

Certified Business DNA® Advisor Training

Learn to know, engage and grow employees and clients to deliver them customized life long experiences for sustainable performance.



Utilize Powerful Validated DNA Behavior Discovery Processes to uncover Communication Styles, Personal Performance Drivers, Team Dynamics, Workplace Talents for Hiring and Leadership Strengths.

Program Overview

The Certified Business DNA Advisor Training Program helps you to know, engage and grow your employees and clients to deliver them customized life long experiences for sustainable performance. You will learn how to deploy six unique DNA Performance Solutions using the internationally recognized Business DNA Discovery Processes and application tools.

Our behavioral methodology is proven to enhance your ability to more confidently lead, advise, coach, mentor or train leaders and teams to achieve sustainable business performance.

6 Unique DNA Performance Solutions



The uniqueness of the Business DNA Approach to business is characterized by:

1. The unparalleled depth and reliability of the Business DNA Discovery Processes for predicting natural behaviors for helping people build greater self awareness of their strengths and struggles, and higher levels of confidence.
2. Helping businesses measure Personal, Leadership and Business Performance and then customizing client and employee experiences with the matching of solutions based on DNA behavioral insights.
3. Increasing the emotional engagement of leaders, employees and clients through the mutual sharing of behavioral insights and higher levels of behavioral modification.

Program Deliverables: Tools, Resources and Books

1. DNA Personal Performance Deliverables:

- Business DNA Natural Behavior Discovery
 - DNA Personal Life Performance
- DNA Unlocking Human Performance Guide
 - DNA Workplace Performance Plan
 - Powerful Questions for Employees



Business DNA Natural Behavior Report

2. Team Performance Deliverable:

- Business DNA Team Report
- Team Performance Score Card
- Team Performance Plan
- Powerful Questions for Teams Book



Business DNA Team Report

3. Relationship Performance Deliverables:

- Business DNA Comparison Reports
- DNA Ultimate Performance Card
- Business DNA Unlocking Team Mates Guide

Relationship Keys	
Remember my desire to control outcomes	Provide facts in a logically organized manner
Give me direct answers, get to the point	Speak/move at a quick pace
Move quickly to the bottom line	Use summaries, bullets, and key points
Offer options so I can decide	Anticipate my immediate responses and quick fixes

Unique Strengths		Unique Struggles	
Initiating, wants to set the agenda	Operates well in conflict	I may be controlling and not know it	
Places high priority on achieving goals	Makes the difficult calls	I may underestimate work needed to achieve goals	
Speaks directly	Works at a fast pace	I can be judgmental and too critical	
Sees the strategic/future potential	Favors logic over emotion	Sometimes I am too impatient	

DNA Ultimate Performance Card

4. DNA Hiring Performance Deliverables:

- Hiring Behavioral Benchmarks
- Hiring Process Manual
- Powerful Questions for Hiring Book



Powerful Questions for Hiring Book

5. DNA Leadership Performance Deliverables:

- Leadership Performance 360 Discovery
- Leadership Performance Plan



DNA Leadership Performance Plan

6. DNA Business Performance Deliverables:

- Business Performance Review



A. The Company's Business Success Strengths:
The Business Success Strengths are the 10 items in which the company scored highest on out of 75 total items based on 9 "DNA Aug. Rating". The development focus on these items is to encourage the company to maintain its current level of performance in these areas.

Item	Business Success Attribute	Category	Assessment	Outstanding Rating
1	58. Makes the workplace happy and fun	Business Leadership	5	6.0
2	11. Clear organizational structure for individuals	Business Results	5	6.0
3	5. Clear communication of value of products/services	Business Communication	6	6.0
4	22. Customers prepared to refer business	Customer Engagement	4	6.0
5	20. Corporate values are clearly defined and communicated	Business Values	5	5.8
6	28. Wants and helps customers to succeed	Customer Engagement	5	5.8
7	27. Customer questions responded to patiently	Customer Engagement	5	5.8
8	6. Provides appropriate level of information	Business Communication	5	5.8
9	45. Enforces high standards	Business Leadership	5	5.8
10	75. Efficient use of technology and systems	Business Operations/Computer	5	5.8

Business Performance 360 Report

The Program Details

Who Should Attend the Business DNA Certification Program:

Those who will receive the greatest benefit from this program will be:

- Business advisors, consultants, mentors, coaches and trainers
- Entrepreneurs and executives who are leading teams of people
- Human resources executives
- Any other person seeking to transform personal and business performance for themselves and others.

Business DNA Certification Program Structure:

- Completion of pre-course work consisting of your Business DNA Discovery and preparation of a Team report
- Pre-classroom training Introductory Webinar for 2 hours
- Classroom training for 3 consecutive days from 8.00am to 5.00pm
- 3 Business DNA Community Calls for 1.5hrs each post the classroom training

Location of Classroom Training: Atlanta, GA

Agenda: [Click Here](#)

Investment: \$3,000 for the complete Business DNA Certification Program Structure, including training handbook, complimentary Business DNA Discovery for the participant and 5 of their team or associates, 12 months access to the Business DNA Community Resources for using and delivering DNA Performance Solutions.

Access to the Business DNA Discovery Process for use before or after the training must be paid for on normal commercial terms. Package pricing available.

Transportation, hotel and food will be at your own expense. A list of local hotel, restaurants and transportation recommendations will be provided upon registration.

Registration Procedures: email inquiries@dnabehavior.com to register.

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

Your Training Leaders:

Hugh Massie, President – DNA Behavior International

Peggy Mengel – Vice President, DNA Behavior International