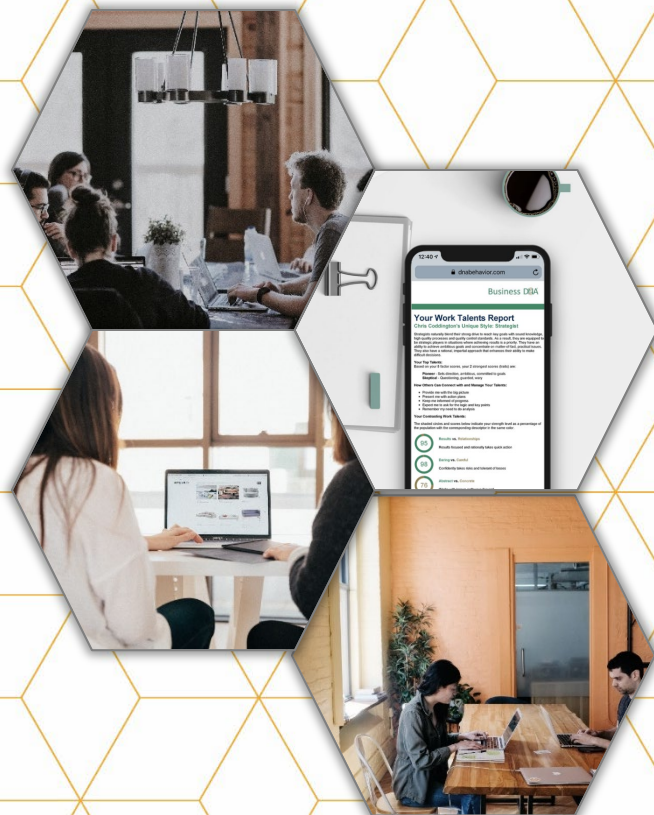


DNA Behavior®

Distinction between Behavior and Personality



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Introduction

People in business often talk about and interchange the terminology **Personality and Behaviors** without truly understanding what differentiates them. It's important to understand that they are not interchangeable and to recognize the clear distinction between their meanings.

Natural Behavior is fixed: it's the core of who a person is; it's the foundation; it's the raw material that informs how the world is viewed; it can't be learnt; it drives natural talents and the core of personality. It is the foundational hardwiring set from early in life.

With this definition of behavior in mind, we make the terminology more specific by describing it as "natural behavior" and "Natural DNA Behavior"

Personality is driven by natural behavior: it's the mask worn; it's a person's outward character; it's what we let others see on the surface; personality is formed and revealed from ongoing circumstances, social pressure, education, social environment, family influences that exist throughout a person's life; it's the sum total of the physical, mental, emotional, and social characteristics of an individual and can change as circumstances dictate throughout a person's life.

Having a revelation of the difference not only educates but more importantly it paves the way for leaders in business to understand what their role is in revealing behaviors which will remain constant over time. It gives insight and understanding into knowing when and what they are viewing is a mask. Behavior is the real person. Personality is the outward appearance an individual chooses to reveal at various times during their life.

Natural DNA Behavior Drives Personality

The DNA Behavior revelation and foundation of our business is recognizing and measuring a person's natural DNA behavior set early in life and applying the insights to the make-up and on-going development of personality.

An increased understanding of natural behavioral insights will provide leaders, executives, coaches, advisors, and people generally with the pathway to being able to focus attention on the core of the "human element" when seeking to improve decision-making, increase performance and enhance relationships. The key is to look below the surface, behind the mask, to identify the natural instinctive behavioral talents that are very stable over time.

A Definition of Behavior

Behavior refers to the organized ways of thinking and acting that express a person's beliefs, opinions, attitudes, and values.

Although behavior among humans and other living organisms is something they are born with, it also is influenced by, and inherited from, parents and ancestors. In addition, based on Harvard Research

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Studies behavior is 85% influenced by the environment in which organisms mature from conception to the age of 3 years and then 95% by the age of 7 years.

Inherited traits and learning by early environments and experiences together have the greatest influence on behavior. Scientific research has shown that the evolution of humans and monkeys is very similar. Humans are able to think, imagine, create, and learn from their experiences—more so than any other species. From the time we are born, we humans begin learning through our sensory systems—sight, hearing, taste, touch, and smell. So do monkeys. But humans not only receive information through these systems, they also learn about themselves and the world around them through the physical, psychological, and social context in which this experiential information occurs. That's because they have the ability to use language and thought. <http://sciencenetlinks.com/lessons/exploring-learned-and-innate-behavior/>

Long before Charles Darwin published his book *On the Origin of Species* in 1859, animal breeders knew that **patterns of behavior are somehow influenced by inheritance from parents.**

Understanding early life learned behaviors up to the age of 7 years old is also important because they also significantly contribute to a person's hard-wired behavior development and play a key role in their decision-making preferences, and overall human performance and relationship interactions.

Understanding how to manage behaviors delivers a significant level of self-awareness that enables people to modify behaviors, depending on the situation and the different individuals they are dealing with.

In other words, natural behavior is the core of who we are revealed as personality.

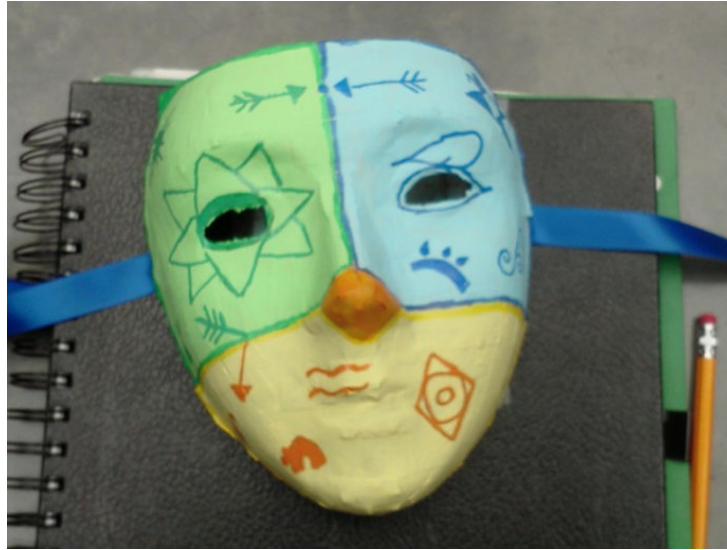
A Definition of Personality

Personality can be described as multiple layers arranged one on top of the other and becoming denser as you proceed deeper inside.

The term personality is derived from the Latin word persona meaning a mask. Personality is a patterned body of habits, traits, attitudes and ideas of an individual as these are organized externally into roles and statuses and as they relate internally to motivation, goals and various aspects of selfhood. <http://www.sociologyguide.com/personality/meaning-of-personality.php>

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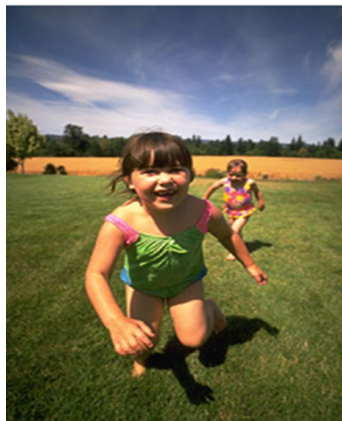


Source: <https://emcarter12.wordpress.com/2013/02/08/personality-mask/>

Recognizing the Difference Between Natural DNA Behavior and Personality

Knowing and being able to measure the “Natural DNA Behavior” of people is, by its inherent nature, equally applicable regardless of where the person comes from, the setting or environment, whether they are male or female, their age or generation, or their culture or religion.

From our perspective as stated above, a person’s natural DNA behavior is 85% set by the age of three years old, and then 95% by seven years old, based on the mix of genetics they are born with and early life experiences. We refer to this as "hard-wired" and are what we now term today as a person's DNA Behavior®.



Natural Behavior Make-Up:

- Natural behavior is determined by around age 3 when the neural pathways are formed and remains very ingrained. It is based on genetics ("raw material") and early life experiences.

Nurture - Learned Behavior Make-Up:

- People continuously develop although the natural behavior remains the core.
- Stronger learned behavior is developed from age 3 to 18 that can be adapted with focus.
- Less ingrained learned behavior from age 19 that can be modified with awareness, experiences and education.

Thereafter from seven years old to 18 years old, the person’s personality still continues to evolve from learned behaviors based on life experiences, environments and education occurring after seven years old. The learned behaviors in these circumstances will have quite strong impact on personality development but not as impactful as the learning that takes place up to seven years old.

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The learned behaviors experienced after seven years old are more capable of change through the development of new perspectives, mindsets, attitudes, beliefs, values, passions, skills and interests that come from training, coaching, mentoring and general life exposure.

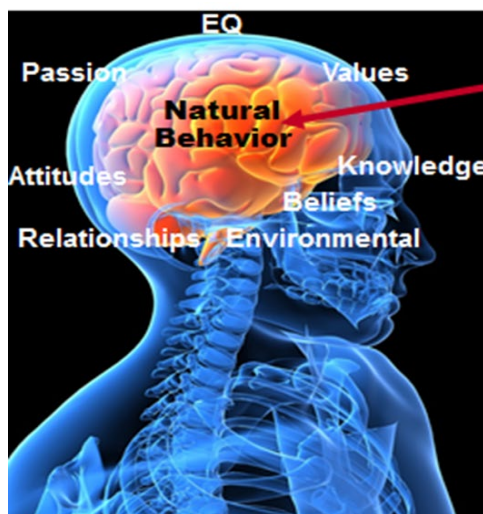
Then, from 19 years old, while learned behaviors may have some impact on personality development the propensity to change their impact is relatively easier.

The DNA Natural Behavior Discovery Process

The starting point of discovering the core of who a person is commences with identifying inherent Natural DNA Behaviors that are stable over time. In revealing these core behaviors, the DNA Natural Behavior Discovery Process provides reliable and pinpointed insight into instances where the “hard-wired” natural behavior is likely to automatically take over in place of learned behaviors which are developed after the person is seven years old from the environment, experiences and education.

In particular, natural behavior will prevail and be revealed when a person is under pressure, often caused by relationships, money and stress. Ideally, a person should be empowered to optimize their natural talents and financial behaviors, and overall live, work, operate, decide and relate with others in alignment with them. In that way they will be more able to capitalize on their natural talents and manage differences with others.

Learned behaviors are equally important to understand as they also contribute to a person's personality development and play a role in their decision-making preferences, overall human performance and relationships.



The Business DNA® Discovery Process starting point is to identify the natural instinctive behavioral talents that are very stable over time. Most other tools focus on the other components of personality that are dynamic in different circumstances.

Natural Behavior:
The natural behavior provides a reliable predictor of how a person will consistently perform over the longer term using their talents, make decisions with the least stress, respond to different life and work factors that change, and where they will “go to” under pressure.

For leaders in any business, understanding how to manage Natural DNA Behaviors and learned behaviors which influence overall personality increases performance and successful relationship management; for the individual it delivers a significant level of self-awareness that enables people to



operate using their behavioral strengths and modify their behavioral struggles as needed, depending on the situation and the individuals they are dealing with.

Today, with this approach, we have proven results in substantially improving and managing relationships, client experience, human performance, wealth management processes and community connection. Our business philosophy has been built on the phrase “Behavior Drives Performance™”. In turn, this has necessitated an “Understanding People before Numbers™” approach which ensures that before any business interacts with a person at any level in any context, the business needs to firstly know their Natural DNA Behavior style. Our belief is that Natural DNA Behavior is the core of a person’s life and ultimately the key to their personal, business and financial decision-making performance.

Our regular observation is that when people are making major life, business and financial decisions which put them under pressure, their true natural instinctive behavior emerges. We can see that this natural behavior is strongly influencing how they uniquely respond to life, business and financial events. Our belief is that this natural instinctive behavior is in place from very early in life and uniquely influences a person's perspectives for making decisions.

Measurement of Natural DNA Behavior

The key to being able to reliably discover a person’s Natural DNA Behavior is the measurement model used by the DNA Natural Behavior Discovery Process. On the basis of extensive research, we use a unique version of the Forced Choice Scoring Format to measure Natural DNA Behavior. The precise construct of this methodology inherently puts the participant under pressure when they are answering the questions by forcing them to choose “Most Like” and “Least Like” between a triad of three key words or short phrases.

Each triad (question) is carefully structured with one word and short phrases which are very non-situational so as to be able to extract any person’s natural instinctive behaviors with very minimal social, racial, economic, gender or educational bias that come with learning after seven years old. Based on independent psychometric studies our system for revealing Natural DNA Behavior has a 97.1% accuracy level and is therefore considered highly predictable.

This methodology has been proven to be far superior in revealing how a person will instinctively behave over the long term. To learn more about this research, please review our whitepaper: “Forced Choice Assessment Model Methodology Whitepaper”.

Example

Two people complete the DNA Natural Behavior Discovery Process which is based on the Forced Choice Assessment Model.

The results reveal each to be a Strategist. They will both have the natural behavioral talents to be authoritative, reflective and structured in the way they operate and make decisions. These are their inherent hardwired behaviors.

But as a consequence of education, family, and social influences, these two examples of a Strategist might show the world a different personality.

One might pursue their cause or endeavor with a passion for business, with their values being driven by the need for pioneering new markets, competitiveness and risk-taking. Another might pursue their passion for the arts, with their values being driven by the need for imagination, quality and precision.

Their different passions and values for their careers take them on different life paths. This does not mean they compromise their natural behavioral style and talents. Rather, their road map to deliver is just different.

Their natural behaviors which are at their core are simply outworked in a different way because of a different overall personality. Their different personalities primarily driven by different passions and value sets.

Application of DNA Natural Behavior

DNA Behavior International has pioneered the application of natural behavioral insights in understanding a person's broader personality in the following areas:

- Measurement of human performance
- Communication
- Talent identification and team development
- Leadership and career development
- Financial planning and investment decision-making
- Personal life decision-making and planning
- Family succession and management
- Marketing and consumer buying patterns
- Sports talent development

In Summary

Natural DNA Behavior is something you are born with and which develops early in life. The natural behavior is the core of who you are, it's how you were formed before birth; whereas Personality is built more so from seven years old one moment, one experience, one choice at a time until those choices become an intrinsic part of who you are in terms of who you reveal to those around you.

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Understanding how to connect, rather than just communicate, will enable business leaders to get behind the mask and understand what core life drivers will be revealed under pressure; what inherent talents are yet to be found and applied and what form any mentoring, coaching or training should take to build on talents and strengthen any areas of struggle.

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

If you have any questions about the Distinction Between Personality and Behavior or any other matter related to human behavior and energy, please email us at: dnacare@dnabehavior.com

