

## Welcome to the Next Generation of Behavioral Insights

We are excited to start 2024 with fresh platform upgrades that bring behavior and money insights side-by-side in the DNA Web App! Now, you can see every person's inherent work talents and financial behavior style at the same time. Plus, we've added features that simplify the integration of these insights into your day-to-day activities. All this serves our primary objective of helping growth-minded leaders build stronger businesses on the inherent strengths of people. Welcome to the next generation of behavioral insights!

### [Our Behavioral Platform](#)

#### **Our Direction: Enhancing the Employee and Client Experience**

We have worked tirelessly in the past year to ensure that DNA Behavior technology truly serves the purpose of building people-centric businesses. That starts with a better understanding of employees and extends to both clients and customers.

Focusing on the Employee Experience (EX) as well as Client Experience (CX) is the absolute key to the successful evolution of a business. Our new system lets you toggle between work talent and financial behavior insights, so you get a comprehensive understanding of those you interact with! You'll have everything you need to support hiring, team alignment, decision-making, setting goals, building client relationships, and more.

### [Work Talent Insights for Employees](#)

### [Financial Behavior Insights for Clients](#)

#### **New Subscription Packages: Training and Services Now Included**

To successfully tailor your business to the people who make it flourish, you need a combination of the right behavioral insights and the expertise to use them. So, we've added more insights, plus training, services, AI tools, and some additional perks to every new subscription package to maximize the potential of the DNA Behavior platform. You can now select from three distinct starting options tailored to fit the size of your team with the included training and services you need to achieve your goals.

The 4,000+ work talent and money insights from the DNA Natural Behavior Discovery Process can be used as a powerful roadmap for your business. The insights revealed can aid plans for the development of your leadership team, facilitate improved management of ongoing decisions, enhance prospect and client interactions, and help you build a more aligned organizational culture overall. With this deeper understanding of people comes substantially increased chances of success for everyone.

### [Platform Pricing](#)

#### **Gene AI Enhancements: Your Built-in Personal Assistant**

We want you to be aware that our automated behavioral expert, Gene AI, has had a significant upgrade. Gene AI is available exclusively in the DNA Web App and is trained in all facets of DNA Behavior. It's your

#### **DNA BEHAVIOR**

3372 Peachtree Road, Suite 115, Atlanta, GA 30326  
O: 1-866-791-8992 | E: [inquiries@dnabehavior.com](mailto:inquiries@dnabehavior.com)  
[www.dnabehavior.com](http://www.dnabehavior.com)

go-to resource for leveraging behavioral insights. By simply asking Gene, you get instant access to the knowledge you need from over 10,000 pages of documents created over the last twenty years. And, when you need help creating any type of communication or document, Gene can help you put together emails, scripts, presentations, and behavioral debriefs that hit the mark with your audience.

## [Knowledge Base Article – Gene AI](#)

### **Zapier Integration: Connect Multiple Web Tools to DNA Behavior**

Another exciting new development is our integration with Zapier. You can now connect DNA Behavior to hundreds of other web tools, automating tasks that used to be manual. A variety of behavioral data points are shared with Zapier, including the Financial DNA 5-scores, Business DNA 5-scores, Communication Keys, etc. You can build more effective campaigns and targeted communications by opting to integrate behavioral insights into these apps and more.

- Google Sheets
- Hubspot
- Mailchimp
- Redtail CRM
- Salesforce
- Wealthbox CRM

## [Connected Apps](#)

### **Digital Twins: Improve Decision-Making Consistency**

We now have even more decision-making intelligence technology available to our subscribers. Digital Twins, for example, allow us to clone the decisions of the best recruiters using artificial intelligence. This helps businesses improve consistency in decision-making and reduce the impact of systemic behavioral biases and random noise. With the AI Employment Agency and our partnership with Merlynn Technologies, we are taking the bias out of decision-making through the entire employee life cycle from hiring to onboarding, building teams, talent assessment, and leadership development. This same process can help investors make better and more consistent decisions.

## [Consulting Services](#)

### **The Year of Financial Behavior for Leaders: Your Money Mindset Matters**

To create substantial financial value for our clients, we are emphasizing more than ever the importance of a leader's money mindset. Looking at the financial behavior styles of the CEO and senior leadership team, in addition to their work talents, is pivotal in driving a business's value. Personal financial behavior styles significantly influence organizational financial planning, fiscal management, business operations, compliance, and decision-making across all levels.

**“Ultimately, 80% of the business value is driven by the money mindset of the CEO and leaders.”**

#### **DNA BEHAVIOR**

3372 Peachtree Road, Suite 115, Atlanta, GA 30326  
O: 1-866-791-8992 | E: [inquiries@dnabehavior.com](mailto:inquiries@dnabehavior.com)  
[www.dnabehavior.com](http://www.dnabehavior.com)

# DNA Behavior®

The energy of money is omnipresent in and around every person in the business from the top down, and it influences every activity, decision, action, interaction, and the very dynamic of the business. Eventually, it will impact executives, employees, directors, shareholders, and other stakeholders. So, it's essential to understand how your own perspective on money has the power to drive or stall business dealings.

In fact, through our collaboration with the Perth Leadership Institute, we can now measure how leadership behavior directly impacts the financial transactions of the business. In other words, we have the capability to "behavioralize" accounting! As a reformed accountant, I can appreciate the incredible value this brings to a business.

In the future, we will integrate the leadership financial behavior insights into the due diligence process for private equity and venture capital investment transactions to inform the investment decision-making process. We'll also include them in coaching and development programs for leaders so that they can optimize business performance and maximize shareholder value.

## [Educational Resources – Articles, Videos, Case Studies, and More!](#)

### **BeSci Tech is for Everyone**

At present count, 30% of Fortune 500 companies use our behavioral insights to better understand employees and clients. But it's not just the big guys that we help. We work with businesses of all sizes and are excited about the opportunity to serve even more in the coming year. Not only can behavioral insights improve your business, but the self-awareness gained can help you align your activities to your core behavior style. When everything is in sync with your nature, you'll stress less, do more, and be well for longer!

Thank you to the DNA Behavior team, our clients, and the BeSci Tech enthusiasts who make our efforts worthwhile. Happy New Year!

## [Start Your Behavioral Journey for Free!](#)



**Hugh Massie**

Chairman, Founder & Behavioral Solutions Architect

### **DNA BEHAVIOR**

3372 Peachtree Road, Suite 115, Atlanta, GA 30326  
O: 1-866-791-8992 | E: [inquiries@dnabehavior.com](mailto:inquiries@dnabehavior.com)  
[www.dnabehavior.com](http://www.dnabehavior.com)