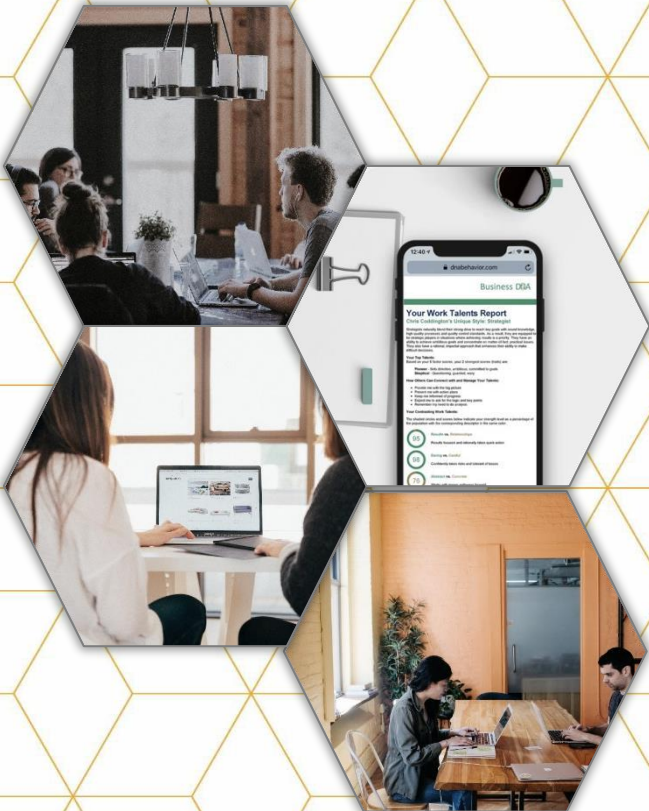


What 2020 Has Taught Us



Deepen Relationships Through Understanding Differences

Oxford dictionary defines relationship: as “the way in which two or more people or groups regard and behave toward each other”.

Trust is the glue of life. It's the most essential ingredient in effective communication. It's the foundational principle that holds all relationships. Stephen Covey

Building relationship with people whose behavior is different from yours is a key to achieving significant success. Whether in business or personal life, the relationship is all about understanding behavioral variances and how best to manage those differences.

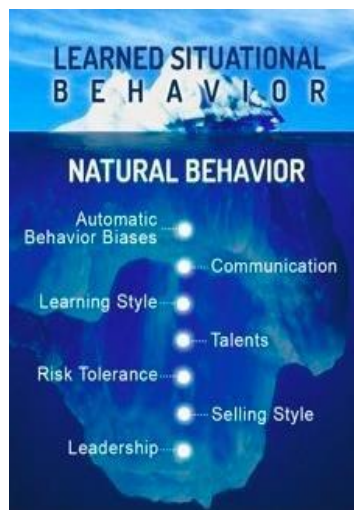
Very often, in an effort to build relationships, we hide behind a mask. We try to anticipate what the other party is looking for in a relationship and endeavor to mimic that. But as many know, when the pressure hits, the ‘real you’ surfaces. This then challenges relationships that could have been sustained had inherent behaviors been revealed and understood from the beginning.

Time to See What’s Behind the Mask

Everyone is guarded. We reveal only parts of us we want others to see. And that’s perfectly OK.

We are all unique and complex. Taking time to understand what makes us tick can radically change the way we manage our own behavior, and in terms of building trusting relationships, empower us to bridge the gaps that come with mastering different behavioral styles.

If we are to build relationships that are sustained it’s important to know what’s hidden and have the confidence to reveal it.



Here are 3 steps to build lasting business and personal relationships in today’s world.

With just a 10-minute investment of time we can reveal so much of our inherent behavior that remains hidden.

1. Take a discovery to shed light on your strengths and struggles and personality patterns.

DNA Behavior®

2. Reflect on how those patterns show up in the relationship, what is working well, and what relationships are more difficult. How do those around you impact your behavior, and how do you impact others?
3. Choose to manage your natural style – when dealing with someone you find difficult. Remember, it's the differences in each of your behaviors. These must be known and understood to avoid a clash and build relationships. When you truly understand yourself and what pushes your 'buttons', you can take more control of choosing when to respond and when to navigate the differences.

Opening Up Your Network

On this February 14th, let's not be cynical but honest. We all hope to connect with people we like and who like us. Just look around your world and think about those you enjoy catching up with and those you avoid in the canteen queue.

If we have in-depth self-awareness, we can do life with many relationships. Self-knowledge is very empowering. Knowing who and why you are attracted to some and avoiding others makes for a much more successful life.

Whether networking for business or pleasure, understanding behaviors and how to manage the differences can be a powerful tool.

Our favorite tool for discovering your insights? (OK, we will admit we have a biased view: We use the DNA Natural Behavior Discovery)

The DNA Behavior Natural Discovery Process delivers:

- Powerful behavioral discovery methodology and reporting of insights.
- Unparalleled depth and reliability of psychometric validation for 64 core behavioral traits and 4 communication styles
- A cutting-edge and holistic set of 4000 behavioral insights addressing risk, spending, and goal drive behaviors
- Flexible technology powering scalability:
- Digital solutions for practical delivery and actionable use in real-time across every employee and client
- Unique online processes for matching employees, clients, partners, goals, and solutions using over 1,000 benchmarks, 1,000 data points, and real-time events
- Customization of behavioral management solutions:
- A wide range of apps delivering personalized information and analysis for individuals, leaders, and consultants
- Capability to build your own behaviorally powered applications to solve business problems in all industries

DNA Behavior[®]

And there's more – DNA Behavior Discovery can be delivered to any device, whether handheld or tabletop. Imagine being able to refer to your own behavioral style as you walk into an important meeting or even a chance encounter with someone you want to get to know a little better.

What an interesting talking point as you show that person your in-depth personality profile and communication style and invite them to complete their own.

I have to admit to using this as an icebreaker on many occasions!

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

