

Entrepreneurial Performance Report for: Chris Coddington

Entrepreneurial Life Performance

The Entrepreneurial Performance Report is designed to provide a representation of how you are progressing with building an entrepreneurial life. The following report provides your ranking of 70 items in the categories of Resilience, Risk-Taking, Creativity, Work Ethic, External Charisma, Financial Behavior Capability, and Decision-Making Discipline. Access the insights below to see a representation of how they are progressing with building a life as an entrepreneur.

Name Chris Coddington
Your Email chris.coddington@dnabehavior.com


Section 1: Resilience

- I believe in my self and the purpose to which I am working for ★★★★★☆
- I do not live in fear when things go wrong inside or outside my business ★★★★★★
- I can confront challenges in a timely and effective manner ★★★★★★
- I am able to create success out of adversity ★★★★★★
- I accept that the entrepreneurial journey will have up and down moments ★★★★★★
- I am able to cultivate a growth oriented mind-set ★★★★★★
- I am not aware of any mindset barriers holding me back ★★★★★★
- I am able to make changes in my life when I need to ★★★★★★
- I have the ability to confront problems as they arise ★★★★★★

I am capable of experimenting with ideas without achieving immediate success 

Resilience Calculation 7

Section 2: Risk-Taking

I have the courage to make audacious decisions that many others would not take 


I pursue quantum growth opportunities and not linear progression 

I am prepared to venture into new areas 

I look at the upside of change on a calculated basis 

I am comfortable tolerating the consequences of taking risks 

I do not have a fear of failure 

Being on the edge is when I am at my best 

I am happy taking additional risk to grow more 

I believe without risk there is no innovation 

I recognize the risks are financial, bankruptcy, relationships and reputational 

Risk-Taking Calculations 6.80

Section 3: Creativity

I am able to see opportunities for change and design valuable solutions 

I am adaptable to the changing needs of a future world 

I can intuitively see things that others cannot 

I am open to unusual ideas and working with abstract concepts ★★★★★★

I am inventive ★★★★★★

I am able to take an idea and convert it to practical reality ★★★★★★

I am curious and like to brainstorm ★★★★★★

I am capable of designing a new market niche ★★★★★★

I know how to scale myself ★★★★★★

I am quick minded ★★★★★★

Creativity Calculation 7

Section 4: Work Ethic

My talents and passions are aligned for high performance ★★★★★☆

I have minimal daily distractions that derail my performance ★★★★★★

I set and pursue competitive goals with persistence ★★★★★★

I enjoy new challenges ★★★★★★

I take action and am proactive ★★★★★★

I operate with high energy ★★★★★★

The factors that motivate me are clearly understood ★★★★★★

I prepare and operate with discipline ★★★★★★

I receive training, coaching and seek support to achieve my goals ★★★★★★

The factors that motivate me are clearly understood ★★★★★★

Work Ethic Calculation 6.90

Section 5: External Charisma

- I regularly and authentically communicate a powerful vision and the goals ★ ★ ★ ★ ★ ★ ★
- I am able to inspire employees and clients to take action without manipulating them ★ ★ ★ ★ ★ ★ ☆
- I am able to confidently lead and build a movement ★ ★ ★ ★ ★ ★ ★
- I am comfortable engaging with my team and clients in listening and open dialogue ★ ★ ★ ★ ★ ★ ★
- I spend plenty of time each day interacting with my team and clients ★ ★ ★ ★ ★ ★ ★
- I am expanding the connections in my network ★ ★ ★ ★ ★ ★ ★
- I am able to adapt my communication style to get the most out of people/situations ★ ★ ★ ★ ★ ★ ★
- I have loyal relationships with my team and clients ★ ★ ★ ★ ★ ★ ★
- I actively demonstrate that I want and help others to succeed and they matter ★ ★ ★ ★ ★ ★ ★
- I can convey positivity even when I am not at my best ★ ★ ★ ★ ★ ★ ★

External Charisma Calculation 6.90

Section 6: Financial Behavior Capability

- I know how to balance the capital allocation between my life and business ★ ★ ★ ★ ★ ★ ★
- I have financial flexibility to take advantage of opportunities ★ ★ ★ ★ ★ ★ ★
- I have clarity about my relationship to money for business and my life ★ ★ ★ ★ ★ ★ ☆
- I have designed a business model which will reward me fairly ★ ★ ★ ★ ★ ★ ★


I am clear about what I need to do to achieve my life and financial goals	★★★★★★
I know how to create and maintain financial freedom	★★★★★★
I have invested in my human capital so I can grow	★★★★★★
I have learned to keep perspective between risk and return	★★★★★★
I have a functional risk management plan for always being in the game	★★★★★★
I do not have any health, relationship or mindset issues which impede me financially	★★★★★★
Financial Behavior Capability Calculation	6.90

Section 7: Decision-Making Discipline

I make and monitor decisions based on my identity, life purpose and values	★★★★★☆☆
I am in touch with my intuition and instincts	★★★★★★
I perform appropriate independent research before making a decision	★★★★★★
I effectively use my past experiences	★★★★★★
I am aware of the biases that may negatively influence my decisions	★★★★★★
I am a decisive decision-maker when required	★★★★★★
I am confident in the decisions I make in my life and business	★★★★★★
I can balance my daily actions with my long term objectives	★★★★★★
I know how to create a "win-win" alignment for all stakeholders	★★★★★★
I have a sounding board to help me assess risk and stay on track	★★★★★★

Decision-Making Discipline Calculation	6.90
Average Total	6.91
Actual Total Score	476
Your Advisor's Email	madelyn.villareal@dnabehavior.com

How was your experience with this discovery process?

 (7/7)

Entrepreneurial Performance Optimization: Step-by-Step Approach

The overall Entrepreneurial Performance Score out of a maximum score of 490 will tell you how well you are performing in the key areas for entrepreneurial success. The objective is to design and invest the time, money, and resources into optimizing your mindset, behaviors, and capabilities as an entrepreneur to unleash exponential growth in your business. That will also require a healthy relationship with money, increasing your happiness, success, and well-being while reducing stress.

So, that you can use the feedback summary we have provided based on your responses, please follow these steps.

Step 1. Identification and Prioritization of Low Scores

- Conduct an initial assessment to identify your current scores for each of the seven primary Entrepreneurial Performance categories.
- Rank the seven categories based on their scores, with the lowest scores getting the highest priority.
- Allocate more time and resources to the lowest-scoring categories to initiate improvement efforts.
- In allocating more time to the lowest-scoring categories you mustn't let the highest-scoring categories decline.

Step 2. Setting the Target for Optimization

- Establish a clear goal for each category, ideally aiming for a score of 7/7.
- Recognize that while the ultimate goal is perfection, progress is more important than perfection.
- Develop specific, achievable objectives for each category to gradually progress towards the target score.

Step 3. Incremental Improvement for Mid-Range Scores

- Identify categories with scores between 4 and 6.
- Analyze these categories to understand what's working well and where improvements can be made.
- Implement targeted actions to elevate these scores, focusing on continuous, incremental progress.

Step 4. Continuous Assessment and Adjustment

- Establish a regular schedule for reassessing your scores in each category.

Use these assessments to gauge progress and identify new areas that may require attention.

- Adapt your strategies based on these assessments, ensuring a flexible approach that responds to changing needs and circumstances.

Step 5. Documentation and Reflection

- Keep a detailed record of actions taken, progress made, and challenges encountered in each category.
- Reflect on these experiences regularly to glean insights and lessons that can inform future strategies.
- Share your progress and reflections with a mentor, coach, or peer group to gain external perspectives and advice.
- Repeat completion of the Entrepreneurial Performance Discovery every 6 months.