

DNA Behavior International

***Helping Businesses “Know, Engage and Grow”
their Clients and Employees by Providing
Customized Life Long Experiences***



Providing a Hub of Human Performance Solutions
for Client Centered Business Transformation
in 47 Countries Since 2001

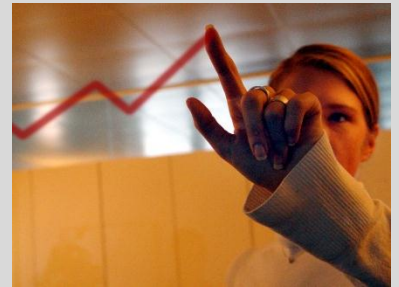


Common Performance Challenges for Businesses

Does your business know its clients and employees well enough to provide customized experiences? If you do not, it will be hard to engage your clients and employees to achieve sustainable business performance.

Focusing on management processes can help you to achieve the first level of improved business results. However, in the new behavioral economy behavior is what drives performance. To get on the performance path, you need to recognize that the client is king. This requires building a client centered business model. Discover the behaviors of the leaders in your business, employees and clients to address business challenges such as:

- De-commoditizing the business with a client centered model and purpose
- Setting the right business priorities and framing the message for the team to follow
- Lack of self awareness and confidence of employees to effectively communicate with their team and clients
- Hiring, developing, engaging and retaining top talent
- Increasing sales team capacity and productivity
- Discovering client behaviors and needs to match different service teams and solutions, and unlock cross selling
- Accessing, acquiring, segmenting, engaging and retaining the ideal clients
- Addressing client service blockages within teams
- Lack of board cohesion and leadership disconnected from the business activities
- Helping clients and employees to more confidently choose between the many options in their life





DNA Behavior Drives Business Performance

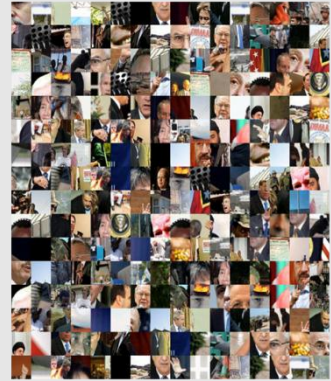
Products and markets are the same. However, people perform differently and require unique experiences.

To perform in this environment, you need to understand and match the unique innate behaviors and preferences of your clients to employees and solutions.

DNA Behavior helps you to improve performance by knowing who you are and then understanding how to engage and motivate different employees to provide customized services to clients.

The result is that your business will increase client and employee engagement leading to sustainable business performance.

Knowing yourself and others is difficult, but critical.



The DNA Performance Solutions Transform Results.

Our Unique DNA Performance Methodology



We seek to help businesses generate a 20% or more annual revenue increase using our behavioral insights and systems in the following 3 key areas.

Maximize Human Potential

- Use targeted strength based talent development
- Increase confidence to make the right life, business and financial choices
- Uniquely manage employees and advisors for business plan execution focus

Build Loyal Relationships

- Segment, attract and retain the *right* employees, advisors and clients
- Unlock team blockages to improve service execution
- Easily convert prospective clients to increase new business

Customize Service Experiences

- Create unique employee, advisor and client service experiences
- Align your team, advisors, products and services to what matters most to your clients



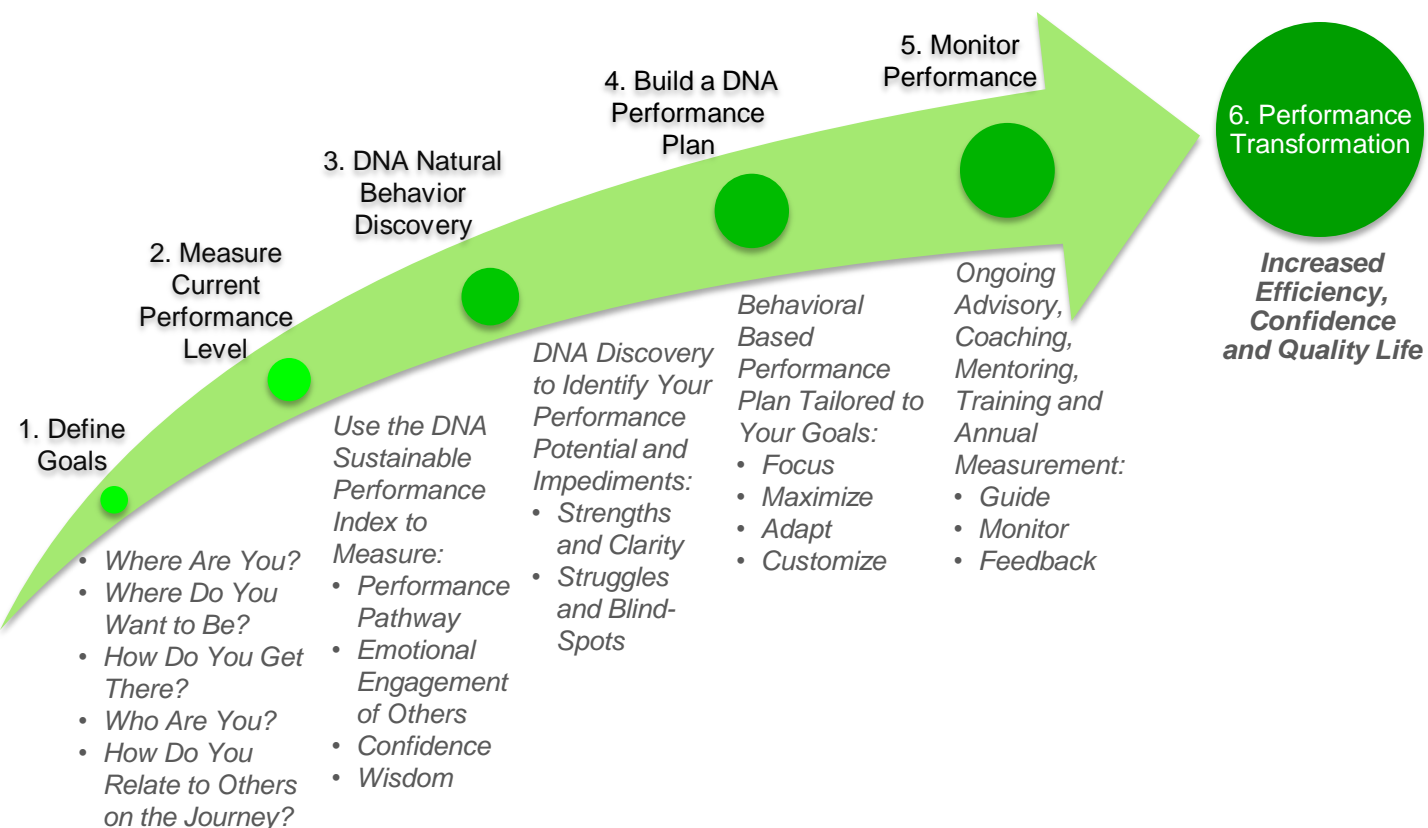
The Unique DNA Process to Sustain Performance

What is Business Performance?

Acting with high levels of confidence and wisdom to achieve improved business results through efficient execution of a client centered business plan. The key is discovering the unique personal, life, career, business and financial motivations of each client and matching them to the team and solutions offered.

Events and markets cannot be controlled but how you manage your reaction to them can be. Achieving results is about how you predict and manage your team and client's behavior....this starts with your own behavior.

– Hugh Massie, September 1999





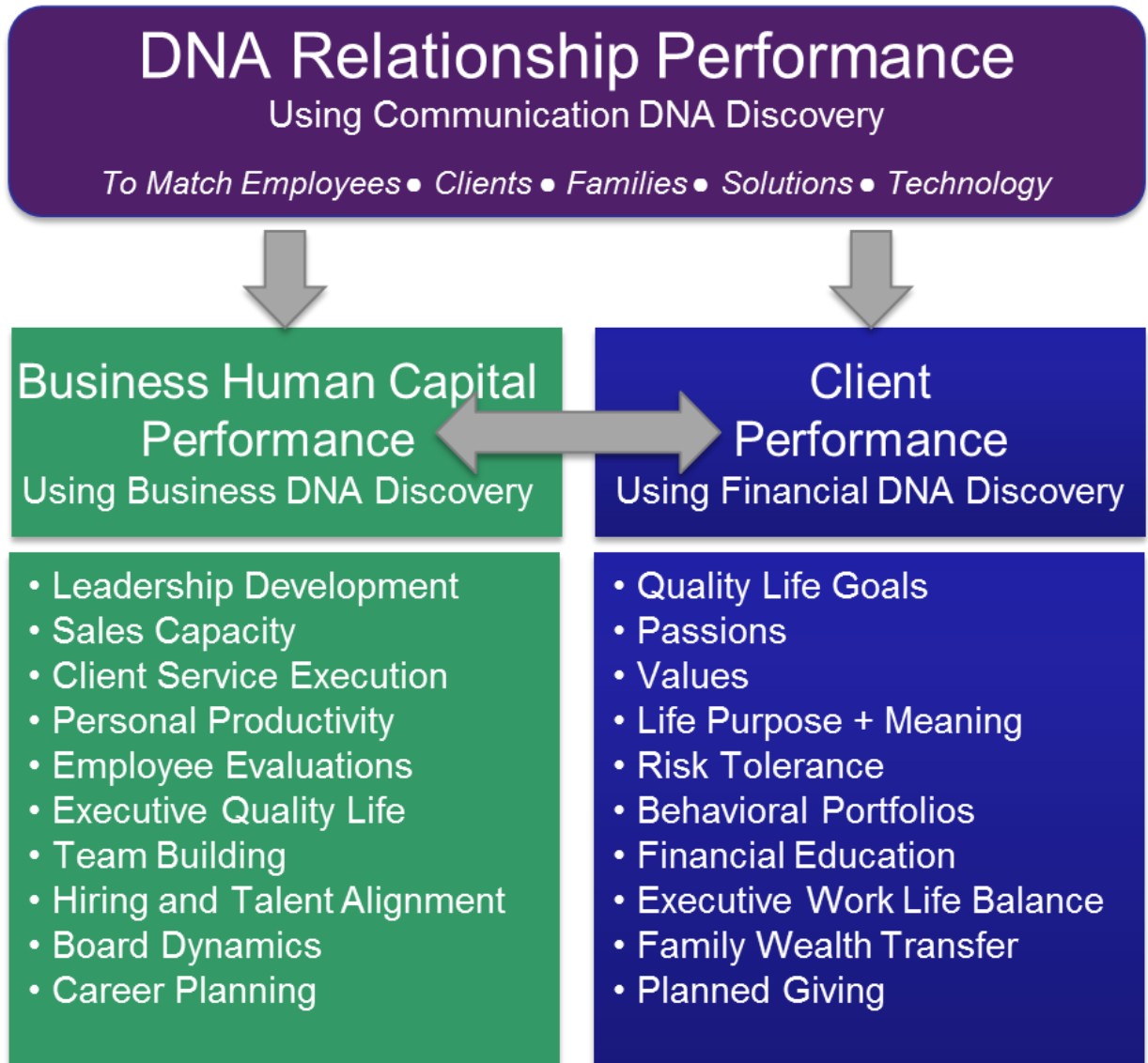
Scalable DNA Performance Solutions for Life Long Experiences

*Our Hub of Human Performance Solutions Which Intelligently Integrate
Performance Measurement, Behavior and Plans*





Rollout of DNA Behavior Solutions in Your Business



Are you ready to benefit from our hub of human performance solutions for client centered business transformation? Contact us for further information: inquiries@dnabehavior.com