

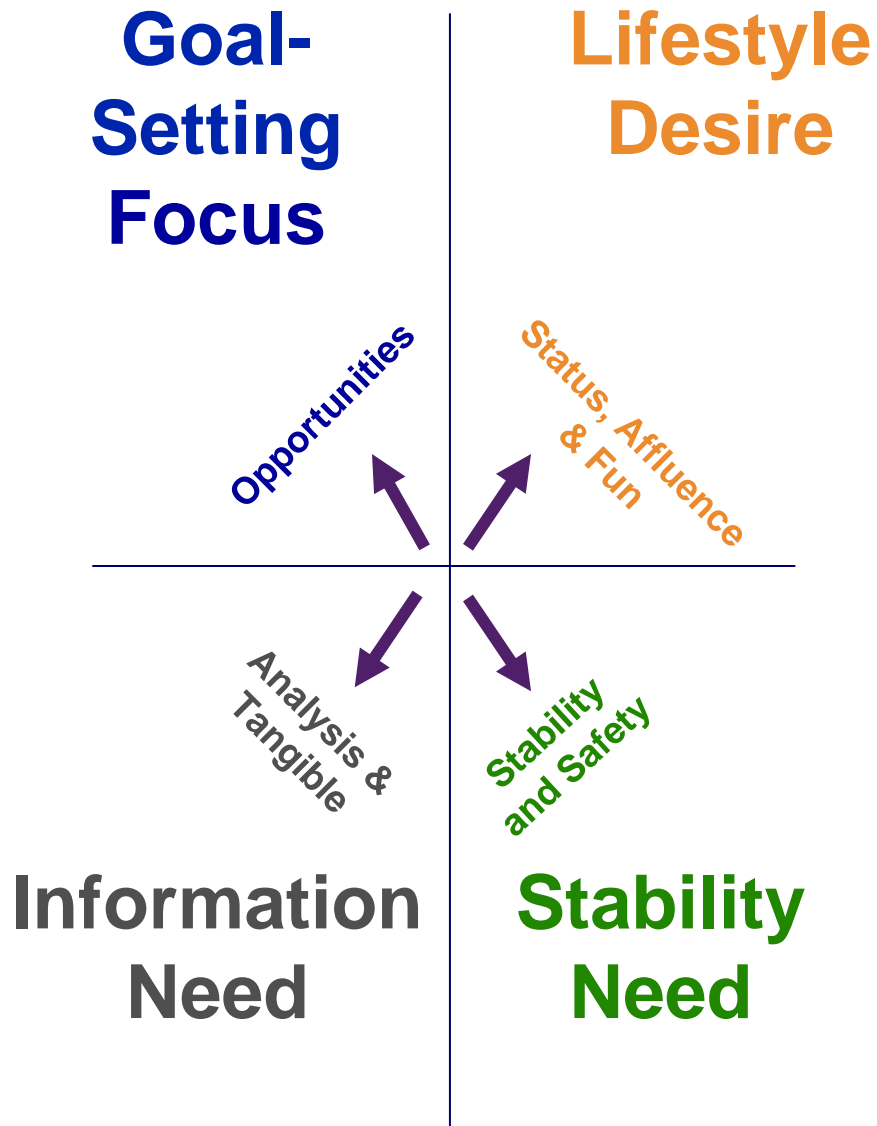


# The Communication DNA<sup>®</sup> Profile

## Interpretation Guide



## Step 1: 4 Primary Communication Styles



## Step 2. Determining Your Primary Communication DNA Style

1. The Communication DNA report reflects how YOU wish to be naturally communicated with, and also your core life and financial motivations.
2. Your primary Communication DNA Style will be determined based on your highest score in the 4 factors measured.
3. The graph in the profile report shows your scores for each communication factor in a range of 20 to 80. The higher the score the stronger your communication style will be in this factor. Scores over 60 are considered very strong as you will be inside the top 15% of the population for that style.
4. For Chris Coddington in the example on the following page his highest score is 64. Hence, he has a “Goal-Setting” Focus.

## Step 2. Determining Your Primary Communication DNA Style

Chris Coddington



A person who is focused on goals is interested in opportunities to expand their world.

You would like to be communicated with on the following terms:

- Provide Options when Communicating
- Communicate Directly
- Get to the Bottom Line
- Focus on Returns

Your preference would be to have products and services provided to you recognizing the following needs:

- **Life Need:**  
Influence
- **Meeting Conduct:**  
Formal
- **Financial Approach:**  
Goals
- **Information Requirement:**  
Big Picture
- **Risk Approach:**  
Present Risk/Reward
- **Relationship Management:**  
Provide Contacts
- **Service Delivery:**  
To The Point
- **Learning Style:**  
Discussion

## Step 3. Determining Your Secondary Communication DNA Style

1. If you have a second Communication DNA score over 50 then this will be your secondary Communication DNA style. This factor should also be considered when interpreting your profile. It will have some, but nevertheless, a lesser influence on how you wish to be naturally communicated with.
2. In the example, Chris Coddington's secondary score is 55 on Information Gatherer.

## Step 4a: Interpreting the “Goal Setter” Profile

### 1. How You Wish to be Communicated With

- **Provide Options When Communicating** – *give alternatives, enable person to make the choice*
- **Get to the Bottom Line** – *quickly describe the result or outcome*
- **Communicate Directly** – *be frank, candid, deliver a clear message*
- **Focus on Returns** – *explain the returns, revenue, price or cost benefit*

### 2. Product and Services Preferences

- **Life Need: Influence** – *desire to influence situations, outcomes or others*
- **Financial Approach: Goals** – *will want to set and pursue goals to get ahead*
- **Risk Approach: Present risk/reward** – *inherently will take risks if the reward is known*
- **Service Delivery: To the point** – *present facts and figures, bottom line*
- **Meeting Conduct: Formal** – *business like “boardroom” setting will be preferred*
- **Information Requirement: Big picture** – *present the vision, overview of the outcome*
- **Relationship Management: Provide contacts** – *give introductions to others, help them grow*
- **Learning Style: Discussion** – *they prefer to talk about issues first*

## Step 4b: Interpreting the “Life Style Desire” Profile

### 1. How You Wish to be Communicated With

- **Use Verbal Communication** – *telephone them, provide audio’s*
- **Openly Express Thoughts and Opinions** – *give them your views, engage in open dialogue*
- **Present Broad Facts** – *minimize details, keep the message general*
- **Communicate with Enthusiasm** – *make it exciting, show emotion and passion*

### 2. Product and Services Preferences

- **Life Need: Lifestyle** – *appeal to their desire for lifestyle, enjoyment, balanced life*
- **Financial Approach: Spending** – *recognize they are consumers, generous, appreciate quality*
- **Risk Approach: Set boundaries** – *help them minimize risks from being impulsive or emotional*
- **Service Delivery: Interactive** – *they will want high levels of human contact and discussion time*
- **Meeting Conduct: Fun** – *keep it relaxed, entertaining, provide humor, experiential*
- **Information Requirement: Graphics** – *present pictures, tables, charts*
- **Relationship Management: Social events** – *allow them to network, meet other people and have fun*
- **Learning Style: Intuitive** – *they are instinctive learners, do not clutter with details*

## Step 4c: Interpreting the “Stability Need” Profile

### 1. How You Wish to be Communicated With

- **Speak in a Calm Manner** – *talk with an even tempo, minimize tension, be relaxed*
- **Use a Soft Tone** – *use more gentle language, do not use harsh language*
- **Offer Feelings When Communicating** – *indicating how you feel is equal to facts*
- **Express Emotions** – *be vulnerable and open, express your inner views*

### 2. Product and Services Preferences

- **Life Need: Security** – *stability is a high priority, do not want surprises or to be out of balance*
- **Financial Approach: Guarantees** – *provide them with the safety net, manage the downside*
- **Risk Approach: Focus on certainties** – *low risk of loss is important*
- **Service Delivery: Regular communication** – *contact them by phone or email regularly, ensure they are comfortable*
- **Meeting Conduct: Relaxed** – *create a friendly environment, make highly personable*
- **Information Requirement: Instructions** – *provide directions and steps, create policies*
- **Relationship Management: Provide education** – *teach them, seminars, help them learn*
- **Learning Style: Sensory** – *allow them to feel, create personal impact*

## Step 4d: Interpreting the “Information Need” Profile

### 1. How You Wish to be Communicated With

- **Provide Facts when Communicating** – *enable them to analyze, support statements with research*
- **Closed Ended Questions** – *ask them “yes” and “no” questions, do not create open conversation*
- **Use Specifics** – *be accurate and precise, give plenty of detail*
- **Demonstrate Transparency** – *present all the information, allow review*

### 2. Product and Services Preferences

- **Life Need: Order** – *give them structure and keep direction, they do not want to be out of control*
- **Financial Approach: Budgets** – *they will want a plan for the use of their money*
- **Risk Approach: Minimize risks** – *present the worse case for them and how to protect themselves*
- **Service Delivery: Reliable** – *they are task focused and expect timeliness and accuracy*
- **Meeting Conduct: Structured** – *have an agenda and follow it*
- **Information Requirement: Research** – *give them reports and back up materials to review*
- **Relationship Management: Newsletters** – *keep in touch with them by feeding information*
- **Learning Style: Tangible** – *help make the experience real, touchable, make it concrete*



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