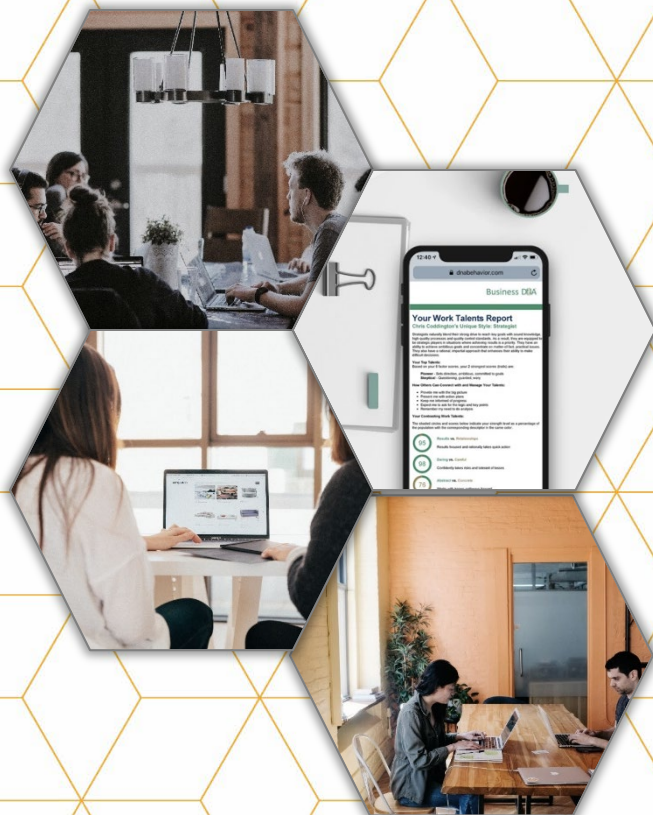


High Stakes Decision - Making Series



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| 1. Your true colors come out | Under pressure - your true natural DNA leadership style reveals itself |
| 2. Lead with mental strength | Are you a cow or a buffalo? Do you head into the storm or allow it to chase you? |
| 3. Reset your mindset | Knowing where you are at is important. Are you in a place of denial, depression or ready to embrace? |
| 4. Check yourself before you wreck yourself | Stop, pause, listen, ask questions, decide |
| 5. Address today's needs | Focus on today and your responses to events - but know you cannot control events, but you can control your responses to them. |
| 6. Focus on others | Enhancing your relationships is critical - Contact people each day, raise people up |
| 7. Maintain your confidence | Confidence is the foundation of performance |
| 8. Live up to your identity | Who are you? Who do you want to be? Change behaviors to come out the other side strong and make good choices. |
| 9. Define your purpose | This is your calling and key motivator |
| 10. Center on your values | Foundational for decisions - and what is non-negotiable |
| 11. Demonstrate character and courage | Do the right thing even if the outcome is not best for you |
| 12. Be resilient | Dig into your toughest moment - what did you do?
How did you pivot and adapt? Get in touch with your strengths - resistance builds muscles and this is the opportunity to build you. |
| 13. Be adaptable | Need to be agile - some on your team will be, but also you need some "rocks" |
| 14. Focus on creating value | Who wants to be sold to? Rather people want solutions which will eliminate danger, create opportunities and reinforce their strengths |
| 15. Play a new game | Forget the past and what was or could have been. Get part of a new game by pivoting and innovating - be flexible with your thinking - workout how to innovate at low cost. |
| 16. Manage your emotions | Of yourself and others |

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| 17. Engage the team and clients | Check in with the team regularly and communicate with compassion |
| 18. Manage different team responses | Recognize your team will respond to crisis situations uniquely |
| 19. Show gratitude | Showing gratitude will get you out of yourself, away from negative people and thinking and into a mode of being positive and the best thinking from which opportunities will come |
| 20. Build a sounding board | Get wise people into your life |

Financial Behavior Under Pressure

Message

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| 1. Staying in the market | Cannot pick or time the market; focus on your goals |
| 2. Sticking to core principles | Broad diversification and core asset allocation |
| 3. Minimize withdrawals | Cut spending down |
| 4. Assess your portfolio's risk | People believe they can take more risk than they can - portfolio's have too much risk |
| 5. Know your risk tolerance | The real DNA risk tolerance level is the same in good and bad markets |
| 6. Identify your loss aversion level | Prospect theory - 2x loss aversion to opportunity to make a gain |
| 7. Know your behavioral biases | Intuition - listening to right voice, Biases lead to imperfect decision-making |
| 8. Emotions trigger behavior | Emotions trigger our hard-wired behavior - leading to biases coming out stronger |
| 9. Separate emotions from rationality | With discipline and self-knowledge you can separate emotions from rationality |
| 10. The emotions of financial losses | Despondency, depression, anxiety, shame, guilt, embarrassment |
| 11. Check yourself before you wreck yourself | Stop and pause, consult with your advisor before every decision |
| 12. Antifragile your life | Build in flexibility to take advantage of opportunities |
| 13. Manage your spending | Spending is the greatest destroyer of wealth |
| 14. Focus on your goals | Visualize achieving your goals - that is all that matters |
| 15. Keep financially flexible | Keep 6 to 12 months cash, or a robust source of cash that flows |
| 16. Avoid margin loans | A call will force you to sell winners and hold losers |
| 17. Maintain a passive investment approach | Do not let your biases get in the way |
| 18. Review your insurances | Are you covered for major events? |
| 19. Shut out the noise | Do not follow the herd |
| 20. Choose the right advisor | How they communicate with you, skills, values, balance |

Business Decisions Under Pressure

Message

1. Fight or Flight Response

When were you last faced with a high pressure business decision? How did you respond? The Tendency is to think short term and not think strategically and long term. Check yourself before you wreck yourself - stop, pause, listen, ask questions, decide

2. Separate news from noise

Have you ever reacted emotionally to a business crisis? Move on from emotions - under pressure it is easy and normal for emotions to take over - leading to our hard-wired behavior coming out stronger. Data is ignored? Inappropriate discounts - that have permanent damage

3. Get enough reliable data

People are bad statisticians. Wait till you get 70% of the data that is from reliable sources - work with what you have and make the most of it - but realize that the world will change every day - some patience is needed - but at some point you have to move forward

4. Manage the Balancing Act

How do you maintain balance in your decision-making. We will tend to think and prioritize the short term, and will underestimate the long term disruption and not be good at planning for the contingencies. The key is to Balance: results and relationships (compassion), short term and long term, clients and the organization

5. Maintain organizational focus

Purpose, values, mission, strengths - and identity

6. Identify the decision-makers financial personality

Who has influence over the decisions? The decision-makers financial behavior (biases), education and knowledge to make a decision will be a factor

7. Recognize behavioral biases at play

What are your mental blind-spots - we all have them in varying degrees - and they will automatically show up when under pressure. They are what lead to imperfect decision-making. What biases show up for you - some are addressed in the following videos

8. Overconfidence

Is the decision-making too bold? Does the business expand into new areas without research? Nevertheless, in pressure times there are opportunities to take advantage of

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9. Loss Aversion Identify the businesses aversion to losses. Prospect theory - 2x loss aversion to opportunity to make a gain
10. Newness Bias Are you constantly introducing changes to the business but not getting traction? Over innovating is a common business problem. But being positive, consider how the business can pivot with new products, and/or be leaner - but not over innovate without research on expected demand and ability to do it
11. Optimism Bias Check your growth mentality -Do you set overly optimistic growth targets to look like you are being proactive? Ensure the expansion is well founded
12. Benchmark Focus Do you stick to historical data that is flawed and may not be relevant in the current situation? It is easy to fall into a pattern your know.
13. Herd Following Do you change prices or features because others do? Or introduce a new product that takes you off course?
14. Over trading Does your business push too hard for short term results? Do you give quarterly discounts to get a last minute sale.
15. Consolidated view Is there justification for the overall results but ignoring of the individual parts? Is appropriate attention paid to the parts?
16. Persuasion Bias Do you follow advice because of a consultants reputation? What biases do they have?
17. Identify the viable options Have a position paper prepared which documents 3 alternative choices
18. Distorting biases Is there mining for red flags? Check for self interest, attachments, misleading memories, Conflicts of interest?
19. Strong Internal Controls Does your business have appropriate internal controls to review the decisions of those who have influence? What is the decision-makers compensation benefit from the decision? Is there a financial incentive? Ensure review by people with different perspectives and knowledge
20. Antifragile your business Remain viable: Fragile to robust to antifragile - financial structure (debt and reserves), revenue sources, re-purposing, diverse markets and clients

Entrepreneur Behavior Under Pressure

Message

1. Have a resilient mindset
Being mentally strong in adversity is critical, and take failure as a learning opportunity to come back better
2. Identify your X-Factor
10x your success by leveraging what you are the best at, and delegate the rest
3. Focus on your identity
Who do you want to be seen as and what level will you live up to?
Your identity will govern many decisions.
4. Surround yourself with good people
Leading a business is lonely - have people who "get you" know where you are at and open up the pathway to get help -eg EO
5. Check yourself before you wreck yourself
Stop, pause, listen, ask questions, then decide when taking risks
6. Do not destroy your infrastructure
Balance short term vs long term, keep to purpose and values
7. Balance rationality and compassion in decisions
Recognize your and others emotions, use independent data and be compassionate when needed
8. Focus on costs
Review costs and cut what is not necessary - and defer where you can
9. Review your cashflow
Maintain flexibility so you can capitalize on opportunities
10. Address your leadership behavior
How you show up is important - see our leadership series
11. Maintain team engagement
Keep your team engaged - work on managing the differences - the team is key to your future
12. Demonstrate empathy but not fear
Show concern and compassion for your team, but do not show your own fears as that undermines team confidence
13. Do not fall in the Money Trap
Defining your value/success on money is a recipe for disaster - measure your success based on impact
14. Antifragile your business
Look at the opportunities to generate uncorrelated revenue streams in your business from different market segments
15. Start small and finish big
Recognize that trying to grow too quickly, too early can mean you will not be there when the timing is right
16. Learn to play bigger
Re-define the market category that your business can be the king of

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- 17. Innovate at low cost
Innovation can be at low cost - set a low budget and see what you can achieve – leverage what you have rather than creating completely new things
- 18. Be bold when needed
Be prepared to take opportunities when the time is right and remember the cascade impact on your existing business
- 19. Stay goal driven with a Traction Plan
Keep a growth mindset and ensure there is clarity about the goals and accountability
- 20. Be charismatic
People want to be led - set yourself up to lead a movement

Business Principles

Message

1. Choose the ideal clients or customers
The biggest mistake your business can make is choosing the wrong clients as that impacts team, energy, time, resources and profitability
2. Always create value
By creating value for clients you can command a higher price and also create your future
3. Data is the new currency
Think about data as reflecting the truth but also an asset that can be on your balance sheet from which value is enhanced
4. Cash is king
Having cash reserves enables you to capitalize on opportunities when they arise and be protected in bad times
5. Antifragile your business
Protect your business with uncorrelated revenue streams and not reliant on one industry, type of client, geography, product line.
6. Focus on your 10 out of 10
Exponential growth comes when you work in your X Factor
7. Flaunt your weakness
The weakness in your offering could be the biggest strength which you market; turn the negative into a positive
8. Adopt a flexible business model
Be able to scale up and scale down as times change - leverage AI technology and have an agile workforce
9. Fair pricing
The price must be fair with a win-win for all based on the value to each party.
10. Be a specialist
Establish where your business will be a Category King and dominate a market channel
11. Ecosystem participation
Workout how your business can lead an ecosystem but also where reciprocal relationships are buildt by participating in others multiple ecosystems
12. Platform
Look at how your business can build multiple products and services which come off the one platform
13. Network effect
Increasing the number of buyers and sellers with compatible products who leverage your platform to create value for each other.
14. Scalability
Use the right mix of technology and employees to generate exponential growth while deploying less overall resources
15. Build your brand
Your brand is your value so protect its identity, visiibility and memorability as a key contributor.
16. Embedding
Address how your product can be embedded in other products to build a snowball effect by being sold when others sell their product

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| 17. Customization | Focus on hyper personalization for every client which enables a customized experience to be delivered while following a consistent process |
| 18. Adaptability Quotient | Build a workforce which blends adaptability for changing circumstances but has stability to sustain the core operations |
| 19. Social participation | Success comes from the impact your business has in engaging communities beyond your core market channel or offering |
| 20. There is a solution for every problem | Every problem can be solved with the right mindset to break mental barriers and ability to think out of the box |

Leadership Principles

Message

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| 1. Business issues driven by behavior | Look at all business problems through a behavioral lens;
87% of business issues are caused by human behavior |
| 2. Manage different perspectives | Have you ever been in a team meeting for 1hr discussing a critical team topic and later realize everyone has heard the same discussion differently? |
| 3. Today's 5 requirements for all leaders | The following are "table stakes": Character, Courage, Confidence, Connection and Compassion - how well do you demonstrate these behaviors? |
| 4. 3 Rules for winning in a new world | Strategic clarity - execute on the purpose, Operational discipline - grow customer relationships based on reliability, High performance culture - high standards motivated by people |
| 5. Top 3 Business Trends for all Leaders | Mega customization, workforce adaptability, financial wellbeing - how is your business addressing these trends? |
| 6. The power of behavioral insights | Behavioral insights are the denominator in creating hidden advantage - numerator is winning strategy + people culture |
| 7. The mentality of how ultra performers respond | Are you a "cow or a buffalo"? Buffalo's take the storm head on and know it will pass quickly. Cows run away and end up getting taken over by the storm. |
| 8. The Formula for Performance Acceleration | Capitalize on your strengths and manage your struggles; Struggle with your struggles |
| 9. Balancing Results and Relationships | What is your leadership tilt? Ultimately a balance of results and relationships is required |
| 10. Confidence is the Foundation of Performance | Are insecurity, doubts and fears getting in the way of your leadership? You must learn to be secure in your own socks |
| 11. Leaders Go First | Leaders need to be vulnerable and go first - lead from the front and set the behavioral standard |
| 12. Knowing Yourself | Know your natural DNA Behavior as it is the primary driver of performance and imperfect decision-making: What are your top 2 DNA leadership traits? |
| 13. Leading relationally | Listening and being approachable: making team feel understood and tolerate honest mistakes |

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| 14. Leading for results | Visionary, decisive, goal driven, courageous, innovative, fiscally strong |
| 15. Manage your impact on others | Are you aware of how you come across? Do others trust you?
Are you influencing them? |
| 16. Build a healthy team culture | The team culture should provide for understanding, acceptance and respect for different styles |
| 17. Manage every person uniquely | Adapt to each person's style in every interaction |
| 18. Show appreciation | Always be giving gratitude to others and recognize others contributions over yourself |
| 19. Mitigate conflicts of interest | Your integrity is critical - and it is key in decision-making you put the team's interests first |
| 20. Manage biases in your decision-making | Review your own decision-making biases - history, experiences, situations and financial attitudes |

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Life Principles

Message

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| 1. Essentialism will eradicate the unnecessary | Learn to build life equilibrium
Focus on what is important, will help you grow and what energizes you |
| 2. Learn to build life equilibrium | Decide what will make you happy, successful, and healthy |
| 3. You are in the way of your own success | The only person blocking you is you - think about what is derailing you – it starts with you |
| 4. Focus on the journey and not every outcome | Follow the right processes, and eventually the rewards come - instant gratification will not make you |
| 5. Discover your identity | Work out who you want to be and live up to that. How do you want to be remembered at your funeral? |
| 6. Know your strengths and struggles | Capitalize on your strengths/talents, and manage your struggles |
| 7. Be purpose driven | Find your calling and be consistent about following it |
| 8. Strive for higher goals | You have 50% more performance capacity than you think you have, and then keep on resetting |
| 9. Live with meaning | If what you do has meaning, it will be more sustainable and rewarding |
| 10. Unlock yourself from miserable situations | When you are feeling depressed, find ways to reset |
| 11. Confidence is the foundation of performance | Confidence is the most important factor in personal success - a healthy belief in yourself - when you lose confidence, then decision-making gets uncertain and wayward, and normally you do not engage people as well - life spirals |
| 12. Sow into your relationships | Life growth comes from the quality of your relationships and managing different perspectives |
| 13. Never compromise your integrity | Have the courage to do the right thing |
| 14. Be humble and show gratitude | People want to be appreciated |
| 15. Culture gaps are important | People from different cultures have different perspectives based on their society |
| 16. Change how you ask questions | How you ask questions will determine the outcome |

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17. How you manage adversity determines your success Great success can come from adversity if you can focus on how you will grow out of it

18. Never make the same mistake twice Do not repeat mistakes - look at the pattern of good and bad decisions

19. Read (listen) widely to history Historical principles can teach you a lot about the future.

20. Time tells you a lot of things Be prepared to give people and situations time - while your intuition may be strong, do not handle tough situations and decisions impulsively - get enough data, work out how to be compassionate - but nevertheless be decisive when it is clear

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

If you have any questions or would like to discuss with executive on our team, please email us at: inquiries@dnabehavior.com



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