

DNA Behavior[®]

DNA Behavior
Summary Insights
Culture Guide

DNA Behavior Summary Insights Culture Guide

Purpose

This guide empowers leaders to operationalize DNA Behavior technology to build a thriving, people-centric culture. By leveraging behavioral insights, leaders foster trust, engagement, and collaboration—unlocking exponential growth.

Why Use DNA Behavior?

✓ [*Knowing Me, Knowing You*](#)— Open sharing of DNA profiles builds psychological safety and trust.

✓ [*Data-Driven Culture Building*](#) – Move beyond intuition to measurable behavioral insights.

✓ [*Gene AI Integration*](#) – Personalized coaching, hiring, and communication strategies at scale.

✓ *Proven Impact* – Boosts employee and client engagement, leadership alignment, and business performance.

Quick Start Checklist for Leaders

1. Align Leadership

- CEO + Executive Team: [Complete DNA Full Scan](#)
- Run a [Comparison Report](#) and Use [Gene AI](#) to learn the best way for two people to interact using
- Use [DNA Team Report](#) and Use Gene AI to leverage the team strengths and struggles

2. Map Your Culture

- [Use DNA Digital Scan](#) for all employees/clients
- [Generate Team Report](#) to uncover strengths and gaps

3. Optimize Key Functions

- Sales: [Match advisors](#) to clients using DNA insights
- [Marketing: Hyper-personalize](#) lead engagement
- Events: [Digital Scan](#) all attendees for tailored experiences
- Leadership: Use [Gene AI](#) for coaching and decision-making support

DNA BEHAVIOR

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5. Measure and Grow

- [Track sustainability](#) in engagement, retention, and productivity
- Continuously refine your approach

“This Summary Insights 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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