

# Business DNA<sup>®</sup>

## Natural Behavior Discovery

**DNA Team Performance Report for:  
Coddington Team**

Providing key insights into how you can  
navigate the human differences in your team  
for building a sound working relationship together.

## Unique DNA Natural Behavior Styles in Your Team

The DNA Team Performance Report provides key insights into how your team can navigate the human differences building a sound working relationship together. The report reflects the different natural behavior styles of the team members. Natural behavior will generally remain consistent over time as it is the core of who your team members are. However, the report does not reflect how your team members may from time to time modify their behavior in certain situations based on experiences, education and values.

The DNA Natural Behavior Style and two strongest behavioral factors for each member of the team are shown in the table below.

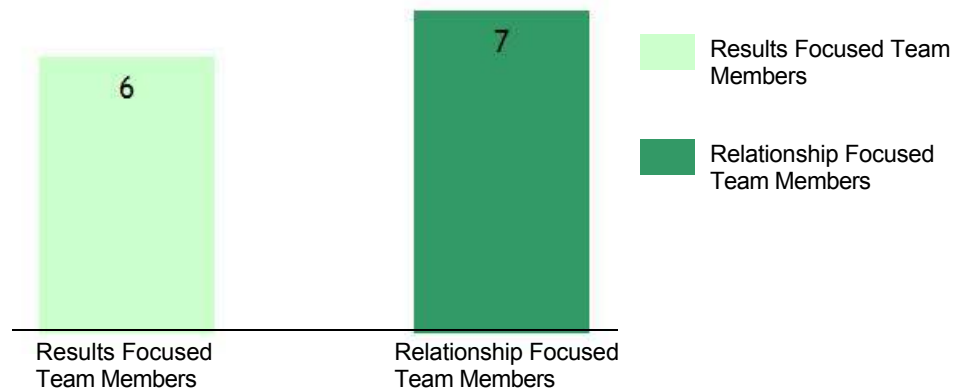
The team leader has been highlighted in bold throughout this report.

Team Member	DNA Natural Behavior Style	Strongest Behavioral Factor 1	Strongest Behavioral Factor 2
<b>Chris Coddington</b>	Strategist	Pioneer	Skeptical
Alan Eckhardt	Community Builder	Anchored	Planned
Doug Roberts	Engager	Spontaneous	Outgoing
Melanie Hilton	Facilitator	Spontaneous	Creative
Bobbie Jones	Influencer	Outgoing	Fast-Paced
Alexander Clark	Influencer	Pioneer	Anchored
Sarah Williams	Initiator	Creative	Fast-Paced
Tom Smart	Reflective Thinker	Planned	Cooperative
Graham Taylor	Reflective Thinker	Cooperative	Risk-Taker
Carol Benjamin	Relationship Builder	Spontaneous	Creative
Pauline Johnson	Relationship Builder	Content	Patient
Matt Woods	Strategist	Reserved	Risk-Taker
John Smith	Stylish Thinker	Cautious	Cooperative

## 2. Summary of the Team's Natural Behavior for Building Relationships and Getting Results

### Results Focused vs. Relationship Focused

The following graph shows the number and percentage of individuals in the team that are Results Focused and Relationship Focused. Overall, this will indicate the team's natural tendency towards building relationships and motivations to getting results. A Results Focused team will be more task oriented, while a Relationship Focused team will be more human engagement oriented.



### Results vs Relationship Focused Summary

#### Results Focused

**Chris Coddington**  
 Bobbie Jones  
 Matt Woods  
 Tom Smart  
 Sarah Williams  
 Alexander Clark

#### Relationship Focused

Alan Eckhardt  
 Carol Benjamin  
 Doug Roberts  
 John Smith  
 Melanie Hilton  
 Graham Taylor  
 Pauline Johnson

Total Number of Team Members:	13
Results Focused Team Members	6
Relationship Focused Team Members	7

## Your Team's Overall Work Life Behavioral Attitudes

Your team's overall natural motivations, desires and approach to Work Life are reflective of the two strongest behavioral factors calculated by averaging each individual team member's factor scores. The primary Work Life Attitudes for the team are summarized in the table below.

	Team Work Life Attitude 1	Team Work Life Attitude 2
	Pioneer Factor	Spontaneous Factor
Work Life Philosophy	Goal driven	Being flexible
Workplace Approach	Being progressive	Intuitive
Financial Attitude	Achievement driven	Spend it
Goal Setting Approach	Ambitious	Needs boundaries
Activity Passion	Accepting challenges	Improvisation
Values	Taking action	Freedom
Workplace Motivation	Having high impact	Fun
Strength	Takes initiative	Instinctive
Blind-spot	Too focused	Impulsive
Communication	Provide big picture	Provide broad facts

## Your Team's Overall Workplace Insights

Based on the average of the behavioral factors of all team members, the team's overall workplace insights are shown below. These insights are ordered showing those that are likely to be more intensively displayed first, and the more moderate insights displayed last. Some of these areas will be positive areas to be utilized in increasing productivity of the team, others could be "blind-spots" without awareness.

Workplace Insights	L/M/H	Pop %
Desire to Make Decisions	Medium	66 %
Patiently Builds long-term Relationships	Medium	50 %
Focus on Bottom Line Results	Medium	42 %
Sets Goals for Ambitious Plans	Medium	62 %
Pursues Goals to Stay Focused on the Plan	Medium	62 %
Prepared to Focus on and Support Innovation	Medium	58 %
Need for Information, Research and Analysis	Medium	46 %
Ease to Communicate Directly and Candidly	Medium	62 %
Confronts Directly and Candidly	Medium	66 %
Ability to Empathetically Listen	Medium	50 %
Quickly Makes Decisions With Confidence	Medium	54 %
Independently Makes Decisions	Medium	46 %

## Team Member Behavioral Factor Analysis

Shown below are individual scores for each behavioral factor in a range of 20 (left side) to 80 (right side).

To the extent your team members have strong behavioral factors over 60 and under 40, there is a higher chance the behavioral insights in this report will be more intensively displayed when they are making life and business decisions. Scores closer to 50 indicate a more moderate style that is typically more flexible in that behavioral factor.

Factor scores for each column have been sorted low to high based on strength.

## Core Work Life Drivers

The following 5 factors representing the Core Work Life Drivers provide specific insights into a team member's natural talents, strengths and struggles. Overall, these factors will indicate their natural desire to build relationships and also their motivations to getting results. If team members have scores which are high on Take Charge, Fast-Paced, Planned and Skeptical they will be more results and tasks focused. If team members have scores which are high on Cooperative, Outgoing, Patient and Trusting they will be more relationship focused.

### Factor 1: Commanding

20	Cooperative (Practical)	Mid-Range	Take Charge (Visionary)	80
(38) Carol Benjamin		(49) Melanie Hilton	(59) Alexander Clark	
(40) Tom Smart		(49) Pauline Johnson	<b>(69) Chris Coddington</b>	
(41) John Smith		(51) Doug Roberts		
(43) Alan Eckhardt		(53) Bobbie Jones		
(43) Graham Taylor		(53) Sarah Williams		
		(55) Matt Woods		

### Factor 2: People

20	Reserved (Focused)	Mid-Range	Outgoing (Expressive)	80
<b>(31) Chris Coddington</b>		(45) Carol Benjamin	(59) John Smith	
(41) Matt Woods		(45) Graham Taylor	(63) Bobbie Jones	
(43) Tom Smart		(45) Sarah Williams	(64) Doug Roberts	
		(48) Pauline Johnson		
		(53) Melanie Hilton		
		(55) Alan Eckhardt		
		(55) Alexander Clark		

### Factor 3: Patience

20	Fast-Paced (Logical)	Mid-Range	Patient (Tolerant)	80
<b>(34) Chris Coddington</b>		(47) Alexander Clark	(59) Carol Benjamin	
(37) Sarah Williams		(47) Matt Woods	(59) Pauline Johnson	
(42) Bobbie Jones		(48) Tom Smart		
		(51) Doug Roberts		
		(51) Graham Taylor		
		(51) Melanie Hilton		
		(52) John Smith		
		(55) Alan Eckhardt		

## Core Work Life Drivers (Continued)

### Factor 4: Structure

20	Spontaneous (Instinctive)	Mid-Range	Planned (Systematic)	80
	(31) Doug Roberts (36) Carol Benjamin (37) Melanie Hilton (42) Pauline Johnson	(46) Alexander Clark (46) Sarah Williams (48) Bobbie Jones (53) Matt Woods <b>(55) Chris Coddington</b> (55) Graham Taylor (55) John Smith	(58) Alan Eckhardt (67) Tom Smart	

### Factor 5: Trust

20	Skeptical (Questioning)	Mid-Range	Trusting (Believing)	80
	<b>(26) Chris Coddington</b> (44) Sarah Williams	(47) Matt Woods (48) Alexander Clark (48) Melanie Hilton (49) Doug Roberts (50) Bobbie Jones (50) Graham Taylor (51) Carol Benjamin (55) Tom Smart	(56) Alan Eckhardt (56) John Smith (56) Pauline Johnson	

## Work Life Planning Drivers

The following 3 factors representing the team members' Work Life Planning Drivers are also core to how your team members make life and business decisions. However, these factors focus more specifically on a team member's motivations for business growth and/or balance in their life. If team members have scores high on Pioneer, Risk Taker and Creative then this will indicate desires to maximize results, set goals, take opportunities, innovate and to expand their horizons. If team members have scores high on Content, Cautious and Anchored then they will be more interested in work life balance as well as following tried and tested ways.

### Factor 6: Pioneering

20	Content (Balanced)	Mid-Range	Pioneer (Goal Oriented)	80
	(40) Pauline Johnson	(49) Doug Roberts (50) Carol Benjamin (50) John Smith (51) Bobbie Jones (51) Melanie Hilton (52) Alan Eckhardt (55) Graham Taylor (55) Matt Woods	(56) Sarah Williams (57) Tom Smart (61) Alexander Clark <b>(79) Chris Coddington</b>	

### Factor 7: Risk

20	Cautious (Conservative)	Mid-Range	Risk Taker (Courageous)	80
	(38) John Smith (43) Alan Eckhardt	(45) Doug Roberts (46) Tom Smart (49) Carol Benjamin (49) Melanie Hilton (51) Alexander Clark (53) Bobbie Jones (53) Pauline Johnson	(57) Graham Taylor (57) Matt Woods (62) Sarah Williams <b>(72) Chris Coddington</b>	

### Factor 8: Creativity

20	Anchored (Consistent)	Mid-Range	Creative (Original)	80
	(39) Alan Eckhardt (39) Alexander Clark <b>(43) Chris Coddington</b>	(47) Matt Woods (49) John Smith (50) Bobbie Jones (52) Graham Taylor (54) Tom Smart	(56) Melanie Hilton (57) Pauline Johnson (58) Doug Roberts (63) Carol Benjamin (66) Sarah Williams	



## Appendix A: Summary of Team Member Behavioral Strength and Struggles

Team Member	Strongest Behavioral Factors	Behavioral Factor Strengths Motivated to be:	Behavioral Factor Struggles Can be too:
<b>Chris Coddington, Strategist</b>	Pioneer Skeptical	Goal oriented, Ambitious Questioning, Guarded	Driven, Success focused Doubting, Wary
Alan Eckhardt, Community Builder	Anchored Planned	Consistent, Experience driven Systematic, Particular	Reliant on proof, Tied to old ways Rigid, Perfectionistic
Alexander Clark, Influencer	Pioneer Anchored	Goal oriented, Ambitious Consistent, Experience driven	Driven, Success focused Reliant on proof, Tied to old ways
Bobbie Jones, Influencer	Outgoing Fast-Paced	Expressive, Recognized Logical, Challenging	Talkative, Emotional Impatient, Critical
Carol Benjamin, Relationship Builder	Spontaneous Creative	Instinctive, Flexible Original, Imaginative	Unfocused, Impulsive Easily bored, Abstract
Doug Roberts, Engager	Spontaneous Outgoing	Instinctive, Flexible Expressive, Recognized	Unfocused, Impulsive Talkative, Emotional
Graham Taylor, Reflective Thinker	Cooperative Risk-Taker	Practical, Diplomatic Daring, Courageous	Hesitant, Passive Carefree, Overconfident
John Smith, Stylish Thinker	Cautious Cooperative	Calculated, Certain Practical, Diplomatic	Conservative, Resistant to change Hesitant, Passive
Matt Woods, Strategist	Reserved Risk-Taker	Reflective, Focused Daring, Courageous	Withdrawn, Private Carefree, Overconfident
Melanie Hilton, Facilitator	Spontaneous Creative	Instinctive, Flexible Original, Imaginative	Unfocused, Impulsive Easily bored, Abstract
Pauline Johnson, Relationship Builder	Content Patient	Satisfied, Balanced Understanding, Tolerant	Complacent, Easygoing Lenient, Compromising
Sarah Williams, Initiator	Creative Fast-Paced	Original, Imaginative Logical, Challenging	Easily bored, Abstract Impatient, Critical
Tom Smart, Reflective Thinker	Planned Cooperative	Systematic, Particular Practical, Diplomatic	Rigid, Perfectionistic Hesitant, Passive

**Appendix B: Summary of Team Member Behavioral Performance Environment Keys**

<b>Team Member</b>	<b>Strongest Behavioral Factors</b>	<b>Performance Environment Keys</b>
<b>Chris Coddington, Strategist</b>	Pioneer Skeptical	Provide the big picture Provide logic and key points
Alan Eckhardt, Community Builder	Anchored Planned	Keep it tangible, Provide the logical steps Present specifics facts, figures, data
Alexander Clark, Influencer	Pioneer Anchored	Provide the big picture Keep it tangible, Provide the logical steps
Bobbie Jones, Influencer	Outgoing Fast-Paced	Tell me who is involved Bottom line results, Speak/move at a quick pace
Carol Benjamin, Relationship Builder	Spontaneous Creative	Provide broad facts Encourage brainstorming
Doug Roberts, Engager	Spontaneous Outgoing	Provide broad facts Tell me who is involved
Graham Taylor, Reflective Thinker	Cooperative Risk-Taker	Encourage input Present risk/return
John Smith, Stylish Thinker	Cautious Cooperative	Minimize risks Encourage input
Matt Woods, Strategist	Reserved Risk-Taker	Allow reflection time Present risk/return
Melanie Hilton, Facilitator	Spontaneous Creative	Provide broad facts Encourage brainstorming
Pauline Johnson, Relationship Builder	Content Patient	Focus on life balance Safety and soften the communication
Sarah Williams, Initiator	Creative Fast-Paced	Encourage brainstorming Bottom line results, Speak/move at a quick pace
Tom Smart, Reflective Thinker	Planned Cooperative	Present specifics facts, figures, data Encourage input

## Disclaimer

The purpose of this instrument is educational. It is designed to help people identify their natural behavioral strengths. This Business DNA Natural Behavior Report should not be used to identify, diagnose, or treat psychological, mental health, and/or medical problems. Additionally, if this report is 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 this aid to self-discovery. By using the Business DNA Natural Behavior Report, you expressly waive and relinquish any and all claims of any nature against DNA Behavior International, any affiliated companies, and/or their employees arising out of or in connection with the use of this survey. In addition, the use of this report is subject to the Terms and Conditions at [www.businessdna.com](http://www.businessdna.com).

## Additional Information

- If you would like to learn more about your workplace behavior and to get further coaching, please review your Workplace Operations and Coaching Reports.
- The Coaching Report will provide in-depth coaching information and questions to assist in the development of your workplace and leadership performance.
- For more information, please contact your DNA Behavior Consultant or Company Representative.

## Next Steps

We have a number of education and facilitation programs available to enhance your understanding of what the reports mean and how to use them in your career and/or business. Please contact us at [inquiries@dnabehavior.com](mailto:inquiries@dnabehavior.com) for more information and access to the following programs:

- Executive Coaching
- Leadership Development
- Business Succession
- Business Risk Management
- Team Development
- Hiring
- Sales Coaching
- Business Planning