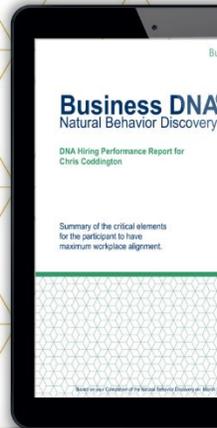
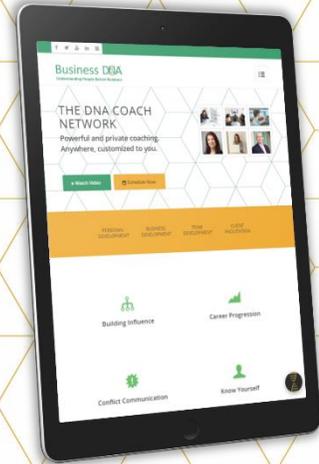


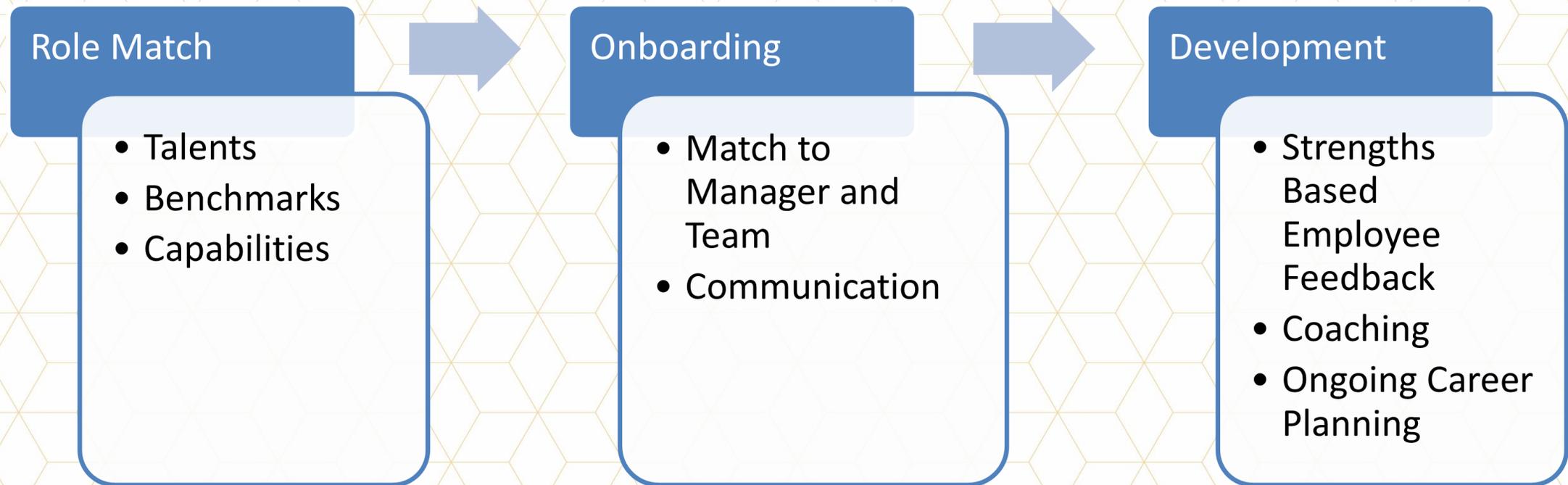
# Business DNA<sup>®</sup>

Behavior and Money Insights  
DNA Career Planning Process



# DNA Career Planning Process

## Business DNA Powers All Phases of the Career Lifecycle



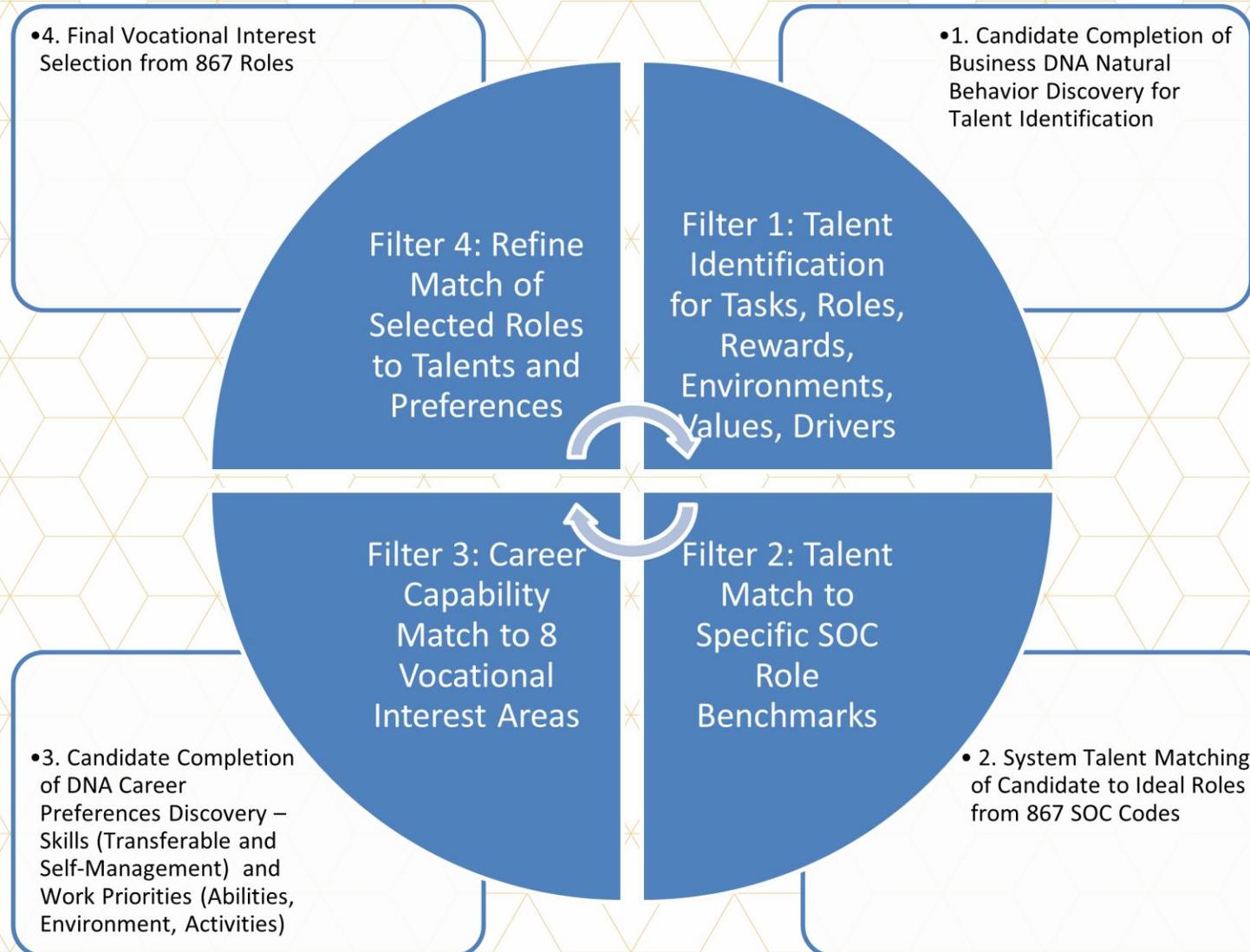
# DNA Career Planning Process

## Identifying the Candidate's Ideal Role Match



# DNA's 4 Step Career Planning Process

## Matching the Candidate to the Ideal Role

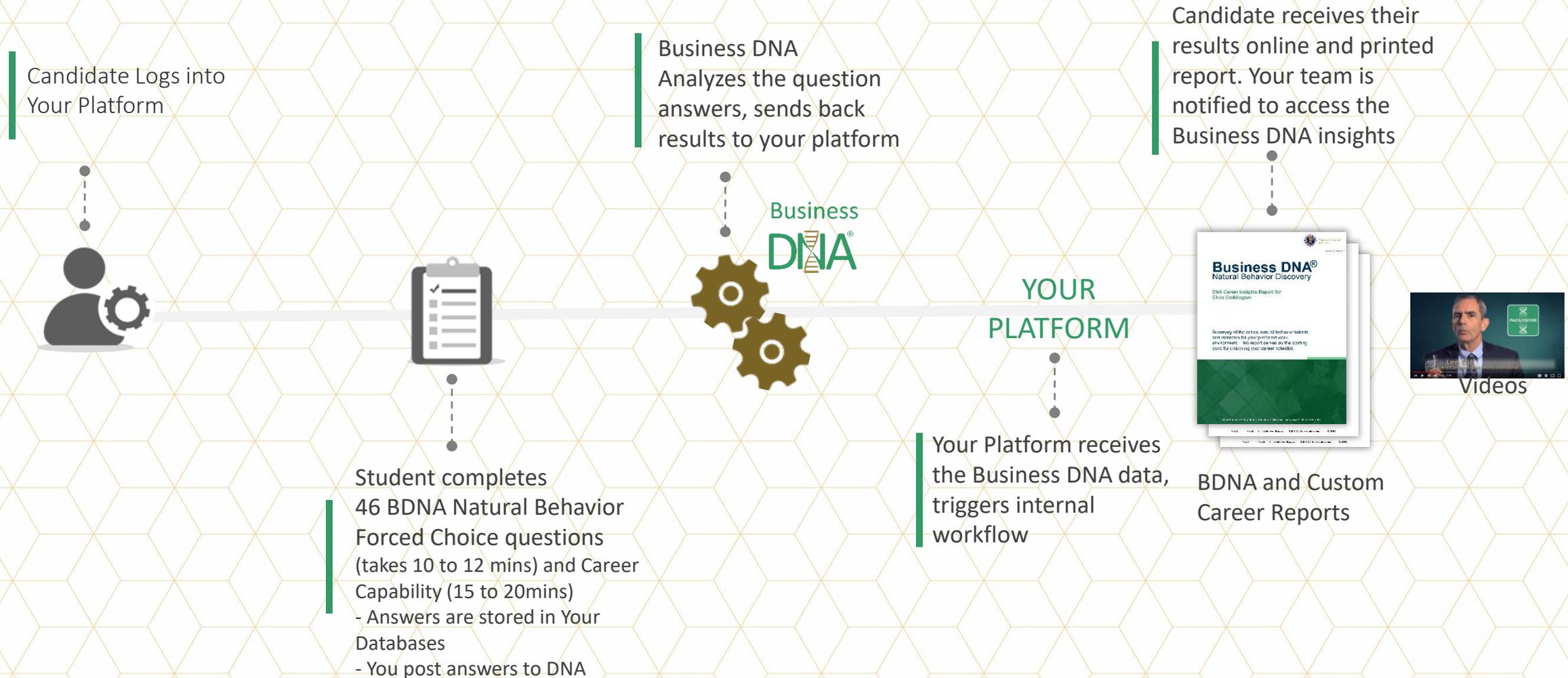




# Step 1: Business DNA Natural Behavior Discovery for Talent Identification

# Business DNA Natural Behavior – Step 1 Discovery

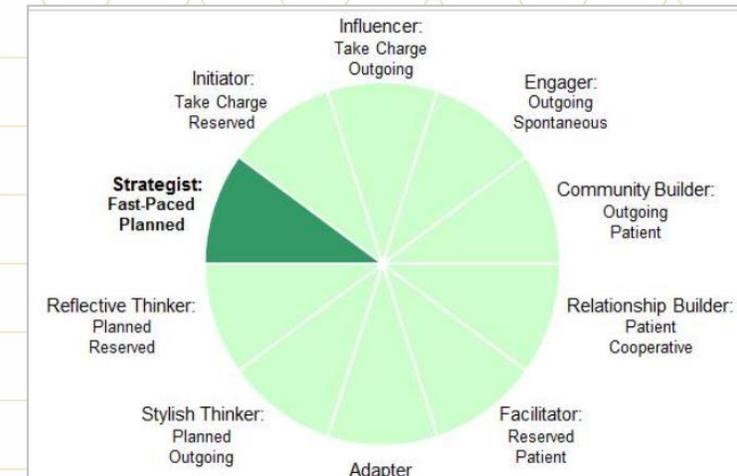
## Completion Process Inside Your Platform



# Quicker and 91% More Reliable Method to Predict Reactions to Business / Life Events



BDNA – 46 Questions  
(10 to 12 Mins)



# Business DNA Natural Behavior Insights

## The Candidate Dashboard- available on Your Platform

Note - this is an example for illustration purposes – a specific version with custom branding can be designed for Your Firm

### Your Performance Strengths

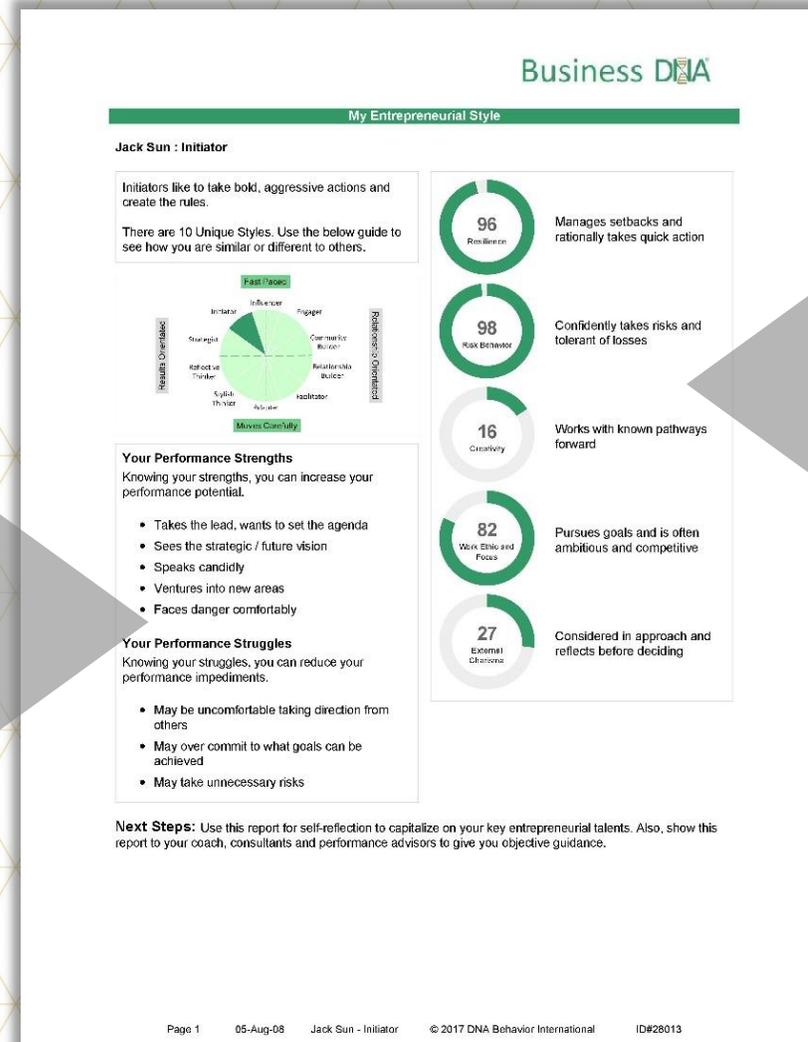
Knowing your strengths, you can increase your performance potential.

- Takes the lead, wants to set the agenda
- Sees the strategic / future vision
- Speaks candidly
- Ventures into new areas
- Faces danger comfortably

### Your Performance Struggles

Knowing your struggles, you can reduce your performance impediments.

- May be uncomfortable taking direction from others
- May over commit to what goals can be achieved
- May take unnecessary risks



# Career Insights Based on Matching Talent to Role

## Business DNA Career Performance Report

<b>1. Desired Tasks based on Talents</b>	<b>2. Desired Team Roles</b>
Priority of Tasks	Priority of Roles
1 Taking bold action	1 Outside sales
2 Handling objections	2 Product development
3 Questioning	3 Strategic Planning
4 Action orientated	4 Recruiting
5 Confidence in new situations	5 Project manager
6 Making quick decisions	
7 Setting goals	
8 Self managing	
9 Follows through	
10 Thinking globally	
<b>3. Desired Work Environment</b>	<b>4. Desired Work Rewards</b>
Priority of Environments	Priority of Rewards
1 New Experiences	1 Personal growth
2 Risk taking	2 Sense of achievement
3 Competition	3 Opportunities to travel
4 Challenges	4 Career progression
5 Freedom	5 Leadership position

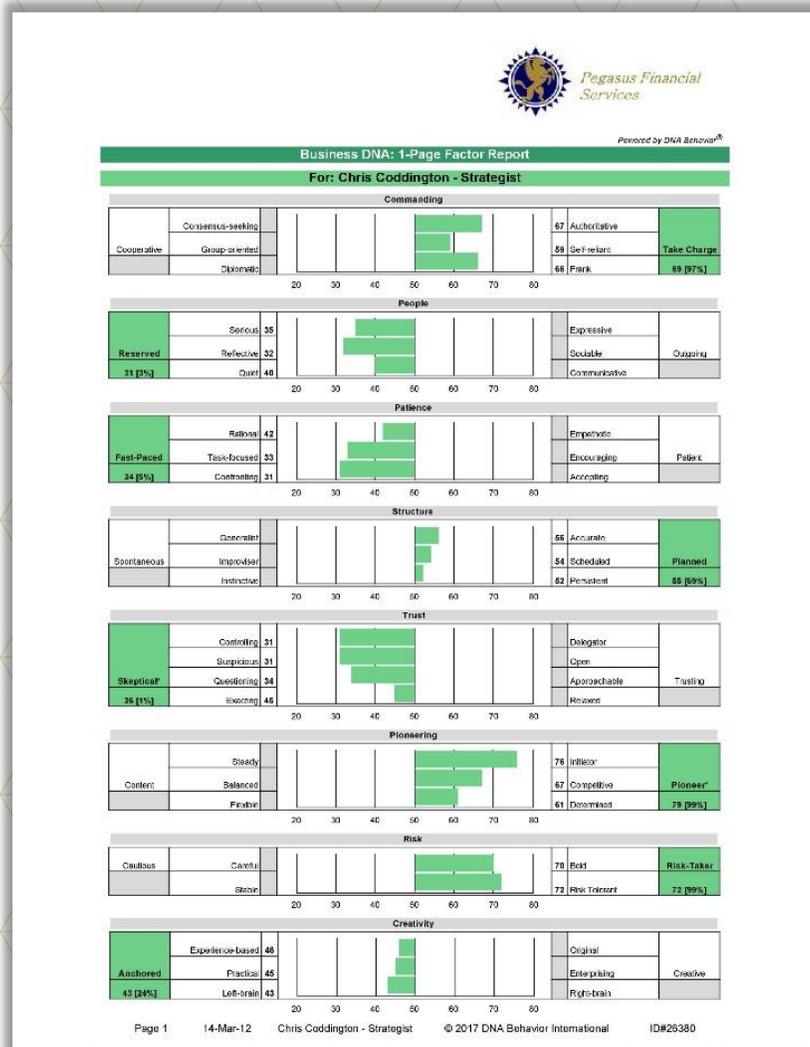
Provides insights in priority of importance based on the candidate's natural behavioral traits:

- 10 Desired Tasks (out of 64)
- 5 Desired Team Roles (out of 25)
- 5 Desired Work Environment Traits (out of 25)
- 5 Desired Work Rewards (out of 20)
- Coming soon: 5 Drivers (out of 80, these are values-based drivers)

This report is a mirror of the Hiring Report

# BDNA 1 Page Report - 8 Factors and 24 Sub-Factor Scoring

## Powering Career and College Prioritization





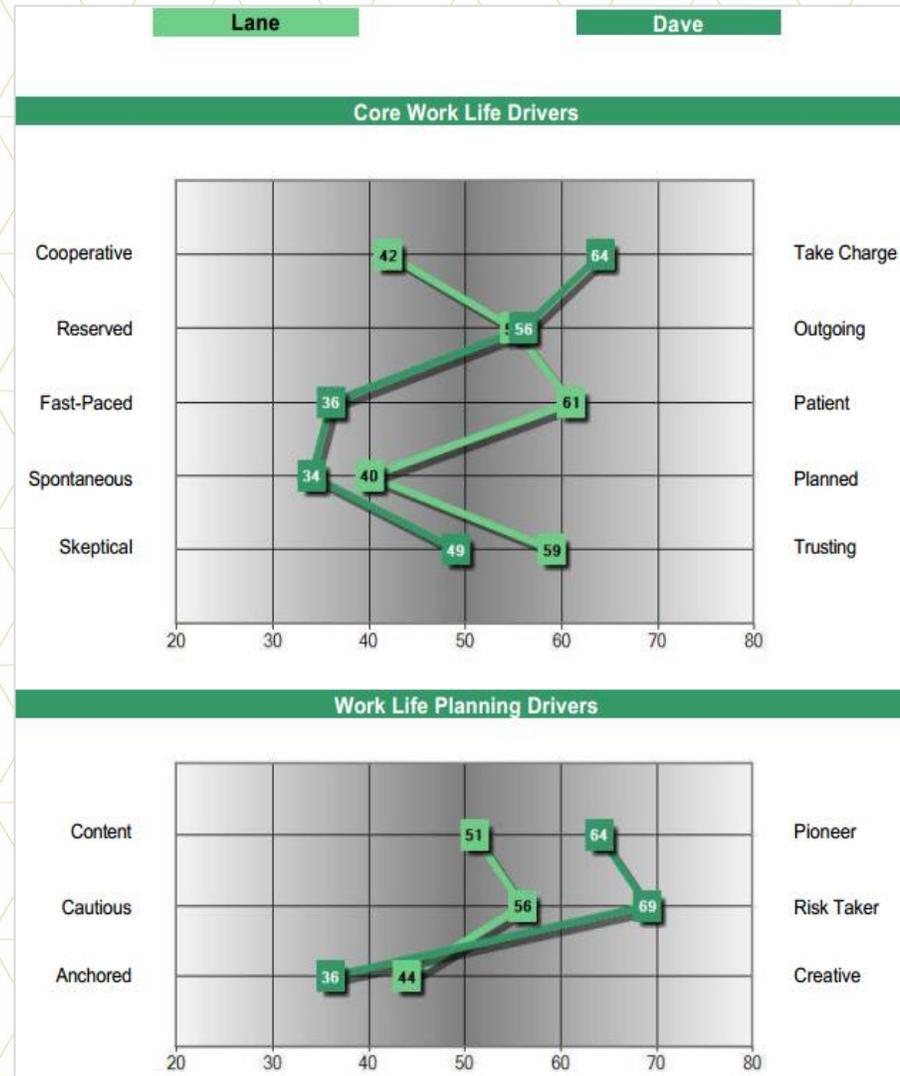
## Step 2: System Talent Matching of Candidate to Ideal Roles

# Business DNA Role Benchmark Solution

## Over 1000 Benchmarks for Career Fit to Specific Roles

Lane: Ideal Style for Relationship Management ("Farming")

Dave: Ideal Style for New Business Development ("Hunting")



We have benchmarks:

Standardized for every SOC code

Various professional roles

Customized for specific roles in businesses



# Step 3: Business DNA Career Capability Discovery for Identifying Vocational Interests

# DNA Career Preferences – Step 3 Discovery

## Determining Career Preferences

### Skills

- 145 Transferable Skills
- 60 Self-Management Skills
- 30 Work Abilities and Preferences

### Work Priorities

- 64 Tasks
- 25 Roles
- 25 Work Environments
- 20 Work Rewards
- 80 Work Drivers

### Intelligence (Additional: Outside DNAB Scope)

- IQ
- Memory
- Attention
- Language
- Reasoning
- Problem Solving
- Decision-Making



# Step 4: Final Vocational Interests Selection for Matching of Talents and Preferences to Roles

# Step 4: Vocational Interests Across 8 Categories

## Select 10 Roles From 867 Standard Occupations

Managing & Supervision	Operating & Assembly	Risk-Taking & Enforcing	Analyzing & Researching	Innovating & Designing	Guiding & Nurturing	Promoting & Selling	Scheduling & Checking
Involvement in: Leadership, Management	Involvement in: Rugged and physical activities	Involvement in: adventurous, physically challenging, competitive activities	Involvement in: working with scientific theories, mathematical formulas, statistics, technical apps	Involvement in: literature, art, music, designing, aesthetic fields of work	Involvement in: helping others in physical, emotional, intellectual, developmental areas	Involvement in: influencing others, pioneer new products, responsible for goals and success	Involvement in: details, processes, procedures, clerical, admin
People: Directing and influencing	People: Practical, like tangible and visible results, not theoretical, intellectual pursuits	People: confident, need excitement, can handle risks	People: pursue knowledge, are analytical	People: creative and <u>not</u> conventional in approach	People: patient, compassionate listens	People: confident in ability, like challenges	People: methodical, neat, structured, accurate
Roles: Leading and managing others, accountability	Roles: assembling, repairing, growing, operating	Roles: protecting, enforcing, risking	Roles: analyzing, investigating, studying	Roles: artistic, painting, composing, authoring, designing, creating	Roles: caring, guiding, teaching, nurturing	Roles: Selling, managing, promoting, leadership communication	Roles: scheduling, organizing, checking

# DNA Insights Powering Custom Career Processes

## Prioritizing Career and College Opportunities

DNA Data Transfer  
by API

- Transfer behavioral factor scores
- Transfer report wording insights

DNA Career Role  
Prioritization

- Benchmark 10 SOC role selections to DNA insights
- Identify student's top 10 desired career paths based on talents and capabilities

Degree and College  
Prioritization

- Identify top 10 degrees based on desired Career Roles and Grades
- Identify Top 10 Colleges to apply for
- Customize applications based on strengths and struggles

Your Custom Career Reports Online and  
Printable



# Onboarding: Candidate Integration to the Business for Retention

# Identifying Team Differences for Building a Productive Team



The Business DNA Team Report makes understanding team dynamics easy by:

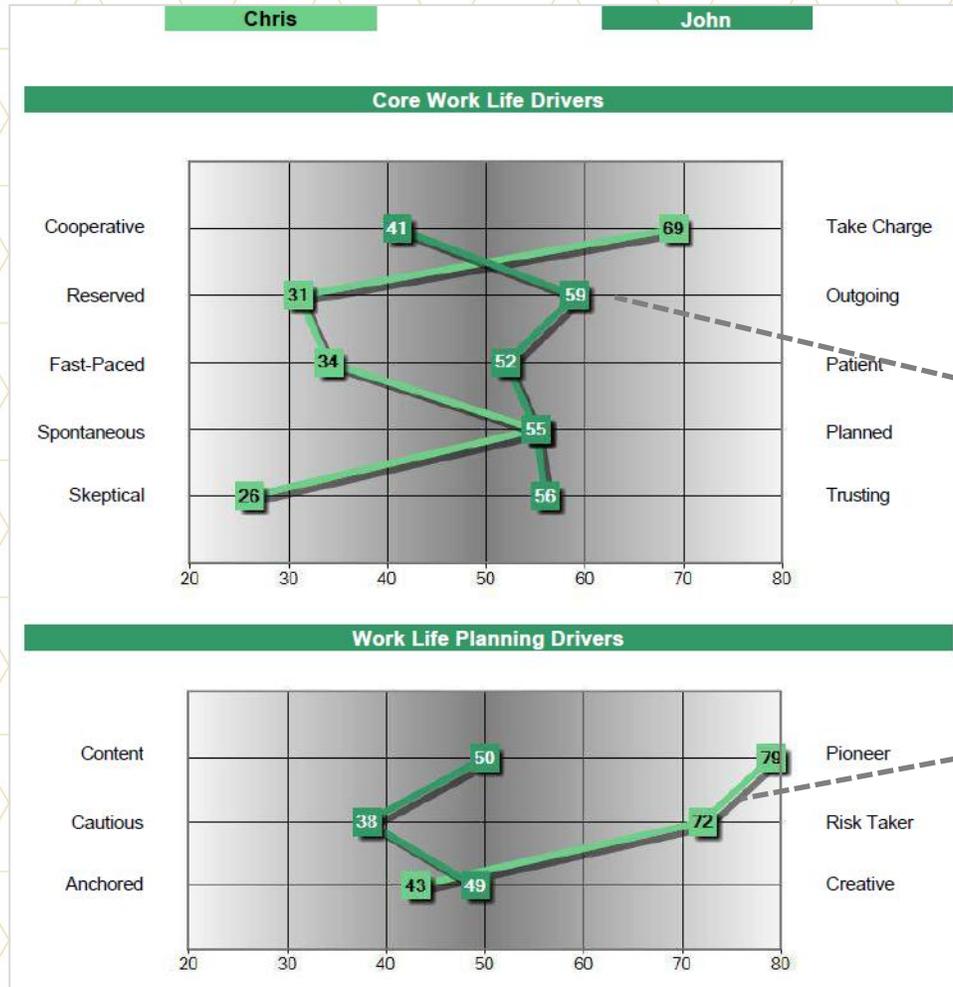
- Identifying the different talents of team members
- Providing graphical analysis of team differences
- Summary of Results and Relationship drive differences
- Identifies strengths and struggles of team members for role matching
- Summary of how to communicate with each team members

	Take Charge/ Cooperative	LMR	Authoritative/ Consensus Seeking	LMR	Self-Reliant/ Group Oriented	LMR	Frank / Diplomatic	LMR
Chris Coddington	63	right	60	right	65	right	52	mid
John Smith	47	mid	45	mid	49	mid	47	mid
Alan Eckhardt	43	left	41	left	39	left	48	mid
Carol Benjamin	38	left	36	left	37	left	37	left
Tom Smart	40	left	43	left	49	mid	47	mid
Melanie Hilton	49	mid	52	mid	46	mid	55	mid
Bobbie Jones	53	mid	53	mid	53	mid	51	mid
Doug Roberts	51	mid	51	mid	56	right	48	mid
Matt Woods	55	mid	56	right	53	mid	52	mid
<b>AVERAGE</b>	<b>49</b>	<b>mid</b>	<b>49</b>	<b>mid</b>	<b>50</b>	<b>mid</b>	<b>49</b>	<b>mid</b>

<p> <span style="display: inline-block; width: 10px; height: 10px; background-color: #d9ead3; border: 1px solid #333; margin-right: 5px;"></span> Left  <span style="display: inline-block; width: 10px; height: 10px; background-color: #5cb85c; border: 1px solid #333; margin-right: 5px;"></span> Mid-Range  <span style="display: inline-block; width: 10px; height: 10px; background-color: #2e6b2e; border: 1px solid #333; margin-right: 5px;"></span> Right         </p>	<p><b>Left: Cooperative Behavior</b>  <b>Strengths:</b> Motivated to be practical, diplomatic  <b>Struggles:</b> Can be too hesitant, passive</p>	<p><b>Right: Take Charge Behavior</b>  <b>Strengths:</b> Motivated to be visionary, decisive  <b>Struggles:</b> Can be too forceful, blunt</p>
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# Manager – Employee Onboarding and Performance Review Meetings

## Business DNA Comparison Report



Identify and navigate behavioral differences:

Chris may not provide John with the personal engagement he needs

John could be far more content and cautious than Chris's pushy goal driven style



# Development: Coaching for Enhanced Career Development

# Business DNA Strengths Based Employee Talent Feedback

## Focusing on Use of Strengths in the Role

### Role Fit

- 10 Required Tasks for SOC Role
- %Role Fit and T-Score

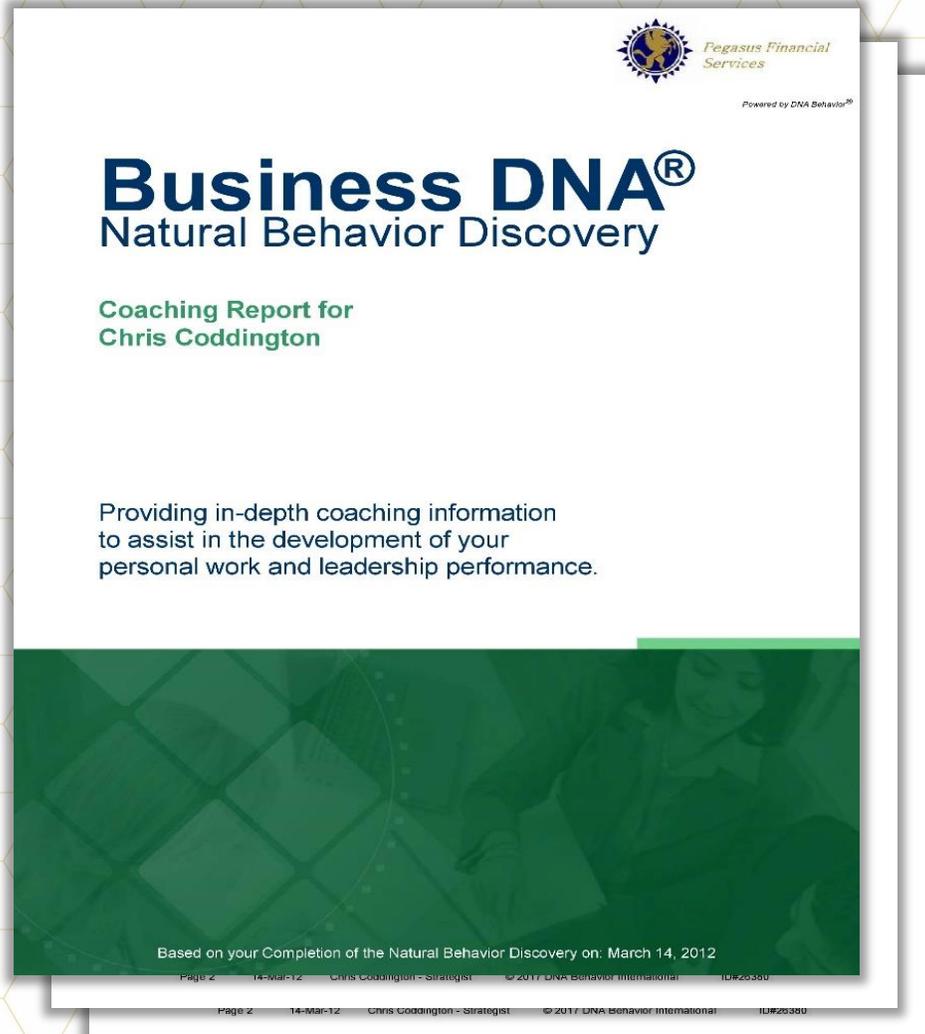
### Mgr Rating

- Rate 1 to 7 for each of the 10 Required Role Tasks
- System only recognizes strengths areas where there should be high performance to be successful in the role

### Feedback

- Task Opportunity Gap:  $7 \text{ Minus the Task Rating}$
- Task Expectation Gap:  $7 \text{ Minus Role Fit\%}$
- Overall Performance Feedback Rating

# Business DNA Natural Behavior Discovery Reporting Coaching Report for Career Management



## Business DNA Coaching Report

1. Detailed Analysis of 8 Primary Factors and 24 Sub-Factors
2. Strengths and Struggles
3. Keys to Building Your Personal and Business Performance
4. Customized Powerful Questions Based on Strongest Factors

# Chris Coddington's DNA Ultimate Performance Guide

## Keys for Enhanced Interaction

### Your Performance Strengths

*Knowing your strengths, you can increase your performance potential.*

- Takes initiative
- Goal driven
- Accepts challenges
- Thinks matters through
- Able to ask difficult questions

### Your Performance Struggles

*Knowing your struggles, you can reduce your performance impediments.*

- May sacrifice a balanced life
- Can be overly vigorous
- May have difficulty letting matters go

### Your Performance Environment Keys

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

- Provide me with the big picture
- Present me with action plans
- Keep me informed of progress
- Expect me to ask for the logic and key points
- Remember my need to do analysis

# DNA Career Purpose – Additional Discovery

## Career Purpose Insights

Business DNA  
"Know, Engage and Grow  
for Sustainable Performance"

Career Life Discovery

DNA Career Planning Report  
for  
Chris Coddington

Providing in-depth feedback to assist  
in optimizing the integration of your  
life and career for building a Career  
Performance Plan.

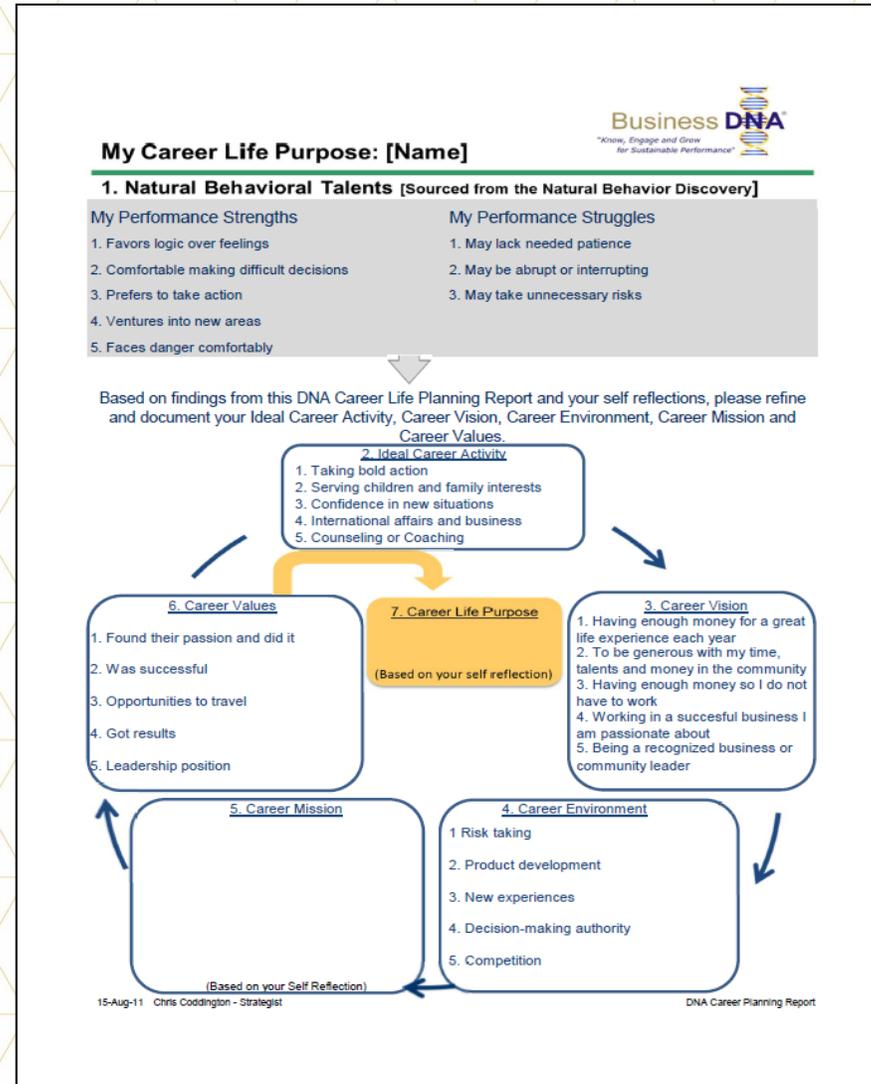
Based on completing your:  
Business DNA Career Performance Planning Discovery: October,01,2008

- **Passion – 5 interest areas and actions you enjoy**
- Unique Gift - integration of talents and passions
- **Vision – 5 outcomes you want your life to be**
- Mission – what you want to do
- **Values – 5 areas of importance and legacy**
- Career Purpose - primary career objective

# DNA Career Planning – Additional Discovery

## Career Planning Process

The Career Planning Process provides in-depth feedback to assist in optimizing the integration of your life and career for building a Career Performance Plan



DNA Behavior®

# Contact Us

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