

DNA Behavior®

Our 16 DNA Performance Beliefs

Financial DNA®

16 DNA Behavior Performance Beliefs

The Framework for You To Unlock Your Potential

1. Natural behavior drives performance
2. Passion inspires performance
3. Skills sharpen performance
4. Experience improves performance
5. Vision clarifies performance
6. Values focus performance
7. Purpose directs performance
8. Returns motivate performance
9. Free time energizes performance
10. Plans guide performance
11. Communication opens performance
12. Relationships expand performance
13. Emotional intelligence manages performance
14. Trust builds performance
15. Confidence sustains performance
16. Wisdom protects performance



Performance Belief No 1

Natural Behavior Drives Performance



Maximum Quality Life Performance with the least stress comes from using your natural strengths (talents) and managing your struggles so they do not become a weakness and get in the way of your success.

Performance Belief No 2

Passion Inspires Performance



Performance Belief No 3

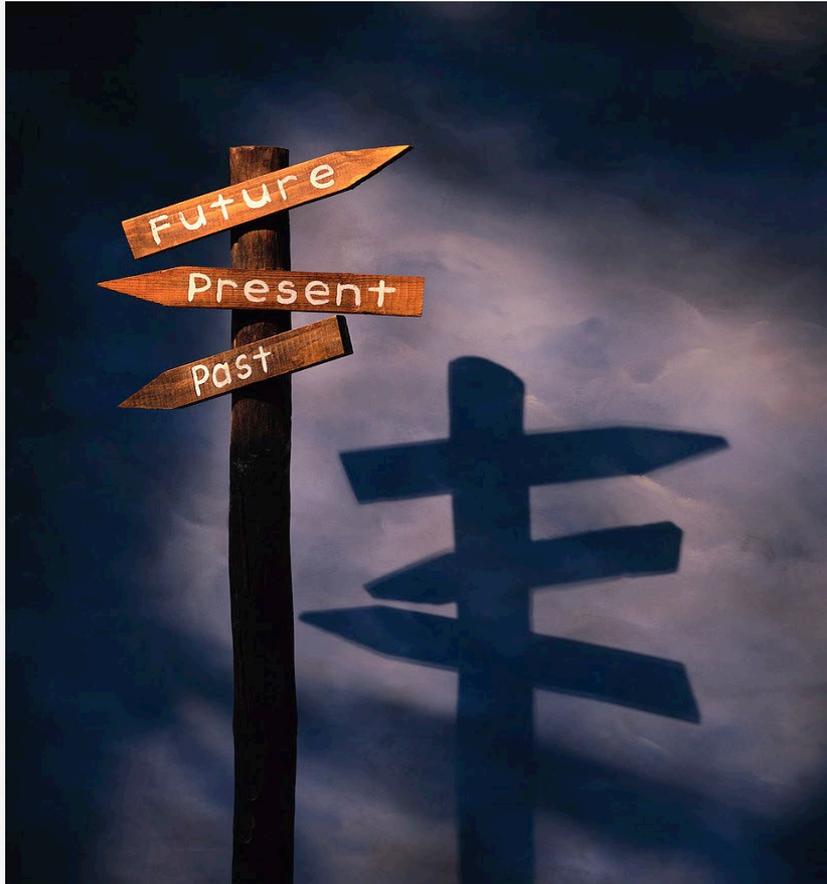
Skills Sharpen Performance



Quality Life
Performance will be improved if you leverage your natural talents by sharpening your skills, capabilities and knowledge through education and training.

Performance Belief No 4

Experience Improves Performance



Your past life experiences can be very significant in shaping how you make life and financial decisions. While confronting or addressing the past may be difficult, understanding its importance can help to develop positive (less stressful) strategies for moving forward.

Performance Belief No 5

Vision Clarifies Performance



Performance Belief No 6

Values Focus Performance



Values are the non-negotiable foundations from which you make decisions and live your life.

Performance Belief No 7

Purpose Directs Performance



Knowing your life purpose provides the clarity for why you exist and therefore will play a significant role in focusing you in the right direction for sustainable performance.

Performance Belief No 8

Returns Motivate Performance



Experience and research shows 93.6% of wealth creation comes from your behavior and personal talents and 6.4% from investments.

Returns are one measurement of success however, financial attitudes can also get in the way.

Performance Belief No 9

Free Time Energizes Performance



"The Dream Manager will forever change how companies think about their employees, and how managers define what it means to do their job."
—Patrick Lencioni, author of *The Five Dysfunctions of a Team*

the

dream manager



MATTHEW KELLY

With a Foreword by Patrick Lencioni

Performance Belief No 10

Plans Guide Performance



Having a plan will keep you on track toward your goals and minimize the risk that your emotions will trigger you to make “spur of the moment decisions” in reaction to events.

Performance Belief No 11

Communication Opens Performance



Open communication with others and adapting to their communication style will build trust, engagement and open up opportunities.

Performance Belief No 12

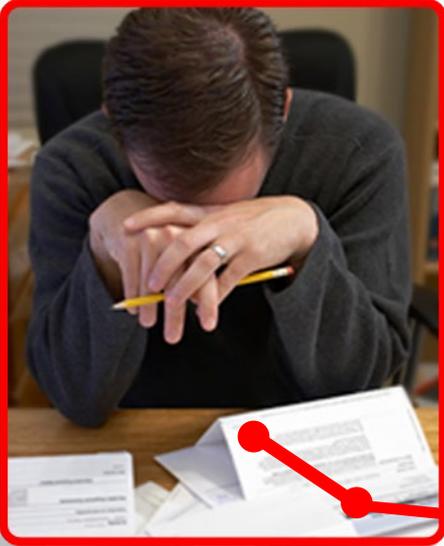
Relationships Expand Performance



Relationships with others expand your world and opportunities. However, different needs and motivations divide if not understood.

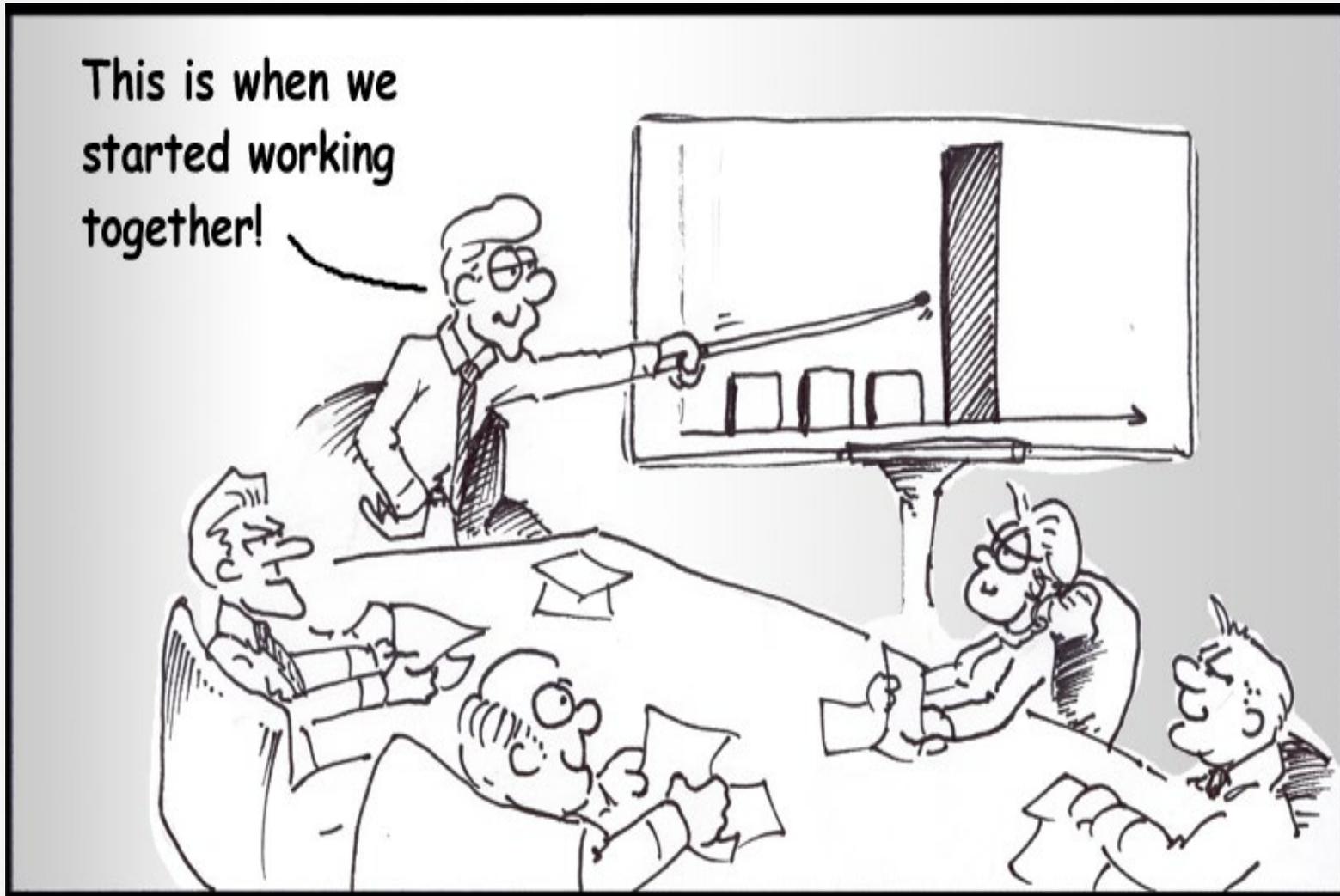
Performance Belief No 13

Emotional Intelligence Manages Performance



Performance Belief No 14

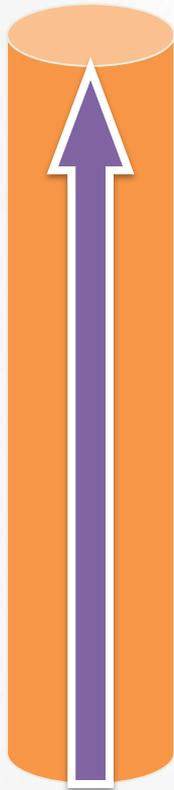
Trust Builds Performance



Performance Belief No 15

Confidence Sustains Performance

Performance



Confidence

The Definition of Confidence

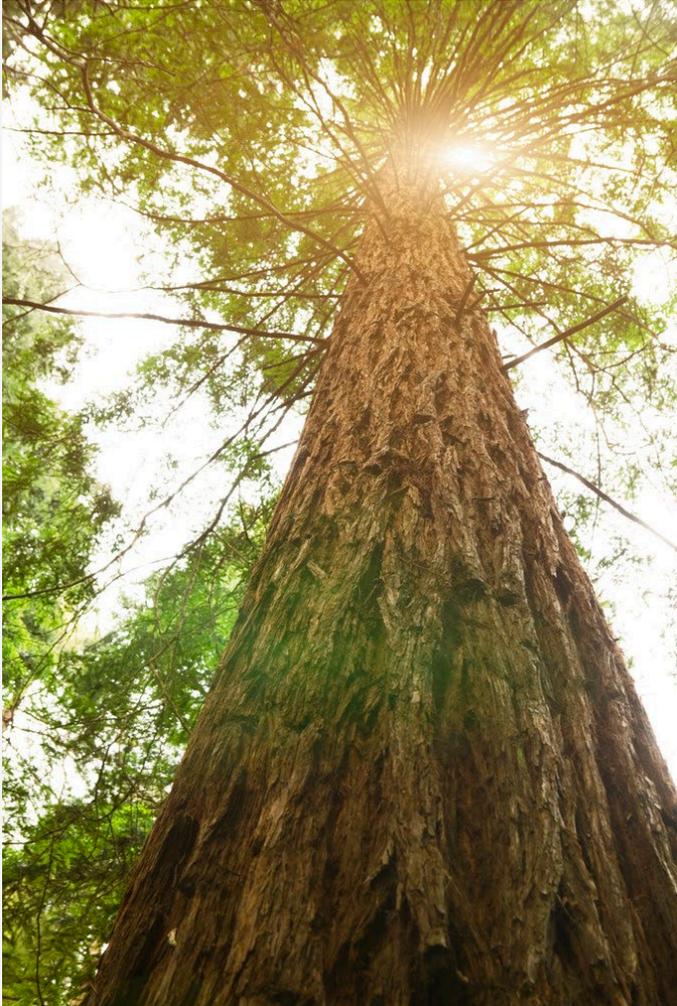
Confidence is the level of self belief to take action and execute plans to achieve results.

The Confidence Performance Impact

Research and experience shows a 10% increase in confidence will have a multiplier impact on performance.

Performance Belief No 16

Wisdom Protects Performance



Sustaining performance is fragile. One poor decision or a series of relatively minor misjudgments over a period of time can cost you everything. Having the personal awareness and sounding board to make wise choices is key to maximizing your potential.

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