

Business DNA[®]

Natural Behavior Discovery

Comparison Report for:
Ingrid Hoffman
and
Monique Topper Lung

Providing key insights into
how you can build a sound
working relationship together.

Introduction

We have prepared this Comparison Report based on each of your unique strengths and struggles and your DNA Natural Behavior Styles being "Initiator" for Ingrid and "Engager" for Monique.

The goal is to provide specific insights into how you will each operate in a workplace environment. For your teammate or leader, this information will provide more guidance on how to manage your expectations and how to best interact with you.

We have provided a graph on the next page which shows your different behavioral profile factor scores upon which this report is based. To review the detailed differences and/or similarities in your sub-factor scores, please see Page 10.

Interpretation of this Report

In reviewing the report, please note the following points:

- The report reflects your natural behavior only. This behavior will generally remain consistent over time as it is the core of who you are. However, the report does not reflect how you may from time to time modify your behavior in certain situations based on experiences, education and values.
- There are no "good" or "bad" DNA Natural Behavior Styles. The key is how you can learn and become more productive from greater personal awareness of who you are.
- The report is a tool only and should not be solely relied on for making any decision.
- The graph below shows your scores for each behavioral factor in a range of 20 (left side) to 80 (right side). The "percentage score" in the brackets next to each score refers to the percentage of people who you score higher than on this factor.
- **To the extent you 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 you are making life and business decisions over a period of time. Scores closer to 50 indicate a more moderate style that is typically more flexible in that behavioral factor.**

Ingrid, based on your factor scores, your two strongest behavioral factors are:

- * **Creative** - Explores possibilities, innovative, driven by ideas
- * **Risk-Taker** - Venturesome, takes chances, optimistic

Monique, based on your factor scores, your two strongest behavioral factors are:

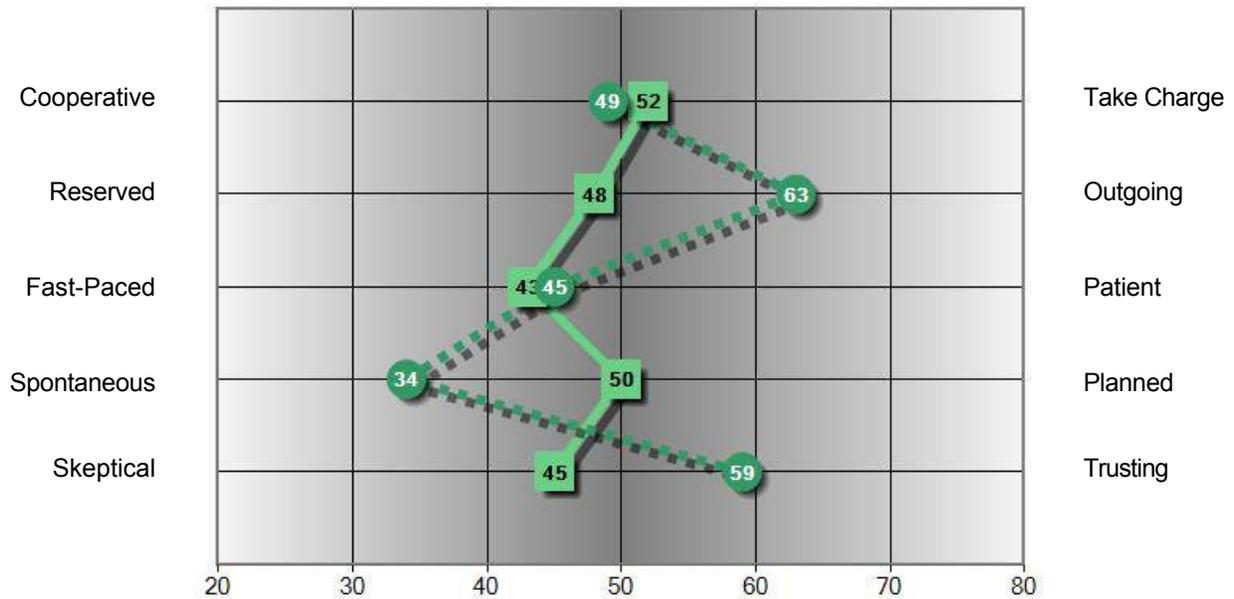
- * **Spontaneous** - Free-flowing, high level approach, instinctive
- * **Creative** - Explores possibilities, innovative, driven by ideas

Business DNA Natural Behavior Discovery Snapshot

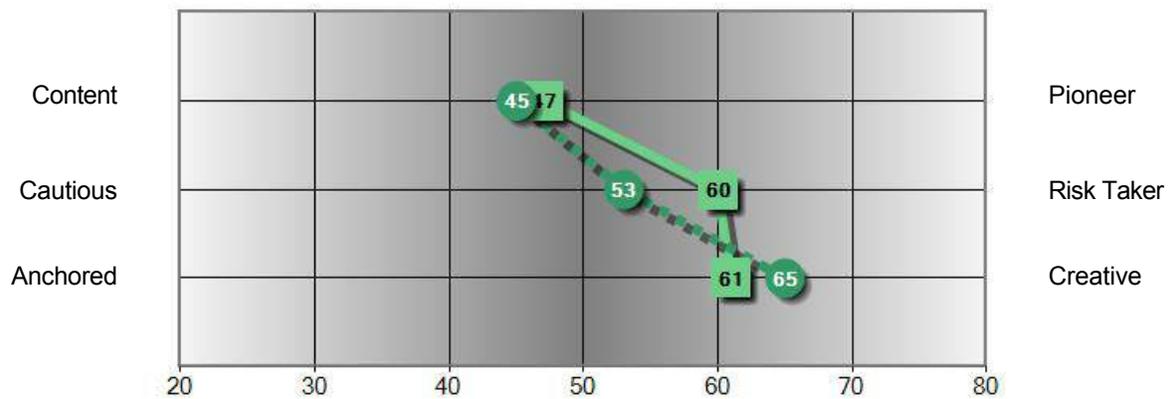
Ingrid

Monique

Core Work Life Drivers



Work Life Planning Drivers



Work Life Behavioral Attitudes

Your natural motivations, desires and approach to Work Life are often influenced by the strongest traits in your natural behavioral style. Based on the two strongest behavioral factors shown on page 2 of this report, your primary Work Life Attitudes are summarized in the table below.

Ingrid Hoffman	Work Life Attitude 1 Creative Factor	Work Life Attitude 2 Risk-Taker Factor
Work Life Philosophy:	Being innovative	Adventure oriented
Workplace Approach:	Finding the best solution	Optimistic
Financial Attitude:	Invest in new ideas	Seeks new experiences
Goal Setting Approach:	The best way	Opportunistic
Activity Passion:	Exploring possibilities	Being venturesome
Values:	Continuous improvement	Take your chances
Workplace Motivation:	New projects	Creating new opportunities
Strength:	Thinks outside the box	Has courage
Blind-spot:	Easily bored	Unnecessary risk taker
Communication:	Brainstorm	Present risk and reward

Monique Topper Lung	Work Life Attitude 1 Spontaneous Factor	Work Life Attitude 2 Creative Factor
Work Life Philosophy:	Being flexible	Being innovative
Workplace Approach:	Intuitive	Finding the best solution
Financial Attitude:	Spend it	Invest in new ideas
Goal Setting Approach:	Needs boundaries	The best way
Activity Passion:	Improvisation	Exploring possibilities
Values:	Freedom	Continuous improvement
Workplace Motivation:	Fun	New projects
Strength:	Instinctive	Thinks outside the box
Blind-spot:	Impulsive	Easily bored
Communication:	Provide broad facts	Brainstorm

Workplace Insights

Based on combinations of the behavioral factors in your graph shown on page 3 of this report, your natural talents in the workplace are set out in the table below.

Ingrid Hoffman	L/M/H	Population% (0-100%)
Desire to Make Decisions:	MEDIUM	34%
Patiently Builds long-term Relationships:	MEDIUM	31%
Focus on Bottom Line Results:	MEDIUM	69%
Sets Goals for Ambitious Plans:	MEDIUM	38%
Pursues Goals to Stay Focused on the Plan:	LOW	16%
Prepared to Focus on and Support Innovation:	HIGH	90%
Need for Information, Research and Analysis:	MEDIUM	66%
Ease to Communicate Directly and Candidly:	HIGH	86%
Confronts Directly and Candidly:	HIGH	76%
Ability to Empathetically Listen:	LOW	21%
Quickly Makes Decisions With Confidence:	HIGH	73%
Independently Makes Decisions:	MEDIUM	31%

Monique Topper Lung	L/M/H	Population% (0-100%)
Desire to Make Decisions:	MEDIUM	66%
Patiently Builds long-term Relationships:	MEDIUM	66%
Focus on Bottom Line Results:	LOW	27%
Sets Goals for Ambitious Plans:	MEDIUM	54%
Pursues Goals to Stay Focused on the Plan:	LOW	5%
Prepared to Focus on and Support Innovation:	HIGH	86%
Need for Information, Research and Analysis:	LOW	5%
Ease to Communicate Directly and Candidly:	HIGH	86%
Confronts Directly and Candidly:	HIGH	84%
Ability to Empathetically Listen:	LOW	18%
Quickly Makes Decisions With Confidence:	HIGH	79%
Independently Makes Decisions:	MEDIUM	38%

Your Compatibility for Interacting Together

In this report, we have provided you each with insights for how to modify your behavior and communication with each other. These insights are based on the similarities and/or differences in your behavioral factor scores. Also, we have provided what the other person's unique strengths and struggles are so that you are more aware of them and how they are similar or different to you.

Use the summary below as a guide to how you can each modify your natural style when working together.

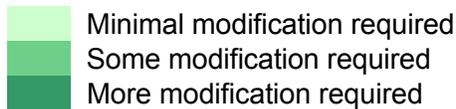
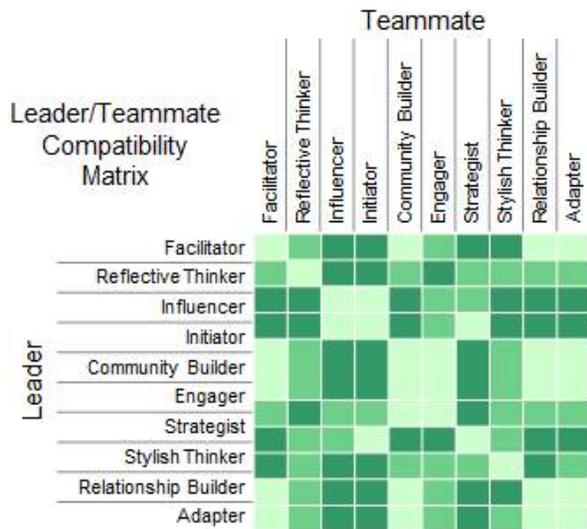
- Need to ensure that a relaxed environment is created so that both can safely contribute their ideas
- Adapt to work at a similar pace and create a shared commitment for the same vision and goals
- Need to remember that while one of you may interact a lot the other will need reflection time
- Need to recognize that one of you will connect with people easily and the other will stand-off and make observations
- Reinforce each others tendency to be combative and trigger conflict
- Have a straightforward relationship and operate at a fast pace
- Need to provide a set of rules for you both to operate with but allow some flexibility for changes in plans
- Benefit from one's high level on the spot approach and the follow through of the other to check out the details before moving forward
- Need to balance out the need to check situations out versus allowing situations to flow
- Benefit from one's desire to investigate and the other's ability to remain approachable and create a safe environment
- Both will be quite relaxed and seek balance
- Need to recognize situations change and this may upset the natural balance at times
- Both are willing to take chances so may not readily see potential dangers
- At times both need to slow down the impulses to take bold action and evaluate the situation
- Each have visionary ideas but will need to ensure they are implemented in concrete, realistic steps
- Need to ensure that you are not always exploring new ideas and failing to consistently implement

Your Compatibility for Interacting Together

A strong long-term relationship with others can be built with commitment and mutual understanding. Successful relationships can be developed from any combination of behavioral style.

The graph below shows those persons whom you will most easily work with in a team because you are generally closer in relationship style, and hence minimal behavioral modification required. Also, it shows those DNA Natural Behavior Styles with whom you will have to more closely review how you each adapt because there are greater differences, and hence more behavioral modification required.

Adapting your behavior to work with another person requires concentrating more on your level of self-awareness when you are with that person. However, when a person in the team is different from you there are also many benefits because of their different perspectives. While recognizing that natural behavior is important, also sharing common values, beliefs and attitudes is important for building a successful working relationship.



Ingrid - Initiator

Typically Works Easily With:

Influencer, Initiator, Strategist

Review How You Adapt:

Facilitator, Reflective Thinker, Community Builder, Stylish Thinker, Relationship Builder, Adapter

Monique - Engager

Typically Works Easily With:

Community Builder, Engager

Review How You Adapt:

Reflective Thinker, Strategist

Ingrid's DNA Ultimate Performance Guide

The DNA Ultimate Performance Guide in the table below has been prepared based on your scores highlighted on page 3 of this report. This information is very powerful for identifying the environment you wish to make decisions in, and for self coaching. Also, by sharing this information with others you will learn how to honor them by more effectively adapting to their needs.

The Performance Strengths are your primary talents which if used appropriately will help you in performing to your greatest potential, with the least stress. The Performance Struggles are behavioral traits which can arise from over using your Performance Strengths. We encourage you to use your strengths and manage your struggles such that they do not become weaknesses and get in the way of your maximum performance. Further, your coach, mentor, advisor, spouse, partner, family and others in your life should be aware of these Performance Strengths and Performance Struggles when relating to you.

Your Performance Strengths	Your Performance Struggles
<p><i>Knowing your strengths, you can increase your performance potential.</i></p> <ul style="list-style-type: none"> • Open to unusual ideas • Imagines new possibilities • Highly curious • Ventures into new areas • Faces danger comfortably 	<p><i>Knowing your struggles, you can reduce your performance impediments.</i></p> <ul style="list-style-type: none"> • Difficulty with following set procedures • May fail to make ideas concrete • May take unnecessary risks

Your Performance Environment Keys

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

- Expect/encourage my out-of-the-box thinking
 - Encourage me to brainstorm
- Recognize my desire to investigate ideas
 - Present me with opportunities
- Present me with the risks and return

The Performance Environment Keys indicate how you wish to be related to by others. If others relate to you on these terms then an enhanced relationship can be developed and maintained with you. You also need to be prepared to honor how others wish to be related to understanding their performance environment.

Monique's DNA Ultimate Performance Guide

The DNA Ultimate Performance Guide in the table below has been prepared based on your scores highlighted on page 3 of this report. This information is very powerful for identifying the environment you wish to make decisions in, and for self coaching. Also, by sharing this information with others you will learn how to honor them by more effectively adapting to their needs.

The Performance Strengths are your primary talents which if used appropriately will help you in performing to your greatest potential, with the least stress. The Performance Struggles are behavioral traits which can arise from over using your Performance Strengths. We encourage you to use your strengths and manage your struggles such that they do not become weaknesses and get in the way of your maximum performance. Further, your coach, mentor, advisor, spouse, partner, family and others in your life should be aware of these Performance Strengths and Performance Struggles when relating to you.

Your Performance Strengths	Your Performance Struggles
<p><i>Knowing your strengths, you can increase your performance potential.</i></p> <ul style="list-style-type: none"> • Flexible, willing to adjust • Works well with broad concepts • Improvises or acts on the spot • Open to unusual ideas • Imagines new possibilities 	<p><i>Knowing your struggles, you can reduce your performance impediments.</i></p> <ul style="list-style-type: none"> • May juggle too many ideas or tasks • Can be too quick to decide • Difficulty with following set procedures

Your Performance Environment Keys

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

- Allow me plenty of freedom
- Use graphics and verbal communications
- Resist the temptation to prematurely edit my ideas
- Expect/encourage my out-of-the-box thinking
- Encourage me to brainstorm

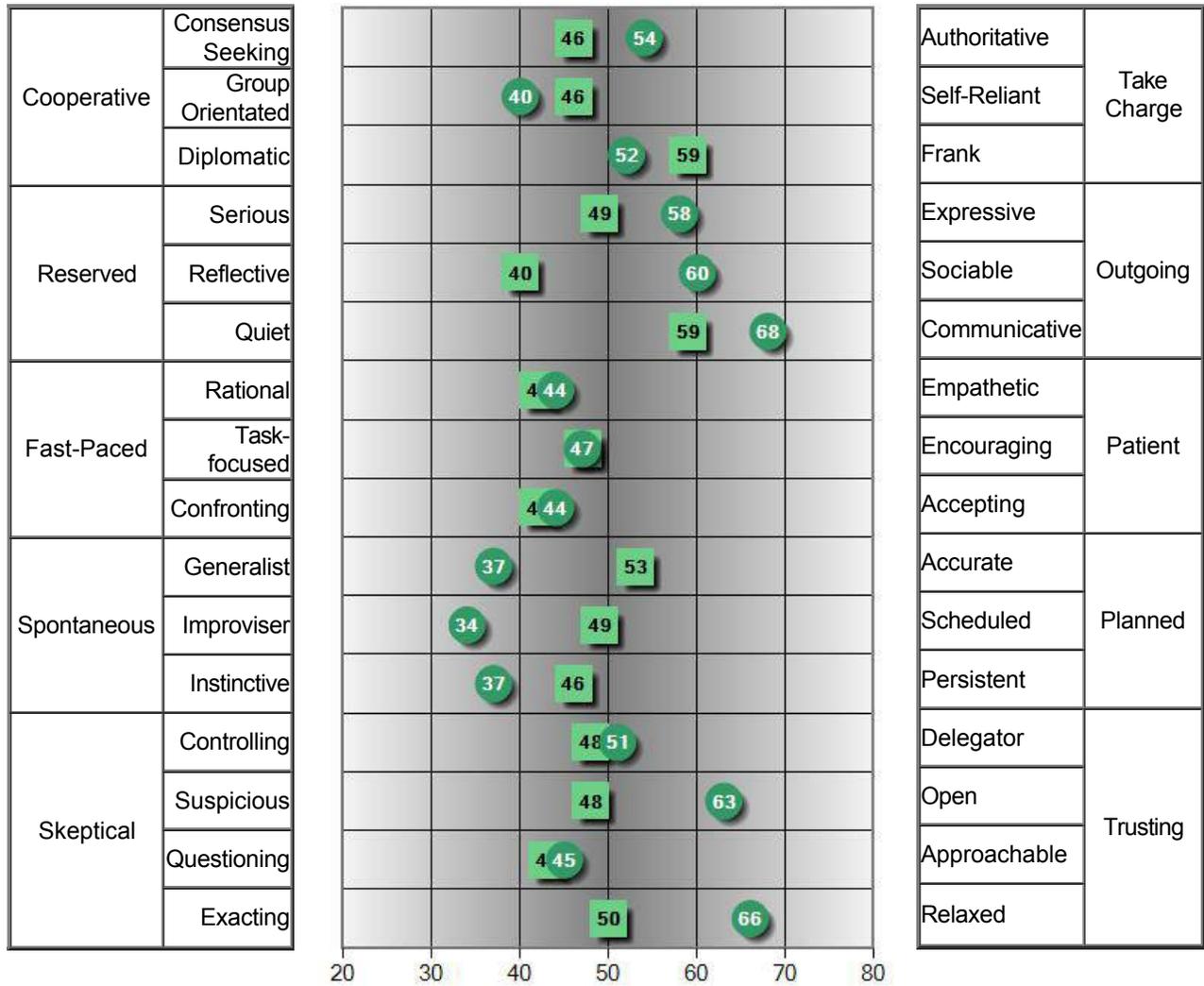
The Performance Environment Keys indicate how you wish to be related to by others. If others relate to you on these terms then an enhanced relationship can be developed and maintained with you. You also need to be prepared to honor how others wish to be related to understanding their performance environment.

Breakdown of 24 Sub-Factors of DNA Behavior

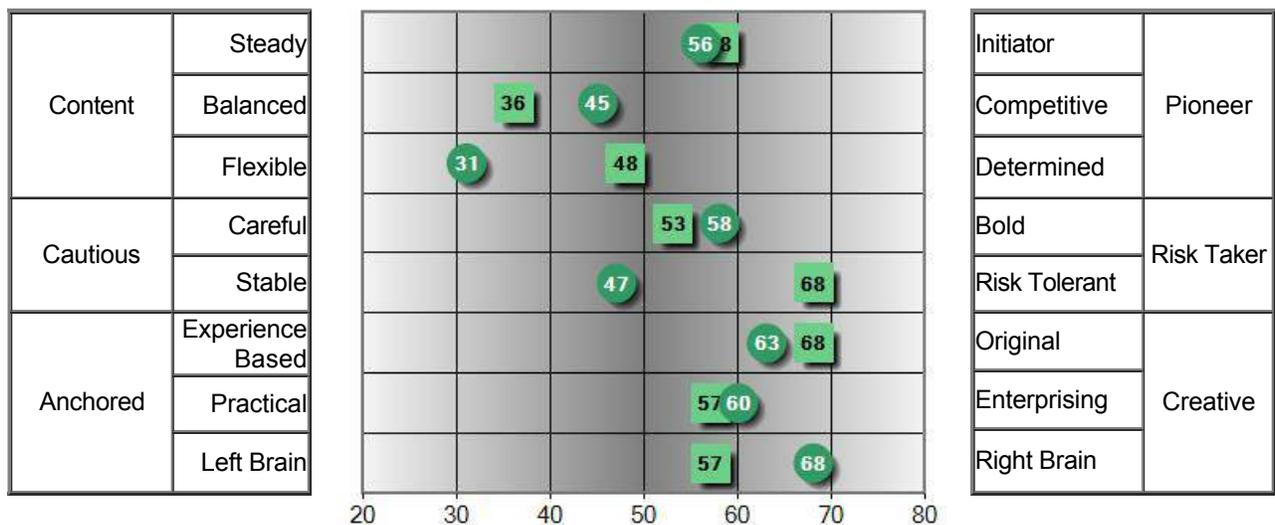
Ingrid

Monique

Core Work Life Drivers



Work Life Planning Drivers



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.

Additional Information

- If you would like to learn more about your workplace behavior and to get further coaching, please review your Coaching Report.
- 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

1. Business DNA Personal Work Life Performance Discovery

This discovery process measures your current Personal Work Life Performance to ultimately improve your personal work life alignment, improve your work life happiness and fulfillment, and to develop and grow your working relationships.

2. Business DNA Employee Performance 360 Discovery

This discovery process provides an opportunity for yourself and your coworkers to anonymously evaluate your current workplace performance. The objective of this process is to highlight your current performance strengths and struggles and use these to help you build your own workplace goals and build an Employee Performance Plan.

3. Further Education

We have a number of education programs available to enhance understanding of what the reports mean and how to use them on a daily basis. Please contact us at inquiries@dnabehavior.com for more information and access to these programs.

- Executive Performance Coaching
- Team Performance
- Sales and Client Service Performance
- Business Succession Performance
- Leadership Performance
- Hiring and Talent Management
- Business Planning Performance
- Executive Quality Life Performance