently faces danger</p> <p>Interactive</p> <p>Self-assured</p> <p>Least</p>
<p>Most</p> <p>Q4</p> <p>Attentive</p> <p>Thinks quickly</p> <p>Follows routines</p> <p>Least</p>	<p>Most</p> <p>Q5</p> <p>Solution driven</p> <p>Accurate</p> <p>Excitable</p> <p>Least</p>	<p>Most</p> <p>Q6</p> <p>Influencing</p> <p>Brave</p> <p>Concerned</p> <p>Least</p>
<p>Most</p> <p>Q7</p> <p>Decision Maker</p> <p>Generates new ideas</p> <p>Determined</p> <p>Least</p>	<p>Most</p> <p>Q8</p> <p>Prepares in advance</p> <p>Outgoing</p> <p>Concerned for others</p> <p>Least</p>	<p>Most</p> <p>Q9</p> <p>Outspoken</p> <p>Sees others' viewpoint</p> <p>Exerts will</p> <p>Least</p>
<p>Most</p> <p>Q10</p> <p>Well organized</p> <p>Moves boldly</p> <p>Resourceful</p> <p>Least</p>	<p>Most</p> <p>Q11</p> <p>Non-conforming</p> <p>Provides assurance</p> <p>Seeks perfection</p> <p>Least</p>	<p>Most</p> <p>Q12</p> <p>People orientated</p> <p>Highly curious</p> <p>Seeks adventure</p> <p>Least</p>
<p>Most</p> <p>Q13</p> <p>Good at meeting people</p> <p>Acts independently</p> <p>Demonstrates originality</p> <p>Least</p>	<p>Most</p> <p>Q14</p> <p>Friendly to others</p> <p>Accepts new challenges</p> <p>Orderly</p> <p>Least</p>	<p>Most</p> <p>Q15</p> <p>Enjoys competing</p> <p>Lively nature</p> <p>Highly productive</p> <p>Least</p>
<p>Most</p> <p>Q16</p> <p>Straightforward communicator</p> <p>Develops new methods</p> <p>Courteous</p> <p>Least</p>	<p>Most</p> <p>Q17</p> <p>Self-willed</p> <p>Friendly nature</p> <p>Connects well with others</p> <p>Least</p>	<p>Most</p> <p>Q18</p> <p>Investigates new opportunities</p> <p>Works efficiently</p> <p>Operates intuitively</p> <p>Least</p>

Most <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Q19 Ventures into new areas Vibrant Fortright	Least <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Most <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Q20 Tolerant Intellectual Needs facts	Least <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Most <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Q21 Structured Amusing Original	Least <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Most <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Q22 Sets the agenda Networks Idea orientated	Least <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Most <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Q23 Assumes control Pioneering Assists others	Least <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Most <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Q24 Self-sufficient Likes stability Lacks fear	Least <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Most <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Q25 Animated Persistent Encourages thinking	Least <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Most <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Q26 Seeks out risks Intelligent Empathetic	Least <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Most <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Q27 Imagines new possibilities Sets big goals Examines details	Least <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Most <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Q28 Direct Full of fun Process orientated	Least <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Most <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Q29 Talks frequently Achieves goals Influences others	Least <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Most <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Q30 Inventive Forgiving Ambitious	Least <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Most <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Q31 Agreeable Pays attention to detail Confident approach	Least <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Most <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Q32 Prefers working alone Amiable manner Growth driven	Least <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Most <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Q33 Accepts challenges Engaging Investigates new ideas	Least <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Most <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Q34 Leads others Solves problems Precise	Least <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Most <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Q35 Lenient Expressive Risk taker	Least <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Most <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Q36 Skillful in designing Fits in with others Daring	Least <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Most <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Q37 Energetic Particular Wields authority	Least <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Most <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Q38 Tolerates losses Communicative Diligent	Least <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Most <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Q39 Systematic Maximizer Insistent	Least <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

Most	Q40	Least
<input type="checkbox"/>	Enjoys talking	<input type="checkbox"/>
<input type="checkbox"/>	Success driven	<input type="checkbox"/>
<input type="checkbox"/>	Sensitive to others	<input type="checkbox"/>

Most	Q41	Least
<input type="checkbox"/>	Opportunistic	<input type="checkbox"/>
<input type="checkbox"/>	Exercises strong influence	<input type="checkbox"/>
<input type="checkbox"/>	Sets and makes plans	<input type="checkbox"/>

Most	Q42	Least
<input type="checkbox"/>	Shows warm feelings	<input type="checkbox"/>
<input type="checkbox"/>	Appreciates style	<input type="checkbox"/>
<input type="checkbox"/>	Shows enthusiasm	<input type="checkbox"/>

Most	Q43	Least
<input type="checkbox"/>	Brilliant ideas	<input type="checkbox"/>
<input type="checkbox"/>	Conforming	<input type="checkbox"/>
<input type="checkbox"/>	Frank	<input type="checkbox"/>

Most	Q44	Least
<input type="checkbox"/>	Has high standards	<input type="checkbox"/>
<input type="checkbox"/>	Free speaking	<input type="checkbox"/>
<input type="checkbox"/>	Pushes forward	<input type="checkbox"/>

Most	Q45	Least
<input type="checkbox"/>	Follows through	<input type="checkbox"/>
<input type="checkbox"/>	Patient	<input type="checkbox"/>
<input type="checkbox"/>	Visionary	<input type="checkbox"/>

Most	Q46	Least
<input type="checkbox"/>	Candid	<input type="checkbox"/>
<input type="checkbox"/>	Comforting	<input type="checkbox"/>
<input type="checkbox"/>	Enjoys entertaining	<input type="checkbox"/>

Print Form

Glossary

Question Number	Word/Phrase/Term	Definition
1	Provides support Consistent approach Aspiring	assists others, provides others with hope, courage, or confidence steady, uniform, reliable ambitious, driven, achieving, sets high goals
2	Expresses optimism Self- reliant Lively imagination	eager, hopeful, positive outlook, overly enthusiastic reliant on one's own capabilities, judgments and resourcefulness inventive, innovative, creative
3	Confidently faces danger Interactive Self-assured	bold, brave, valiant, fearless sociable, wants to interact with others, seeks communication full of assurance and certainty, bold, confident
4	Attentive Thinks quickly Follows routines	pays careful attention to what is said; makes effort to listen well intelligent, mentally alert and sharp likes habit, prefers to perform in a routine manner
5	Solution driven Accurate Excitable	looks to solve situations and gain results; able to devise means of handling situations free from error, wants to be correct, conforms to standards easily excited and energized
6	Influencing Brave Concerned	convincing, influential, persuasive courageous, gallant, dauntless shows concern for others, sympathetic, affectionate
7	Decision maker Generates new ideas Determined	conclusive, decisive, comfortable in decision making or problem solving inventive, imaginative, characterized by originality and expressiveness follows through on goals, focused on outcomes
8	Prepares in advance Outgoing Concerned for others	wants to be equipped in advance, organized, ready to go friendly, affable, energized by people kind, empathetic, sympathetic
9	Outspoken Sees others' viewpoint Exerts will	does not hesitate to talk or express views, speaks up tolerant, accepting, responsive to thoughts and feelings of others states one's positions boldly, confidently, and with self assurance
10	Well organized Moves boldly Resourceful	orderly, systematic, structured acts with self assurance, does not doubt self able to come up with new systems, inventive, enterprising
11	Non-conforming Provides assurance Seeks perfection	wants to be different, prefers to operate free from influence and control of others comforting, able to restore confidence, shows warmth likes to be careful, exacting and accurate

12	People orientated Highly curious Seeks adventure	likes to interact with different people, outgoing, networks very inquisitive, seeks information, wants to learn about new things tends to undertake new and daring enterprises, seeks out risks
13	Good at meeting people Acts independently Demonstrates originality	sociable, meets people easily, friendly asserts individuality through independence of thought & action imaginative, creative, unique, good at generating new ideas
14	Friendly to others Accepts new challenges Orderly	caring, gracious, kind, affectionate, generous faces difficult tasks with confidence methodical, neat, tidy

15	Enjoys competing Lively nature Highly productive	likes or inclined to compete, driven vigorous, dynamic, energetic, exhibits energy works with a minimum of wasted or unnecessary effort, efficient
16	Straightforward communicator Develops new methods visionary Courteous	forthright, clear in speaking enterprising, resourceful, innovative, kind, compassionate, warm
17	Self-willed input Friendly nature Connects well with others	self-directing, controlling, does not look to others for personable, pleasant, agreeable, gracious friendly, sociable, enjoys interacting with others
18	Investigates new opportunities things Works efficiently Operates intuitively	investigative, curious about new places or efficient, effective, industrious has sharp insight, intuitive
19	Ventures into new areas danger Vibrant Forthright	daring, adventuresome; tending to bring on risk or lively, energetic, animated, vigorous communicates directly and without evasion
20	Tolerant Intellectual Needs facts	patient, understanding of others, easygoing, accepting intelligent, relies on thoughts and intellect rather than feelings or emotions relies on facts rather than rumor or emotions, realistic
21	Structured Amusing Original	highly organized, procedural captivating, entertaining, creates a fun atmosphere unique, creative, adept at generating new things or ideas
22	Sets the agenda Networks people Idea orientated	directing, commanding or controlling promotes and helps establish connections or relationships between works with and expresses ideas as opposed to the established way
23	Assumes control agenda Pioneering Assists others others	assumes responsibility, commands, sets the takes initiative, trailblazing, goal orientated furnishes assistance with practical needs, aids in the causes and interests of
24	Self-sufficient independent Likes stability Lacks fear	needs little help from others, wants consistency, steadiness, balance bold, unafraid, fearless, brave
25	Animated Persistent determination Encourages thinking	vigorous, lively, expressive resolute, marked by stimulating, brainstorming, enjoys open discussions
26	Seeks out risks uncertainty Intelligent Empathetic	tends to undertake new and daring enterprises, open to clever, quick-thinking, original, intellectual compassionate, sensitive; responsive to thoughts and feelings of others
27	Imagines new possibilities	marked by independence and creativity in thought or

	action Sets big goals Examines details	progressive, driven, ambitious shows attentiveness to all aspects or details; meticulous
28	Direct sincere Full of fun playful Process orientated	candid, frank, open, mischievous, merry, follows steps, policies and rules, consistent
29	Talks frequently Achieves goals Influences others	talkative, chatty, communicative persistent in accomplishing goals, eager to reach objectives can cause others to change their minds, able to sway course of others' actions
30	Inventive inventing Forgiving Ambitious	creative, innovative, skillful at full of compassion, kind, merciful aspiring, driven, achieving, sets high goals

31	Agreeable others Pays attention to detail Confident approach	pleasant, friendly, strives to get along with particular, meticulous, pays careful attention fearless before danger, assured, bold
32	Prefers working alone independently Amiable manner Growth driven	operates without others, makes decisions having pleasant, good-natured qualities seeking to expand and improve on current situations
33	Accepts challenges Engaging extroverted Investigates new ideas	courageous, daring, uninhibited outgoing, friendly, sociable, wants to explore new things and know more
34	Leads others orders Solves problems resourceful Precise	take charge, exercises dominating influence, gives places importance on generating solutions, accurate, meticulous, exact
35	Lenient Expressive moods Risk taker	patient; understanding of others and situations easily communicates thoughts, feelings, ideas or daring, willing to take chances, open to uncertainty
36	Skillful in designing Fits in with others adaptable Daring	original, creative, brilliant, ingenious responsive or helpful to others, obliging, adventurous, bold, willing to take risks
37	Energetic Particular correct Wields authority	possesses and displays energy, active likes to be specific, definite, accurate or authoritative, commands, dominates
38	Tolerates losses guarantees Communicative Diligent	accepts and rationalizes losses, withstands lack of security or talkative, conversational constant in effort to accomplish something; attentive and persistent in doing anything
39	Systematic behavior Maximizer Insistent	structured, orderly, characterized by regular habits or makes the greatest or fullest use of ideas and solutions emphatic, direct or strongly persuasive
40	Enjoys talking talk Success driven Sensitive to others	communicates well through speech, likes to likes or inclined to compete empathetic, sympathetic, responsive
41	Opportunistic consequences Exercises strong influence through strength Sets and makes plans	takes advantage of opportunities, regardless of assertive, exercises control, influences organized, orderly, systematic, structured
42	Shows warm feelings Appreciates style	has or shows fond feelings or affection, caring, tender creative, stylish, appreciative of or sensitive to art or

	beauty Shows enthusiasm	demonstrative, promotes thoughts, upbeat
43	Brilliant ideas ways Conforming Frank	thinks in intelligent, ingenious, and insightful follows others, accommodates, fits in forthright, blunt, outspoken
44	Has high standards perfectionistic Free speaking Pushes forward	very thorough and careful, open with sharing thoughts driving, determined, active, goal orientated
45	Follows through Patient Visionary	continues a plan or project to its completion displays calmness, steady, content, tolerant, understanding audacious, speculative, able to envisage, idealistic, dreamer
46	Candid Comforting Enjoys entertaining	open, straightforward, truthful able to restore confidence, provides assurance enjoys and seeks out fun or excitement, has a playful attitude