



DNA Sports Performance®

***Human Performance Solutions for Personal and
Team Transformation of Sports Players***



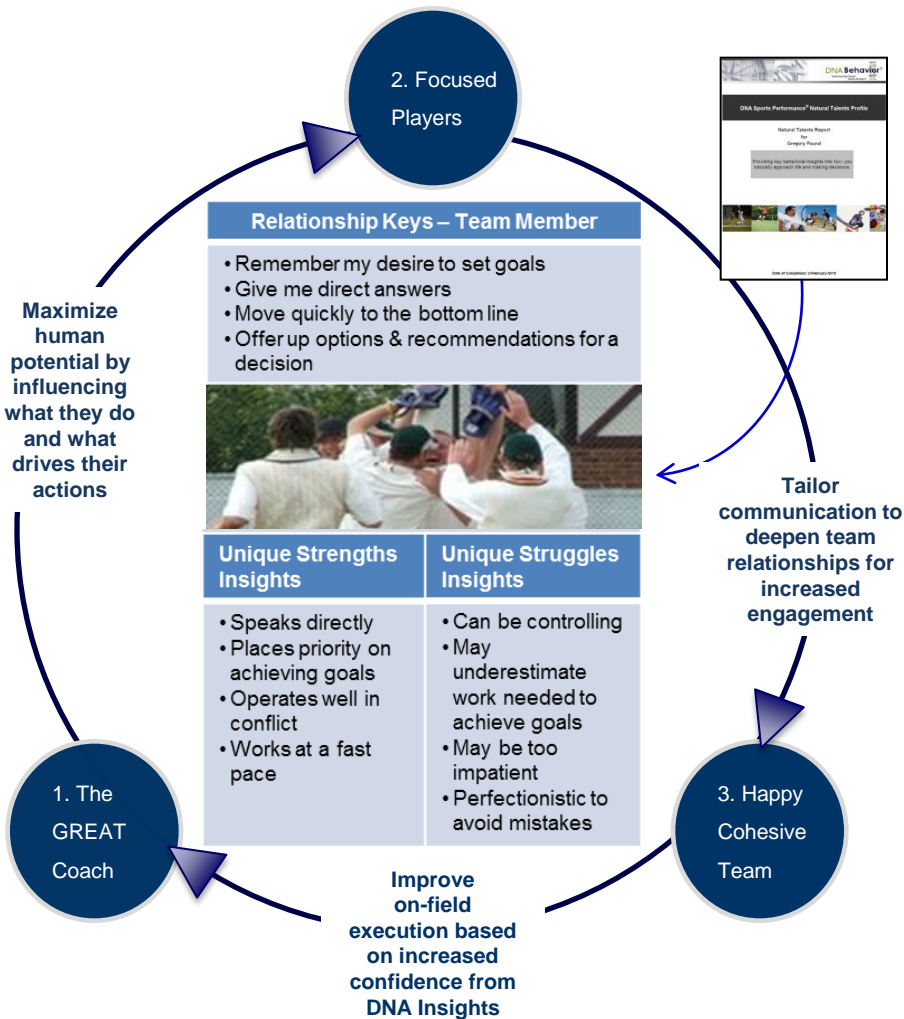
We can help your team achieve improved
results on a sustainable basis.

DNA Behavior Drives Performance

**The playing equipment and conditions are similar.
 The players and coaches perform differently.**

How do you unlock the unique talents in your team?

Our Unique DNA Performance Methodology



We operate as the “Chief Human Performance Advisor” to sports coaches and players to transform team performance through behavioral awareness*. Our process uses predictive behavioral insights with scalable systems to:

Maximize Human Potential

- Use targeted strength based talent development
- Increase confidence to sustain energy and motivation
- Improve the players and coaches Quality Life off the field

Build Loyal Team Relationships

- Attract and retain the *right* players and coaches
- Unlock team blockages to improve on field performance

Improve On-Field Execution

- Uniquely manage players for on-field execution focus
- Provide tailored coaching and leadership messages to different player styles

For more information:

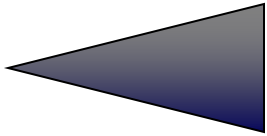
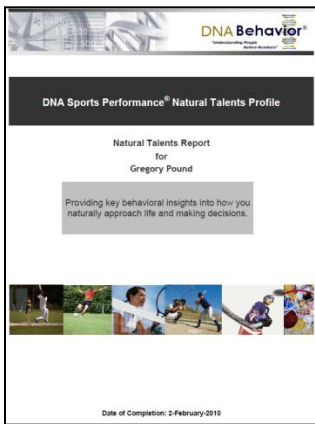
inquiries@dnabehavior.com

770 274 0311

DNA Sports Performance[®]

Transform Your Sports Playing Performance

Discover the strongest traits in your natural behavioral style. These traits often influence your natural motivations, desires and approach for building your performance.



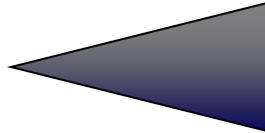
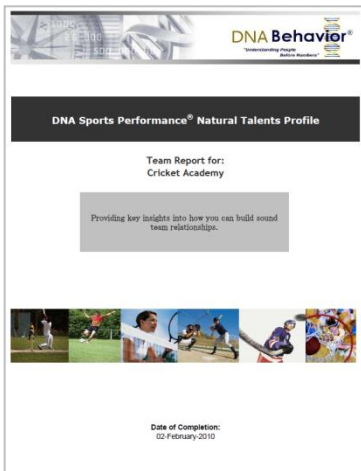
	Life Attitude 1 Creative Factor	Life Attitude 2 Fast-Paced Factor
Communication	Brainstorm	Get to the point
Sports Philosophy	Innovation	Achieving results
Sports Passion	Exploring possibilities	Task focus
Values	Continuous improvement	Logic
Strength	Creative	Rational
Blind-spot	Easily bored	Impatient
Sports Approach	Finding best solution	Calculated
Sports Attitude	New initiatives	Change agent
Sports Goals	The best way	Dynamic
Sports Motivation	New projects	Seeing outcomes

Get behavioral insights to understand how you naturally approach playing sports and make decisions.

Sports Planning Insights	
Desire to Lead:	MEDIUM
Relationships:	LOW
Results:	MEDIUM
Setting Goals:	HIGH
Pursuing Goals	HIGH
New Solution Driven:	HIGH
Detailed:	MEDIUM
Direct Communication:	MEDIUM
Difficult Conversations:	MEDIUM
Natural Drive:	HIGH
Quick Decision-Making:	HIGH
Need for Control:	HIGH

DNA Sports Performance[®] Transform Your Team Performance

Get key insights into how you can build sound team relationships.



20 Stronger		80 Stronger	
Agreeable		Take Charge	
Tim Sullivan (47) Jennifer Moore (35)	Amber Brown (47) Kate Roberts (46)	Lisa Williams (52) Christine Taylor (61)	Patrick Bennett (64) David Lee (54)
Reserved		Outgoing	
Lisa Williams (49) Jennifer Moore (44) Christine Taylor (49)	Patrick Bennett (37) Amber Brown (39) David Lee (44) Kate Roberts (45)	Tim Sullivan (53)	
Fast-Paced		Patient	
Lisa Williams (48) Christine Taylor (49)	Amber Brown (47)	Tim Sullivan (57) Jennifer Moore (64)	Patrick Bennett (52) David Lee (57) Kate Roberts (54)
Spontaneous		Planned	
Christine Taylor (35)	David Lee (42) Kate Roberts (47)	Lisa Williams (54) Tim Sullivan (65) Jennifer Moore (52)	Patrick Bennett (58) Amber Brown (62)
Skeptical		Trusting	
Lisa Williams (48)	Patrick Bennett (42) Amber Brown (45)	Tim Sullivan (50) Jennifer Moore (56) Christine Taylor (51) (50)	David Lee (52) Kate Roberts (52)

Team Member	Coach									
	Facilitator	Reflective Thinker	Influencer	Initiator	Community Builder	Engager	Strategist	Stylish Thinker	Relationship Builder	Adapter
Facilitator	Green	Yellow	Red	Red	Green	Yellow	Red	Red	Green	Green
Reflective Thinker	Yellow	Green	Red	Red	Green	Yellow	Red	Red	Green	Green
Influencer	Red	Red	Green	Green	Red	Yellow	Red	Red	Green	Green
Initiator	Red	Red	Green	Green	Red	Yellow	Red	Red	Green	Green
Community Builder	Green	Yellow	Red	Red	Green	Yellow	Red	Red	Green	Green
Engager	Yellow	Red	Red	Yellow	Green	Yellow	Red	Red	Green	Green
Strategist	Red	Yellow	Red	Green	Red	Yellow	Red	Red	Green	Green
Stylish Thinker	Red	Yellow	Red	Red	Red	Yellow	Green	Red	Yellow	Green
Relationship Builder	Green	Yellow	Red	Red	Red	Yellow	Red	Red	Green	Green
Adapter	Green	Yellow	Red	Red	Red	Yellow	Red	Red	Green	Green

Discover how to improve the interaction with your coach, between the members of your team and transform your team for success by recognizing and appreciating the differences.

- Minimal modification required
- Some modification required
- More modification required

More Information: Tel: (770) 274-0311, or email inquiries@dnabehavior.com