

# Summary of DNA Knowledge Products

Human Behavioral Solutions for Transforming Personal and Business Performance



	Knowledge Product	Description	✓
Financial DNA®	Financial DNA Book	Hugh Massie unveils a proven process for better financial decision-making that is based on discovering an individual's unique financial personality.	
	Unlocking Potential Guide for Financial Advisors	Providing Advisors and Executives with a quick snapshot on how to interpret and then apply each of the 10 Core Life Profiles.	
	Powerful Questions for Advisors	Facilitating the client through a discussion on their Financial DNA Profiles and planning needs	
	The "Financial DNA Client Discovery" Seminar - on CD	2 hour introductory training program to practically experience the Financial DNA Discovery Process so it can be incorporated in an Advisor's practice.	
	Financial DNA® - Client Engagement in a Box	An end-to-end documented process for engaging clients in Financial DNA along with an Advisor's financial services.	
Business DNA®	Unlocking Potential Guide for Leaders	Providing Leaders and Executives, with a quick snapshot on how to interpret and then apply each of the 10 Core Life Profiles.	
	Powerful Leadership Questions	Providing a framework to design a meeting agenda for facilitating team members through a discussion on their talents and career needs.	
	Powerful Hiring Questions	Providing a step-by-step methodology and Powerful Questions for hiring.	
	Getting Hired Tips	Providing questions to ask a prospective employer and what questions will be asked.	
Family DNA®	Powerful Questions for Family Meetings	Powerful tools and resources for facilitating a family meeting. Covering the setting, preparation and dialogue. The unique insights offered in this book will provide families with enhanced communication.	