

Financial DNA Natural Behavior Summary Report for Chris Coddington Your Unique Profile Type: Strategist

Strategists excel by blending their strong drive to reach goals with a desire for precision, accuracy, and quality. As a result, they are equipped to be strategic players in situations where achieving results is a priority. They have an ability to achieve ambitious goals and concentrate on matter-of-fact, practical issues. They also have a detached, impartial approach that enhances their ability to make difficult decisions.

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"> • Prefers to take action • Comfortable making difficult decisions • 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"> • May lack needed patience • May take unnecessary risks

Your Performance Environment Keys

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

- Provide facts in a logically organized manner
- Speak/move at a quick pace
- Present opportunities
- Present the risks and return



Engaging You in Conversation:

What has been a success for you recently?

What is your main goal right now?

What projects are you currently working on?

Building Relationships

Sharing Builds Trust and Relationships – Share your Report with people that you interact with.

Quality Life Behavioral Attitudes

Your natural motivations, desires and approach for building a Quality Life are often influenced by the strongest traits in your natural behavioral style. Based on the two strongest behavioral factors shown in your Natural Behavior report, your primary Quality Life Behavioral Attitudes are summarized in the table below.

	Quality Life Attitude 1 Risk Taker Factor	Quality Life Attitude 2 Fast-Paced Factor
Communication	High returns	Get to the point
Quality Life Outlook	Adventure	Change
Activity Passion	Being venturesome	Task focus
Life Values	Take your chances	Logic
Strength	Has courage	Rational
Blind-spot	Takes unnecessary risks	Impatient
Wealth Creation Philosophy	Optimistic	Calculated
Financial Attitude	Risk taker	High returns
Financial Goal Setting	Opportunistic	Dynamic
Planned Giving Motivation	Create new opportunities	Seeing outcomes

Financial Planning Insights

Based on combinations of the behavioral factors in your Natural Behavior profile, your natural approach to financial planning is set out in the table below.

Insight	L/M/H	Population% (0-100%)
Patiently Builds Long Term Relationships:	High	84%
Focus on Bottom Line Results:	Low	4%
Risk Propensity for Taking Chances:	High	98%
Risk Tolerance for Living With Losses:	High	99%
Sets Goals for Ambitious Plans:	High	99%
Pursues Goals to Stay Focused on the Plan:	High	96%
Comfort to Deal With Change and Make Decisions:	High	96%
New Idea Driven for Investing in Solutions and Products:	High	92%
Financially Organized and Follows Budgets:	High	93%
Need for Information, Research and Analysis:	Medium	62%
Spending Desire on Lifestyle Items:	Medium	66%
Need for Control Over Financial Planning Decisions:	Medium	31%
Patiently Builds Long Term Relationships:	High	92%