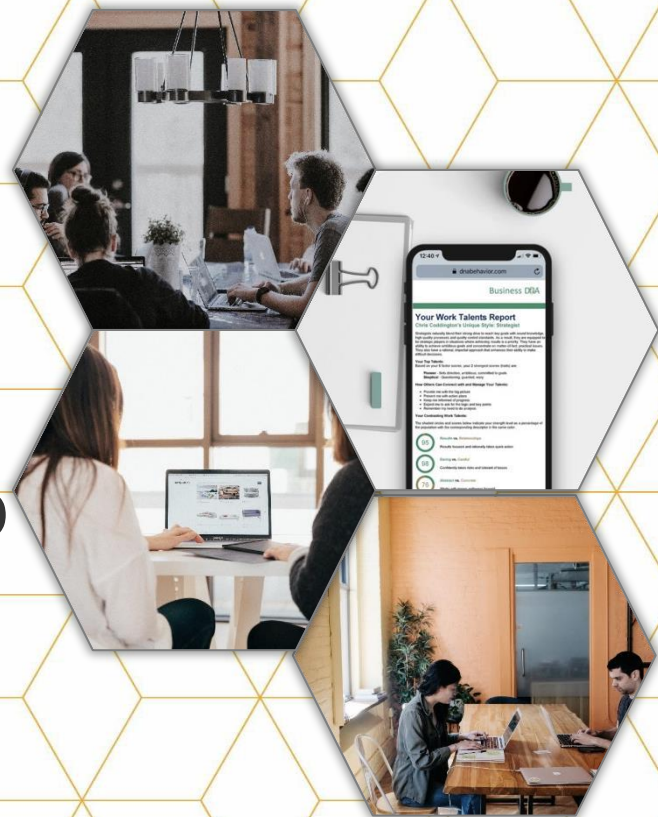


# The Ultimate Guide to Behaviorally Smart Leadership



DNA Behavior®

## Leadership – All Change During Remote Working!

It would be easy to trot out a simplified definition of leadership. For example, the art of motivating a group to act toward achieving a common goal.

But there's so much more to it than that. To be a great leader of people lies in the character of the person, their values, convictions, and standards.

*"Leadership is much less about what you do and much more about who you are." Frances Hesselbein*

Knowing who you are is the foundational key here.

Leadership has never looked quite like this before. Trying to lead teams remotely; trying to keep the business afloat; working to keep employees still employed and paid while looking for new and innovative ways to build or even reinvent the business.

If ever the following attributes applied to the role of leaders – it's right now during this global pandemic.



Above all else, I would add one further attribute to the list above: TRUST. Leaders need to be able to rely on, have faith in, depend upon and confidently expect their teams to work diligently from home.

Behaviorally innovative leaders will already have gathered deep insights into their people. They'll know who needs regular communication and those that can easily go it alone and produce a high standard of work.

Without this people insight at a leader's fingertips, many will begin to lose their firm belief in the reliability, truth, or ability of colleagues who say they are working at home. And trust fails.

What kind of a leader are you? Do you trust your people? Do you know them well enough to guide them during remote working?



## Human Behavior Drives Business Issues

So, if good leadership starts with knowing who you are and then knowing your people, and that insight builds trust, might it be that without this insight success is elusive. I believe that is the case.

The number one starting point is to understand that most business issues are driven by human behavior. When leaders get this revelation, they become groundbreakers.



When times are 'normal' leadership can 'walk the floor' and see that teams are diligently working. The ability to do this gives a level of confidence that everything is OK. But seeing the 'bodies' is no measure of how well, or not, they are working. It never ceases to amaze how many organizations rely on groups of people to deliver significant outcomes for their businesses yet invest few resources in understanding the individuals who make up a team.

Exceptional leaders are those who invested in a people behavior discovery tool such as DNA Behavior and, therefore, know and understand their people at a multi-layered level. As the environment climate shifts, the behaviorally smart leaders simply access the data, on any device, as a reminder of which of their people need attention, communication, support, or simply to be left alone to do their work.

Who knew that businesses would go into a lockdown? Who knew organizations would urgently have to find new ways of working, without any lead-in time to pilot new remote working approaches, but immediately?

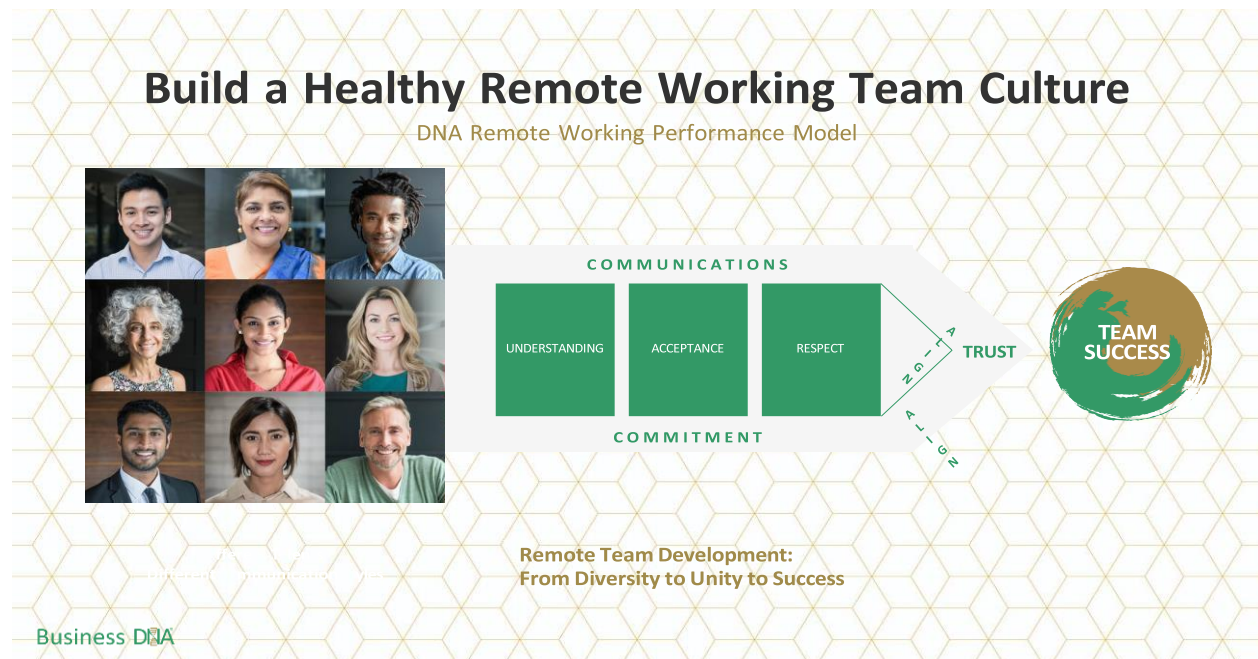
Those leaders who had previously had the behavioral insight to understand that getting the 'people stuff' right would benefit them in ways they could never have imagined placed themselves well ahead of the competition.

# DNA Behavior®

Leaders who have invested in the tools to get to know their people, their personalities, and their character, whether team leaders, team members, board members, security guards, researchers, and so on, will be the ones whose business survives. Why? Because they know their talents, they know how to encourage them in any environment, they know the ones able to flex in these strange times, they know the ones likely to go rogue, and for each scenario, they understand how to get alongside them.

When we exit this season, the business world will become increasingly competitive as organizations develop capabilities that will provide them with a sustainable competitive advantage. But the leaders who have navigated their people through remote working, and all that entails, will be years ahead of their competitors.

These forward-thinking, behaviorally smart leaders will have used and applied their knowledge of their people, such factors as personality, communication styles, and inherent behaviors and talents to forge new ways of working and trusting their teams.



As an aside, Hugh Massie our CEO/Founder at DNA Behavior recognized that as a virtual/remote working business we had much to share with other businesses and we do so by reaching out to help others. Let us know if you need help.

But even he recognized, knowing us all very well, the importance of providing us with a global messaging tool to up our level of knowledge and information sharing and collaboration. Even with different time zones, we are in touch instantly, and it's not all about business. We know each other. We know who needs a helping hand or a cheer up GIF! As a leadership team, we are trusted, and we trust our people.

If you are behaviorally smart you will win in this new world and continue building a high performing organization. Through leveraging natural behavior insights to Know, Engage, and Grow every employee.

# DNA Behavior®

With insight into the people you lead, you will gain:

- Strategic Clarity – execute on the purpose
- Operational Discipline – grow customer relationships based on reliability
- High-Performance Culture – high standards from motivated people

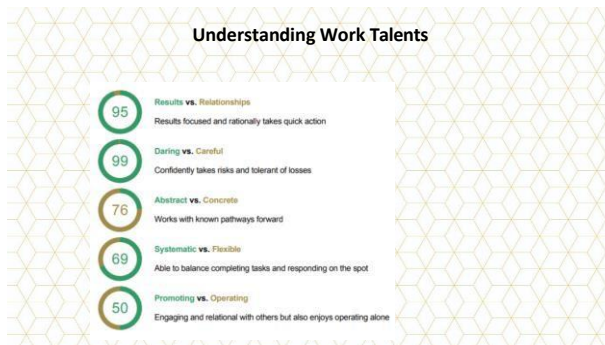
## Leadership the DNA Behavior Way

It only takes 10 minutes for everyone in your organization to complete the natural discovery questionnaire. It's quick easy and online.

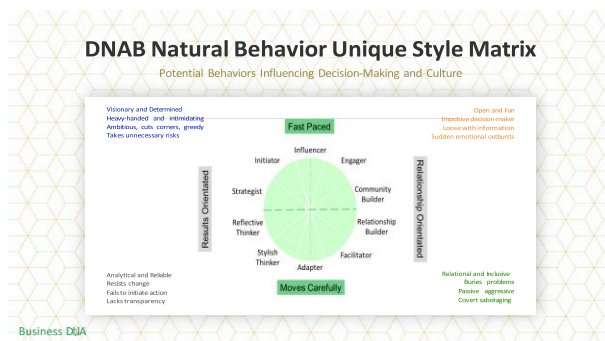
They and you will receive a DNA Behavior easy to understand report. Further, you can access dashboard analysis and a range of other tools that unlock the leader's and employee's behavior and communication style.

It all starts with YOU:

Here is just a small example of what will be revealed about your leadership personality.



In this example – the leader is results-focused, nothing wrong with that, but maybe it's time to flex this behavior to build relationships with individuals and teams that you wouldn't normally see on a day to day business.



Remember, like you, they may be at home, with family, worried about their future, their health and trying to cope with home-schooling. If you can see from their Behavior profile that they would benefit from a call to encourage them – then use your capability to rationally take quick action and pick up the phone or get online to them.

You might be known as a risk-taker in the way you run and lead the business. This can be attractive and provide certainty to employees when business is successful. But risk misused such as failure to be compliant to the leadership of government rules about social distancing, could be seen as rogue behavior. I think you get what I'm saying. Know yourself before you wreck your reputation as a great leader.

# DNA Behavior®

## Time to Become a Behaviorally Smart Leader

If you want your employees to work with and for you during these times of remote working and isolation, show you care about them. Invest in the DNA Behavior Discovery to demonstrate that while you certainly have hopes for the company's future, you also have high hopes for their futures.

Let them know that armed with this behavioral insight you will be better able to support them remotely. I think you'll be surprised at just how much talent you lead.

Through behavioral discovery, it's possible to understand, develop, and productively use your human capital to transform personal and team performance. Understanding that behavior, communication, and learning style are hard wired but can be "influenced," is a key starting point to building a "behaviorally smart" team and making you a behaviorally smart leader.

## About DNA Behavior:

Since 2001, DNA Behavior has enabled human performance acceleration using its proprietary DNA tech platforms. We take an "Understanding People Before Numbers" approach to managing business and life, and power real-time management solutions through validated behavioral insights to connect, customize, and accelerate human performance.

Our technology is available to clients anytime, anywhere, and the data is available in our 24/7 Administration Portal and through our scalable API.

To learn more about DNA Behavior International and the solutions we offer, please visit: [www.dnabehavior.com](http://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](mailto:inquiries@dnabehavior.com)

