

Business DNA[®]

Natural Behavior Discovery

Summary Report for Test Client

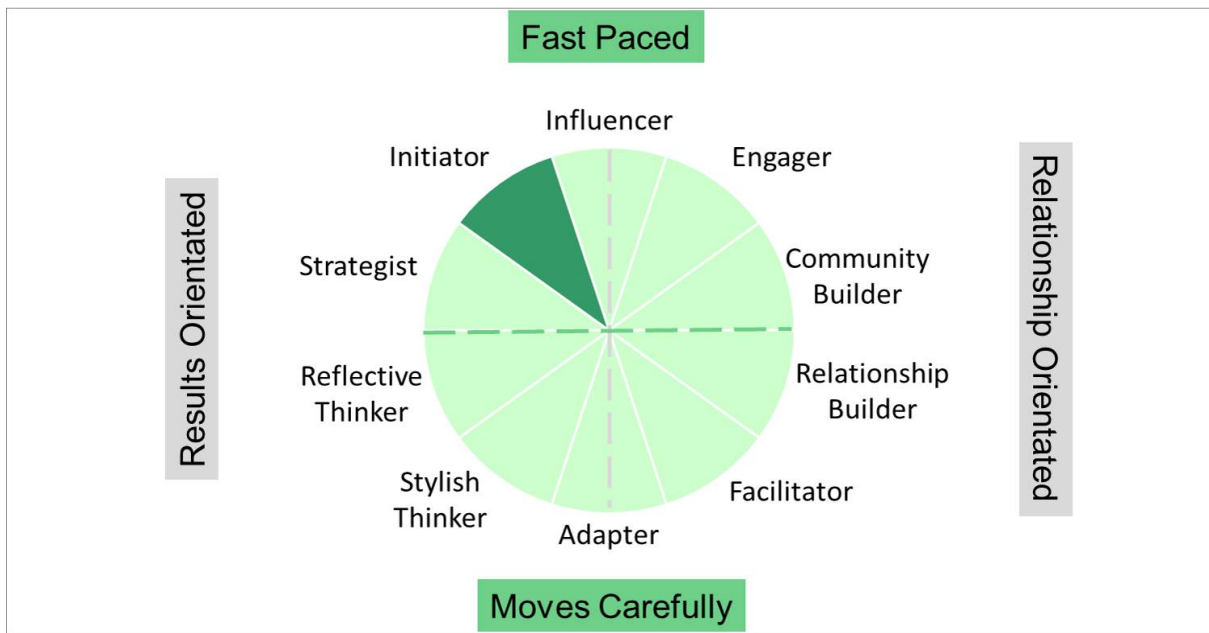
Providing key behavioral insights
into your natural workplace talents
and business performance.

Business DNA Natural Behavior Summary Report for: Test Client
 Your DNA Natural Behavior Style: Initiator

Initiators like to take bold, aggressive actions and create the rules. They will prefer to lead decision-making, setting the agenda for others to follow and monitoring the timely completion of tasks. They are goal driven people who like their expectations managed and not to get caught up in unnecessary details. Their decision-making will typically be fast-paced and rational. They will not be afraid to take on challenging assignments or to accept a lot of risks to realize their ambition.

Summary of DNA Natural Behavior - The 10 Unique Styles

The graph below shows the 10 DNA Natural Behavior Styles in relation to one another. Your style is highlighted in the graph. This will help you to see your instinctive behavioral similarities and differences to other styles more clearly.



Based on your factor scores, your 2 strongest behavioral factors are:

- * **Fast-Paced** - Objective, results driven, rational
- * **Pioneer** - Sets direction, ambitious, committed to goals

The behavioral biases associated with these factors are:

- * **Fast-Paced** - Can over react to problems, make changes too fast and be too short term results focused
- * **Pioneer** - May be overly focused on success, too driven and not properly recognize resources needed

Your Performance Strengths	Your Performance Struggles
<p><i>Knowing your strengths, you can increase your performance potential.</i></p> <ul style="list-style-type: none"> • Favors logic over feelings • Comfortable making difficult decisions • Prefers to take action • Takes initiative • Goal driven 	<p><i>Knowing your struggles, you can reduce your performance impediments.</i></p> <ul style="list-style-type: none"> • May lack needed patience • May be abrupt or interrupting • May sacrifice a balanced life

Your Performance Environment Keys

The Performance Environment Keys indicate the required setting for your maximum performance.

- Anticipate my immediate responses and quick fixes
 - Speak/move at a quick pace
- Use summaries, bullets, and key points
 - Provide me with the big picture
 - Present me with action plans

Work Life Behavioral Attitudes

Your natural motivations, desires and approach to Work Life are often influenced by the strongest traits in your natural behavioral style. Based on the two strongest behavioral factors in your Natural Behavior, your primary Work Life Attitudes are summarized in the table below.

	Work Life Attitude 1 Fast-Paced Factor	Work Life Attitude 2 Pioneer Factor
Work Life Philosophy:	Achieving results	Goal driven
Workplace Approach:	Accelerates action	Being progressive
Financial Attitude:	Seeks high returns	Achievement driven
Goal Setting Approach:	Dynamic	Ambitious
Activity Passion:	Rationalizing situations	Accepting challenges
Values:	Logic	Taking action
Workplace Motivation:	Seeing outcomes	Having high impact
Strength:	Objective	Takes initiative
Blind-spot:	Impatient	Too focused
Communication:	Get to the point	Provide big picture

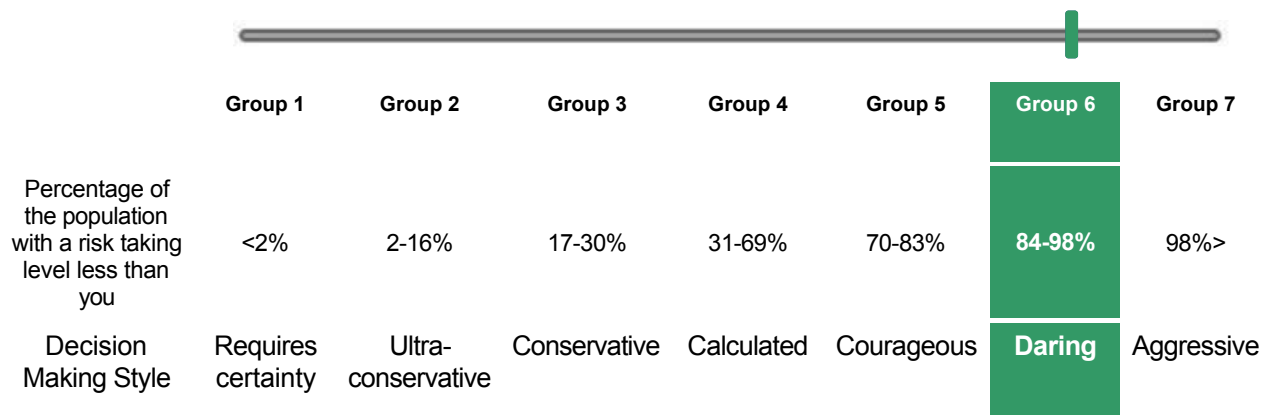
Workplace Insights

Based on combinations of your behavioral factors, your natural talents in the workplace are set out in the table below.

Insight	L/M/H	Population% (0-100%)
Desire to Make Decisions	HIGH	79%
Patiently Builds long-term Relationships	LOW	10%
Focus on Bottom Line Results	HIGH	82%
Sets Goals for Ambitious Plans	HIGH	95%
Pursues Goals to Stay Focused on the Plan	MEDIUM	66%
Prepared to Focus on and Support Innovation	HIGH	92%
Need for Information, Research and Analysis	HIGH	73%
Ease to Communicate Directly and Candidly	HIGH	73%
Confronts Directly and Candidly	HIGH	76%
Ability to Empathetically Listen	MEDIUM	34%
Quickly Makes Decisions With Confidence	HIGH	84%
Independently Makes Decisions	MEDIUM	69%

Natural Behavior Business Decision-Making Parameters

Your standard Natural Behavior Business Decision Making group for determining the approach you will take to making key business decisions is indicated below. Your Business Decision Making Group has been determined based on the blend of your natural behavior Risk Propensity and Risk Tolerance which have been measured in your Business DNA Natural Behavior Discovery. However, your actual approach to making business decisions will be influenced by the current circumstances of the business and your personal financial preferences that have evolved from circumstances, experiences and education.

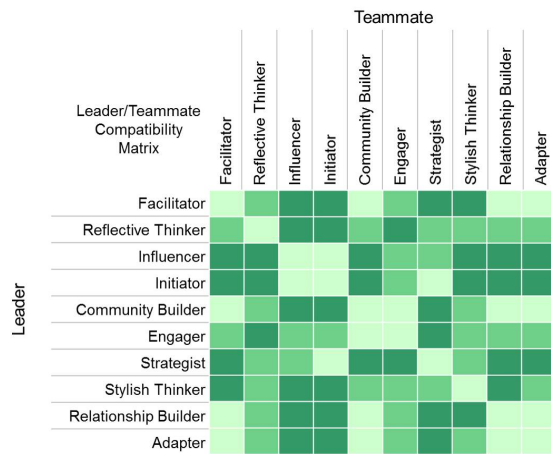


Leader/Teammate Compatibility

A strong long-term relationship with others can be built with commitment and mutual understanding. Successful relationships can be developed from any combination of behavioral style.

The graph below shows, for the Initiator style, those persons whom you will most easily work with in a team because you are generally closer in relationship style, and hence minimal behavioral modification required. Also, it shows those DNA Natural Behavior styles with whom you will have to more closely review how you each adapt because there are greater differences, and hence more behavioral modification required.

Adapting your behavior to work with another person requires concentrating more on your level of self-awareness when you are with that person. However, when a person in the team is different from you there are also many benefits because of their different perspectives. While recognizing that natural behavior is important, also sharing common values, beliefs and attitudes is important for building a successful working relationship.



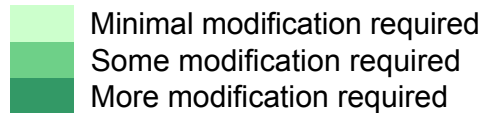
Initiator

Typically Works Easily With:

Influencer, Initiator, Strategist

Review How You Adapt:

Facilitator, Reflective Thinker, Community Builder, Stylish Thinker, Relationship Builder, Adapter



Key Workplace Questions for You to Consider

1. Initiators can be seen as impetuous as they rush to 'get things going'. Have you considered how others in your team might view your behavioral style? Think about the benefits to the debate and to the outcome if you were to take time out to explain your thought processes to them.
2. Initiators thrive on setting agendas and direction. Consider how you might need to modify your behavioral style if you are not the team leader. What steps would you take to be involved without 'taking over'?
3. Initiators tend to be quick on the uptake. Consider how you might educate your team colleagues to communicate with you in a way that enables you to assimilate issues very quickly.

Disclaimer

The purpose of this instrument is educational. It is designed to help people identify their natural behavioral strengths. This Business DNA Natural Behavior Report should not be used to identify, diagnose, or treat psychological, mental health, and/or medical problems. Additionally, if this report is used to evaluate personnel, the user should seek adequate legal counsel to ensure compliance with applicable local, state and federal employment laws. The user assumes sole responsibility for any actions or decisions that are made as a result of using this aid to self-discovery. By using the Business DNA Natural Behavior Report, you expressly waive and relinquish any and all claims of any nature against DNA Behavior International, any affiliated companies, and/or their employees arising out of or in connection with the use of this survey. In addition, the use of this report is subject to the Terms and Conditions at www.businessdna.com.

Additional Information

- For more information on your unique style, workplace, and communication insights, [click here](#).
- To access additional reports, please contact your DNA Behavior Consultant or Company Representative.