DNA Behavior®

Complete

DNA Onboarding/

Implementation

Guide for DNA

Welcome to the DNA Web App

We are excited your team is ready to start using the DNA Web App.

Our goal is to help your organization unleash exponential growth by building a people-centric culture based on capitalizing on everyone's strengths and managing differences. Using DNA Behavior in every dimension of your business is proven to significantly help employee and client (or customer) engagement. Thereby, unlocking increased performance, enhanced connection and greater collaboration.

There are many different features offered by the DNA Web App, including multi-layered reporting, digital tools and Gene AI to assist you with interpretation and preparation for every type of interaction.

Nevertheless, our success in helping organizations globally has come down to a unique cultural "Knowing Me, Knowing You" practice of the leadership and sales or advisory teams openly sharing the DNA Discovery results with every employee and client. While this is a practically simple step, the courage to do it demonstrates authenticity, builds greater self-awareness and enables real conversations.

Ultimately, our approach leads to a psychologically safer workplace which has a higher level of trust.

Building Your Plan to Deploy the DNA Web App

Your plan to start using the DNA Web App will usually be determined by your organization's areas of greatest needs for insight, transformation and acceleration. Also, the deployment will depend on procedural change management issues.

Whether you deploy the DNA Full Scan or the DNA Digital Scan, the same behavior and money insights are available. The decision is foremost about the level of accuracy required and the friction of deployment. **The following table provides a suggested roadmap, with key steps attached.**

Leadership and Executive Team (DNA Full + DigitalScan)	Business Optimization (DNA Digital Scan)	Ongoing Performance Management (DNA Full Scan)
• CEO and Executive Team • Organization Heat Map • Operational Teams	• Personalized Marketing • Conferences & Events • Tailored Sales Interactions • Advisor Client Marketing • Pre-Interviewing • Stakeholder Management	• Financial Advice • High-Stakes Decisions • Hiring • Employee Onboarding • Performance Coaching • Sales Development • Family Dynamics and Partners

To support your activities, please use Gene AI inside the DNA Web App and also our Knowledge Center resources at https://kb.dnabehavior.com/gene

DNA Web App Road Map

The specific tactics, DNA Discovery Processes and tools, and knowledge resources are summarized below. You can also take a DNA Web App tour here:

Leadership and Operational Team Development:

1. **CEO and Executive Team** - DNA Full Scan completion, including 1:1 de-briefs and team session using the DNA Team Report and Style Matching tool

2. **Organizational "Heat Map"** - Analysis of all employees and clients using the DNA Digital Scan to produce behavioral data analytics which highlights strengths, blockages and opportunities that may not have been fully visible. You can use our data export features. We can assist you.

3. **Operational Teams** - Unlock blockages by completing the *DNA Full Scan*, followed by 1:1 de-briefs and team session using the DNA Team Report, report sharing and Style Matching tool.

Business Optimization:

The *DNA Digital Scan* is typically deployed in low risk areas of the organization where there are high value benefits to be gained from mass-scale deployment but there are inherent frictions to deploying the DNA Full Scan on a mass scale basis. For instance:

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1. **Personalized Marketing-** Profiling qualified leads and using customized messaging and prompts to hyper-personalize the experience so they feel understood.

2. **Conferences and Events** – At sign-up profile every guest to provide a customized guest experience through the whole event and every interaction beyond.

3. **Tailored Sales Interactions** – Matching prospects with the right salesperson or advisor, and providing customized scripts to accelerate conversion.

4. **Advisor/Client Matching** – Matching advisor, sales and support teams to existing clients for boosting engagement.

5. **Pre-Interviewing** – Identifying which applicants are a possible talent fit to the role and therefore eligible for interviewing.

6. **Stakeholder Management** – Identifying the style of boards, investors, suppliers and other community members.

Ongoing Performance Management

We encourage the DNA Full Scan to be completed in the following high risk/high impact situations where increased accuracy of behavioral measurement is needed:

7. **Financial Advice** – Access our *Financial Behavior Report*, *Behavioral Bias Analysis and Market Mood tool*. Prepare customized meeting scripts using *Gene AI*.

8. **High Stakes Business Decision-Making** – Access our *Work Talents, Financial Behavior and Group Reporting* to understand different perspectives, biases and money attitudes.

9. **Hiring** - Before final candidates are selected identify their talent fit for the role using the *DNA Factors and Sub-Factors Report, SOC Code Benchmarks* and prepare behavioral interviewing questions using *Gene AI*.

10. **Employee Onboarding** – Use the *DNA Comparison Report* between the Manager and employee to kickstart the working relationship.

11. **Performance Coaching**: Build self-awareness and EQ using the *DNA Coaching Report* with reference to strengths, struggles and communication keys, and get insights by prompting *Gene AI*.

12. **Sales Development** – Enhance sales capabilities using the *DNA Sales Talent Report*.

13. **Family Dynamics and Partners** – Help family members and partners capitalize on strengths and manage differences using the *DNA Group Report, DNA Comparison Report and Style Match*.

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"This Culture Guide is designed to serve as a resource guide for Administrators, Culture Leaders, Organizational Leaders, and Coaches using the DNA Web App. For any questions or support inquiries, please contact us at **dnacare@dnabehavior.com**."

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