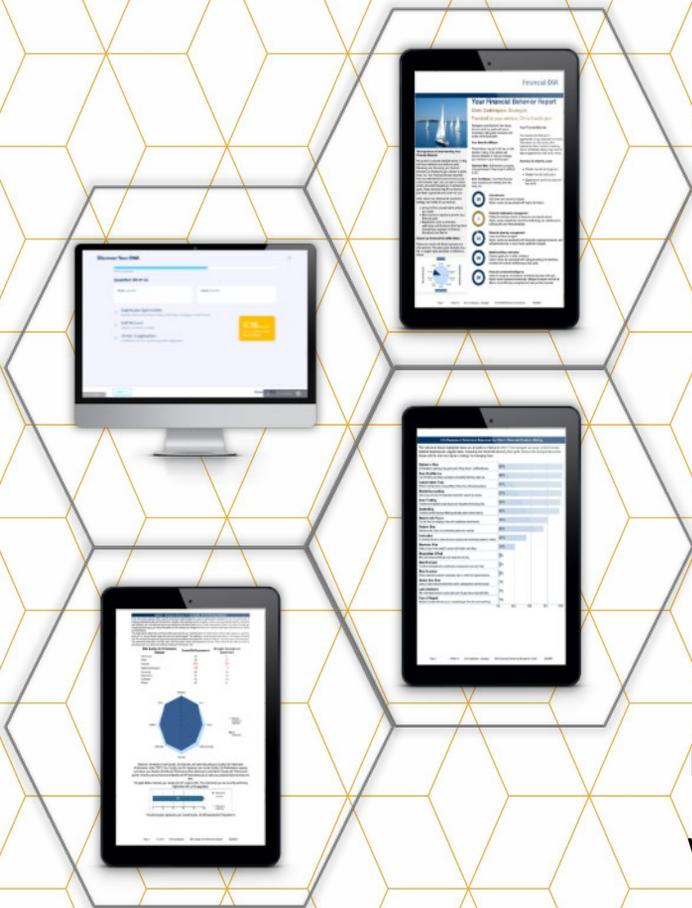
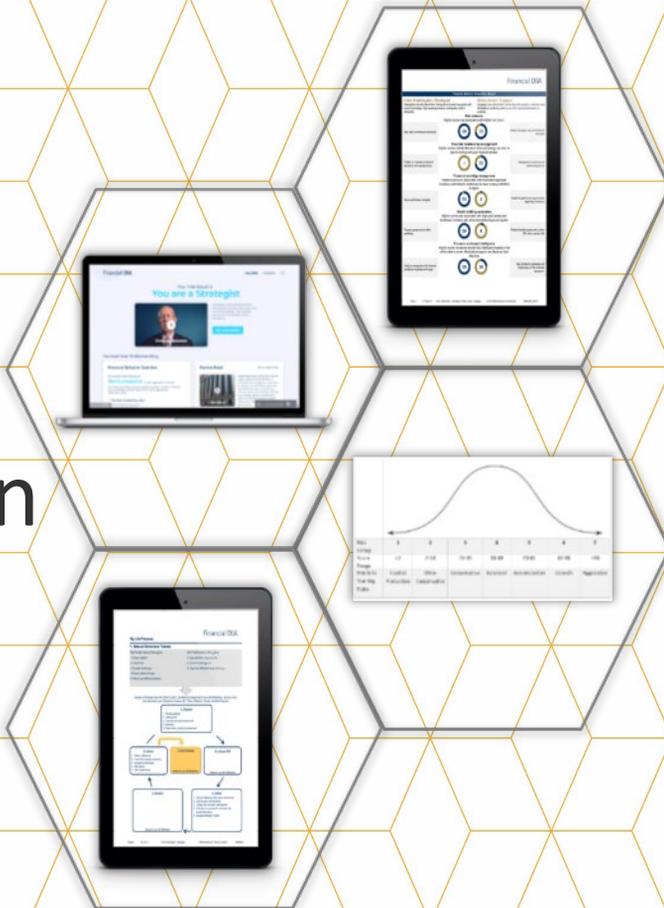


Part 1: Quantum Leap Capacity Expansion Exercises



Please note: This workbook may only be facilitated by a currently licensed Certified DNA Performance Advisor or Certified Wealth Mentor in conjunction with the DNA Behavior Discovery Processes.

Module 2: Communication Preferences

Exercise: Review your Communication Style to confirm your preferred Communication Preferences. Or, use your understanding from the Business DNA Natural Behavior Report (if completed).

Circle one item in each of the 8 rows below, indicating how you wish to be communicated with.

Communication Style	Goal-Setting	Lifestyle	Stability	Information
Communication Keys	Present Options, Bottom Line, Opportunities	Openly Express Your Views, Verbalize, Provide Broad Facts	Calmly, Softly, Feelings, Emotions	Keep It Relaxed, Soft, Feelings Based
Overall Life Need	Desire to influence people and situations	Desire to build lifestyle	Desire for stability and security	Desire for order and focus
Overall Financial Approach	Goal driven	Spending and generosity	Seeks guarantees and protection	Follows budgets
Risk Management Approach	Present risk/ reward	Set boundaries	Focus on certainties	Show how risks are minimized
Meeting Conduct	Make it formal	Make it inspiring	Make it relaxed	Make it structured
Office set up	Boardroom	Provide screens and show success stories	Comfortable and warm	Tidy, functional and practical
Information Requirement	Present big picture	Use graphics	Provide instructions	Provide research
Demonstrate Appreciation	Provide opportunities	Invite to social events	Provide education	Send books

Module 3: Building a Great Relationship With Your DNA Performance Advisor

Exercise: Using the Business DNA Natural Behavior Comparison Report (or Communication DNA Report) with your DNA Performance Advisor, address the following areas which will be foundational to the building of the relationship with your Performance Advisor.

1. How will you measure your relationship with your Performance Advisor? (e.g. improved results, quality of the interaction, etc.)
2. How do you wish to be communicated with? (e.g. phone, email, detailed reports, etc.)
3. What is your goal setting style? (e.g. regular review and documentation, etc.)
4. What is the ideal pattern of your decision-making? (e.g. researching, taking risks, networking, etc.)
5. What will be the accountability process with your Performance Advisor in relation to making decisions? (e.g. call before decisions are made, monthly, quarterly, or annual meetings, etc.)
6. How will you each navigate the differences in your styles?

Module 12: Natural Behavior Discovery

Step 2 Review Your Workplace Operations Report

Objective behavioral awareness is critical. Playing to your strengths consistently will maximize your potential. Although, strengths over-played can become blind-spots.

Exercise: Complete the steps below to identify the key aspects of your natural behavioral style from the Workplace Operations Report.

1. What additional insights do you have about the 2 strongest behavioral factors in what they say about who you are and how you operate?
 - i)
 - ii)

2. How will knowing your strengths and struggles help you improve your life and work performance

Strengths:

Struggles:

3. What are the 2 most important performance environment keys in terms of how you wish to be related to by your team-mates, spouse, partner and family?
 - i)
 - ii)

4. How much behavioral modification is required to interact with your team-mates, spouse, partner and family based on the compatibility matrix?

Module 12: Natural Behavior Discovery

Step 3

Review Your Work Life Behavioral Attitudes

Exercise: Review the Work Life Behavioral Attitudes in Your Workplace Report and answer the following questions.

1. How are you currently living out these key attitudes in your work life?

2. Identify 3 ways these attitudes have impacted your life and workplace performance to date.

1.

2.

3.

3. By having greater clarity of these attitudes, identify up to 3 changes you could make in your decision-making.

1.

2.

3.

Module 12: Natural Behavior Discovery

Step 4

Review Your Workplace Insights

Exercise: Review the Workplace Insights Dashboard in Your Workplace Operations Report and answer following questions. You can review the definitions on the next page.

1. What are 3 insights that you had from this Workplace Insights Dashboard?

- 1.
- 2.
- 3.

2. Identify up to 3 ways you would like to manage these insights for your workplace performance.

- 1.
- 2.
- 3.

Definitions of Workplace Insights

LOW		HIGH
Suspicious, Reflective, Controlling, Fear	Desire to Lead	Accepting, Cooperative, Open, Shares
Confrontational, Insensitive, Poor listener	Relationships	Patient, Caring, Inclusive, Harmonious
Over commits, Lose objectivity, Needs boundaries	Results	Outcomes focused, Price sensitive, Demanding
Balanced Life, Cooperates, Steady	Setting Goals	Opportunistic, Ambitious goals, Drive to succeed
Changes plans, Flexible, Wavers	Pursuing Goals	Committed, Stays to plan, Focused
Track record, Existing solutions, Realistic	New Idea Driven	Invest in new products and transactions, New ideas
Fact sheets, Bullet points, High Level, Unprepared	Detailed	Investigative, Research, Analyze, Structured
Diplomatic, Sensitivity, Vague, Caring, Avoid Conflict	Direct Conversations	Clear, Blunt, Confrontational, Specific, Candid
Stressful, Emotional Fatigue, Avoid	Difficult Conversations	Unemotional, Sets the tone, Cool, Tough
Focused on Own Agenda, Misinterprets What is Said, Does not Understand the Problem	Ability to Empathetically Listen	Shows They Care, Demonstrates Understanding, Hears the Issues Clearly
Procrastinates, Considered, Stability, Cautious	Quick Decision-Making	Fast paced, Bold, Self-assured, Forceful
Collaborative, Team approach, Takes direction	Need for Control	Operate alone, Independent thinking, Liquidity

Module 12: Natural Behavior Discovery

Step 5

Review Your Coaching Report

Exercise: Review your Business DNA Natural Behavior Coaching Report and identify your most significant strengths and struggles in each profile factor for making life and work decisions. In particular focus on the strongest factors with scores over 60 and under 40.

Strength:

Struggle:

- Commanding:
- People:
- Patience:
- Structured:
- Natural Trust:
- Pioneering:
- Risk:
- Creativity:

Module 12: Natural Behavior Discovery – con't

Exercise: Review your Financial DNA Natural Behavior Coaching Report and identify your most significant strengths and struggles for making life and work decisions in each profile sub-factor factor with a score over 60 and under 40 (up to 8 sub-factors).

Strength:

Struggle:

- Sub-Factor 1:
- Sub-Factor 2:
- Sub-Factor 3:
- Sub-Factor 4:
- Sub-Factor 5:
- Sub-Factor 6:
- Sub-Factor 7:
- Sub-Factor 8:

Module 12: Connect to Your Natural Behavior Reports

Exercise: Write a brief response to each of the questions below in the space provided

1. How did you feel about your Natural Behavior Discovery?
2. Do you believe the Natural Behavior Discovery is accurate?
3. What aspects of the report do you agree with / disagree with?
4. Are there any parts of the report you do not understand?
5. Has the Natural Behavior report told you something new about yourself?

Module 12: Connect to Your Natural Behavior Reports

6. Has the Natural Behavior Discovery identified differences you have with others?

7. What do you believe is your greatest behavioral talent (as reflected in your Natural Behavior strengths)?

8. From reviewing your Natural Behavior Discovery, what part of your behavior do you struggle with most?

9. How have you learned to adapt your behavior in key areas of life (e.g. business leadership, career, family)?

10. Have you showed your spouse, partner and family your Natural Behavior Discovery? If so, what do they think?

Module 12: Identify Your Dominant Talents

Step 1

Identify Your Dominant Talents

About Talents:

- “...are any recurring patterns of behavior that can be productively applied are talents.”
- Your talents are the foundation of your success.
- By using your talents you can maximize your life, career, financial performance and overall Quality Life – with less stress.
- Talents you are born with and are “hard-wired” – they are the source of your natural strengths & struggles.

Talents are not:

- Skills which are learned
- Knowledge which is factual or learned from experiences

Exercise: Focusing on the strongest factors (those 40 and under and those 60 and over) in the Natural Behavior Coaching Report, write statements about how each of these can be talents or strengths to maximize performance in your life. Before you write down your Talent Statements note down some key ideas in the space below to order your thoughts.

Key ideas on My Talents are:

Module 12: Identify Your Dominant Talents

Step 2

Talent Statements

My Talent Statements are:

Example: Chris Coddington's Talent Statement:

Take Charge Strategic visioning
ReservedReflection and Interacting one-on-one
Fast PacedHighly objective and results driven
PlannedReliable implementation
Skeptical.....Critical thinking
Pioneering.....Strong drive to achieve goals
RiskTakes appropriate risks
Creativity.....Converts ideas to practical action

Module 14: Review Your Quality Life Performance

Upon completion of the DNA Quality Life Performance Discovery, most people will find some areas of their life which are going well enabling happiness, success and health (scores of 6 or more) and some areas of their life which are not going so well causing stress (scores of under 4).

The objective will be to maintain the stronger areas and build the areas which need more development. This will lead to greater overall performance.

Exercise: Using the outcomes of the **DNA Quality Life Performance Report** address the questions below to help prioritize your Quality Life Performance Planning and how money is integrated into your life.

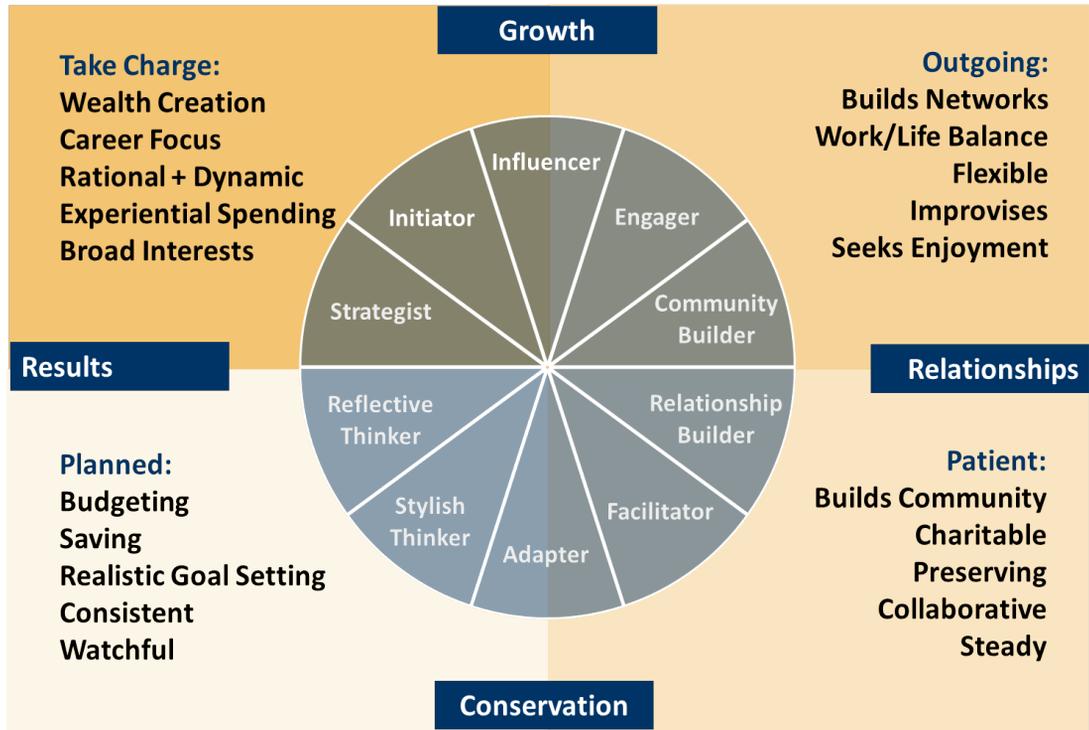
1. Which 2 areas of your life and wealth creation are the strongest?
 - (1)
 - (2)

2. Which 2 areas of your life and wealth creation need further development and prioritization?
 - (1)
 - (2)

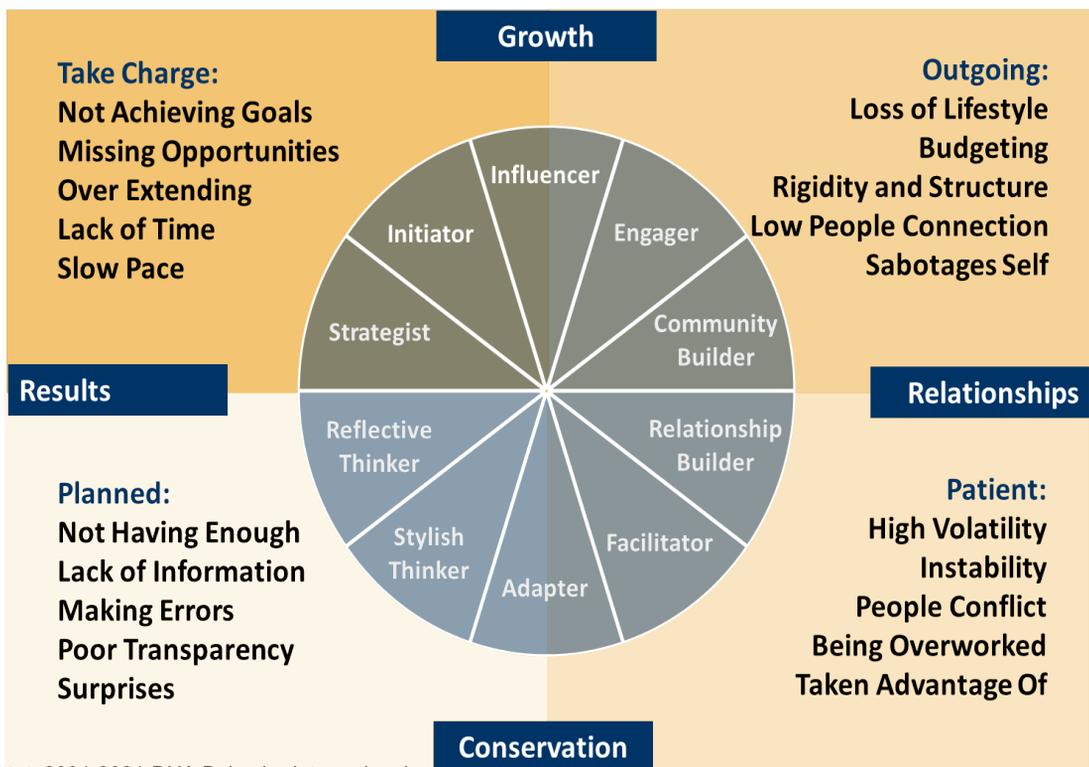
3. What 3 changes do you need to make to better balance all areas of your life?
 - (1)
 - (2)
 - (3)

Module 14: Building Your Quality Life

Potential Behavioral Influences on Building Your Quality Life



Potential Triggers of Stress



Understanding Money Energy

Money Energy Defined



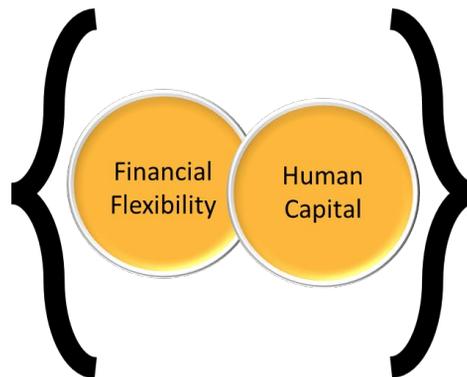
“Money Energy” is the power and capacity to generate wealth that becomes a stored force releasable into your life at any time.

DNA Money Energy Measurement Formula

MONEY RELATIONSHIP INTEGRATION



OPPORTUNITIES²



MAXIMUM MONEY ENERGY AVAILABLE



Module 16: Money Energy Discovery

Money Energy Discovery

If you would like to discovery your level of money energy, complete the following discovery processes taking an additional 10 minutes each:

1. Quality Life Performance Discovery
2. Money Energy Opportunities Discovery.

We will then provide you with an overall Money Energy Score for discussion with your Certified Wealth Mentor.

DNA Behavior *"Money Energy" is the power and capacity to generate wealth that becomes a stored force releasable into your life at any time.*

DNA MONEY ENERGY SCORECARD

Specifically for: ME Master

**MONEY RELATIONSHIP
INTFGRATION**



OPPORTUNITIES



**MONEY ENERGY
POTENTIAL**



Natural Financial Behavior Capability score: <u>100</u> Quality Life Performance score: (Based on Learned Behavior) <u>100</u> AV of TOTAL <u>100</u>	Opportunities score: <u>100</u> (Exponential) X^2 TOTAL <u>10,000</u>	MONEY ENERGY POTENTIAL TOTAL SCORE <u>1,000,000</u>
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DNA MONEY ENERGY MEASUREMENT

Your Current Money Energy Level (in %)



1

0

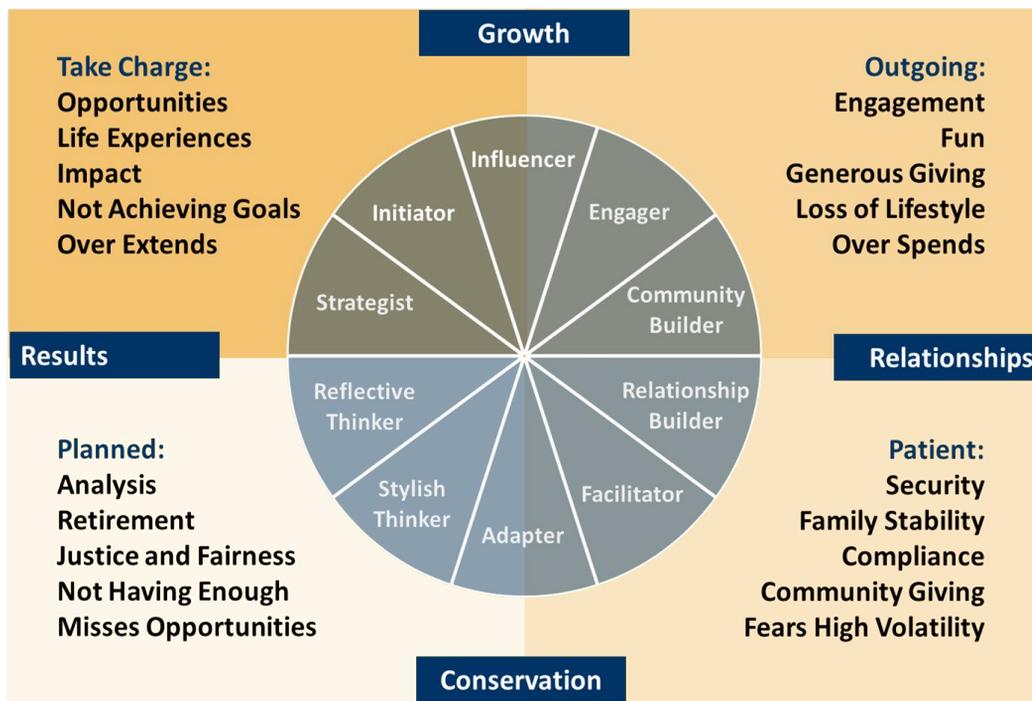
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A BRIEF EXPLANATION OF YOUR SCORE

Module 16: Review Your Natural Money Energy Level

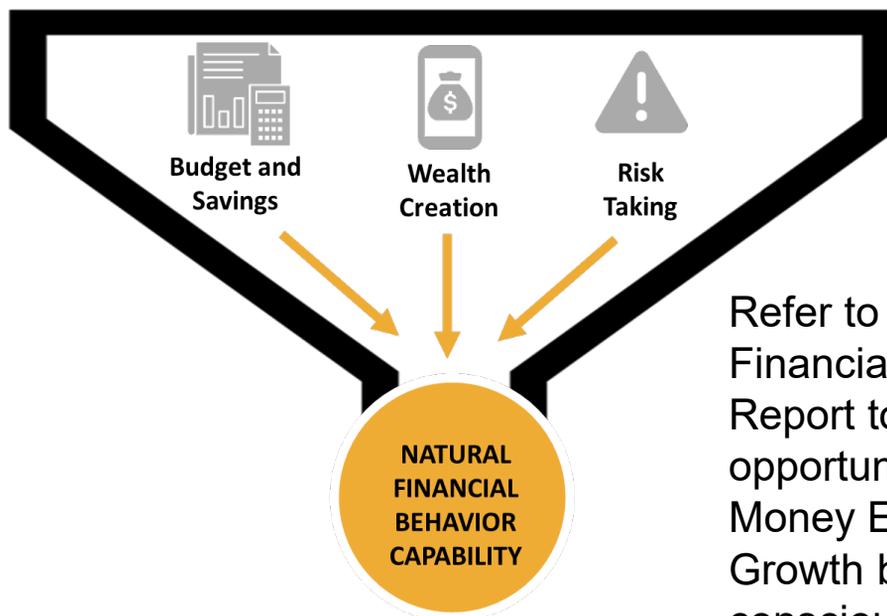
Natural Money Behavior Influences



Natural Financial Behavior Capability

Reflecting hard-wired behavior which is 95% set by seven years old

SOURCES OF NATURAL MONEY ENERGY

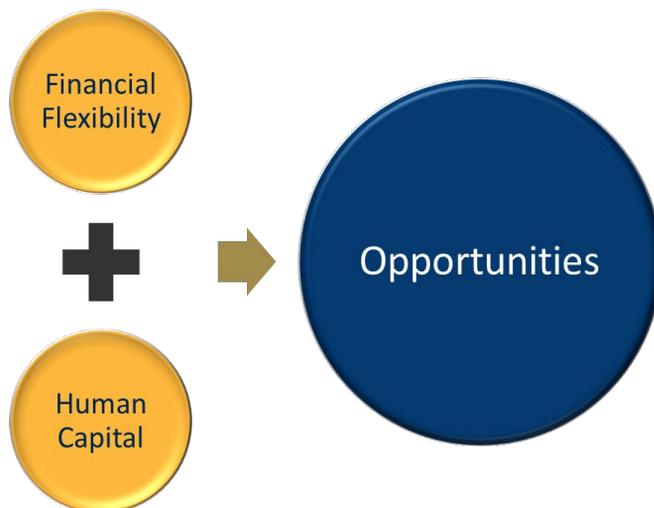


Refer to your FDNA Financial Behavior Report to identify opportunities for Money Energy Growth by making conscious choices

Module 17: Review Your Money Energy Opportunities

Opportunities Boost Money Energy Exponentially

What Areas Do You Need To Work On To Boost Your Potential Money Energy Which Can Be Unleashed?



Exercise: Which 3 of the 26 Money Energy Opportunities will you focus on addressing first?

1.

2.

3.

26 Money Energy Opportunities

Financial Flexibility

1. Positive Surplus Cashflow
2. Margin of Safety
3. Secure LT Earnings Stream
4. Debt Management
5. Capital Pool
6. Opportunities Fund
7. Retirement Fund
8. Diversification
9. Antifragile
10. Known Windfalls
11. Insurance Protection
12. LT Fin Commitment Coverage
13. Written Goals-Based Fin Plan

Human Capital

1. Identity Clarity
2. Money Purpose Clarity
3. College Education
4. Multiple Career Paths
5. Risk Tolerance Awareness
6. Financial Education
7. Greed Management
8. Continuous Life Learning
9. Relationship Capital
10. Contributing Beyond Yourself
11. Personal Life Energy Management
12. Robust Health
13. Life Support Team

Hugh Massie and DNA Behavior



About Hugh Massie

Hugh is a “reformed accountant” who has become a Titan CEO, Behavioral Solutions Architect, Money Energy Pioneer, High Stake Decision Orchestrator, Behavioral Finance Trailblazer, award-winning author, experiential speaker, devoted dad and keen golfer

Since 2001, as the Chairman and Founder at DNA Behavior International he spends his time traveling the world empowering advisors, leaders, families and individuals to unlock their identity in order to accelerate dramatic change while growing relationships. In the process, He helps them discover how unknown behaviors which intensify through unmanaged differences, money attitudes, pressure and emotions derail performance.

Hugh’s real-world practical application of behavioral insights and the mastery of the energy of money, blended with strong financial skills, gives him the unique capability to design a variety of universally applicable human performance apps. Further, with his unique talents he also serves as a corporate strategist, coach, mentor, trainer, board member, keynote speaker and author. This Behaviorally SMART approach helps him convert strategic vision to goals and practical reality to accelerate dramatic change while growing relationships.

Since 2001 using the Financial DNA® and Business DNA® platforms he pioneered, his solutions have impacted millions of people in over 125 countries, including investors with assets from \$1 to over \$1billion, over 20,000 advisors and leaders of more than 5,000+ businesses.

Hugh is an author, including “Financial DNA – Discovering Your Unique Financial Personality for a Quality Life” (John Wiley 2006 and 2021) and then "Leadership Behavior DNA - Discovering Your Natural Talents and Managing Differences" (Freedomstar Media, January 2020), with co-author Lee Ellis. He has also written or contributed to many other publications and presented extensively as a keynote speaker about human performance acceleration through revealing and managing behavioral insights and money attitudes.

Also, Hugh is a member of Titan CEO 100 and been a Global Board Member of Entrepreneurs Organization. Further, he is an Advisory Board member of a range of other businesses.

Hugh enjoys golf, tennis, skiing, cricket, travel to new places for adventure, business and history reading. He lives in Atlanta with his wife Jennifer, daughter Kathryn, and son Hugh.

Disclaimer and Contact Information

Disclaimer

The purpose of the DNA Behavior (Financial DNA® and Business DNA®) Discovery Processes, products and related application tools is to assist in the identification of a person's identity, financial behavior, communication style and differences to others. The DNA Discovery Processes are not professional psychological instruments and should not be used to identify, diagnose or treat psychological, mental health, and/or medical problems. Additionally, if 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 these aids to self-discovery. By using the DNA Behavior Discovery Processes, you expressly waive and relinquish any and all claims of any nature against DNA Behavior International, affiliated companies, and/or their employees, arising out of or in connection with the use of these products.

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