

Financial DNA[®]

Natural Behavior Discovery

Comparison Report for:

Helen Jones

and

Chris Coddington

Providing key insights into
how you can build a sound
relationship together.

Based on completions of the Natural Behavior Discovery Process:

Helen Jones: October 01, 2008

Chris Coddington : March 14, 2012

Introduction

We have prepared this Comparison Report based on each of your unique strengths and struggles and your DNA Natural Behavior Styles being "Engager" for Helen and "Strategist" for Chris.

The goal is to provide specific insights into your differences on how you will each naturally approach the financial planning process. For your advisor, spouse, partner and family this will provide more guidance on how to manage your expectations and how to best interact with you.

We have provided a graph on the next page which shows your different behavioral factor scores upon which this report is based. To review the detailed differences and/or similarities in your sub-factor scores, please see Page 10.

Interpretation of this Report

In reviewing the report, please note the following points:

- The report reflects your natural behavior only. This behavior will generally remain consistent over time as it is the core of who you are. However, the report does not reflect how you may from time to time modify your behavior in certain situations based on experiences, education and values.
- There are no "good" or "bad" DNA Natural Behavior Styles. The key is how you can learn and become more productive from greater personal awareness of who you are.
- The report is a tool only and should not be solely relied on for making any decision.
- The graph below shows your scores for each behavioral factor in a range of 20 (left side) to 80 (right side). The "percentage score" in the brackets next to each score refers to the percentage of people who you score higher than on this factor.
- **To the extent you have strong behavioral factors over 60 and under 40, there is a higher chance the behavioral insights in this report will be more intensively displayed when you are making life and business decisions over a period of time. Scores closer to 50 indicate a more moderate style that is typically more flexible in that behavioral factor.**

Helen, based on your factor scores, your two strongest behavioral factors are:

- * **Outgoing** - Enjoys new ideas, expresses view, uses a networking approach
- * **Creative** - Explores possibilities, innovative, driven by ideas

Chris, based on your factor scores, your two strongest behavioral factors are:

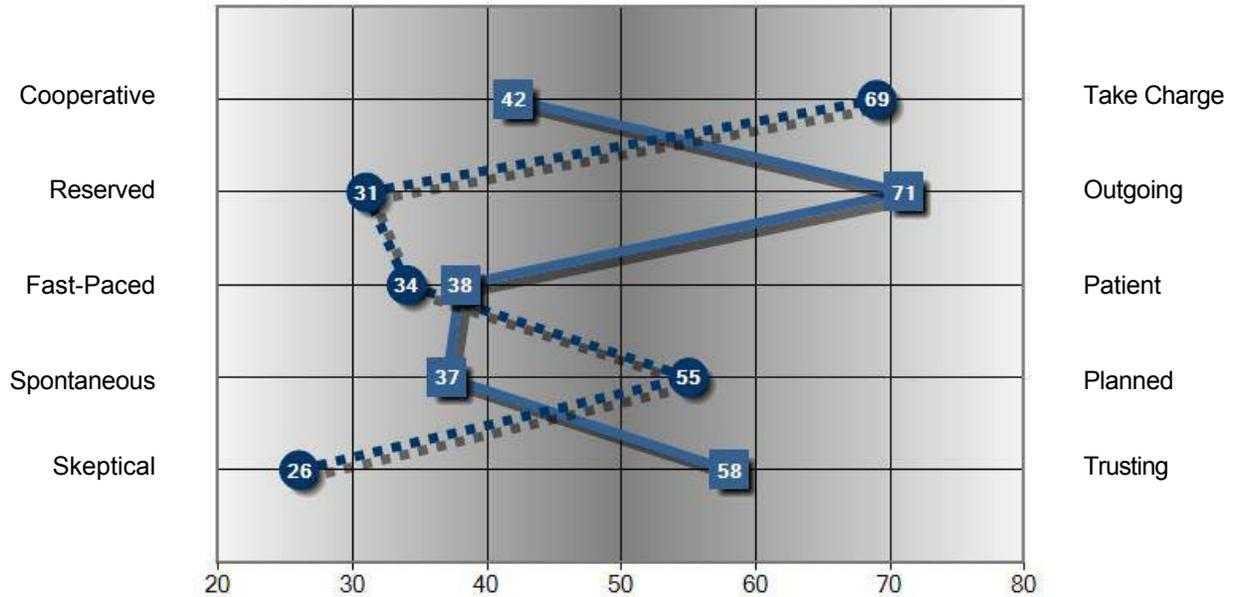
- * **Pioneer** - Sets direction, ambitious, committed to goals
- * **Skeptical** - Questioning, guarded, wary

Financial DNA Natural Behavior Discovery Snapshot

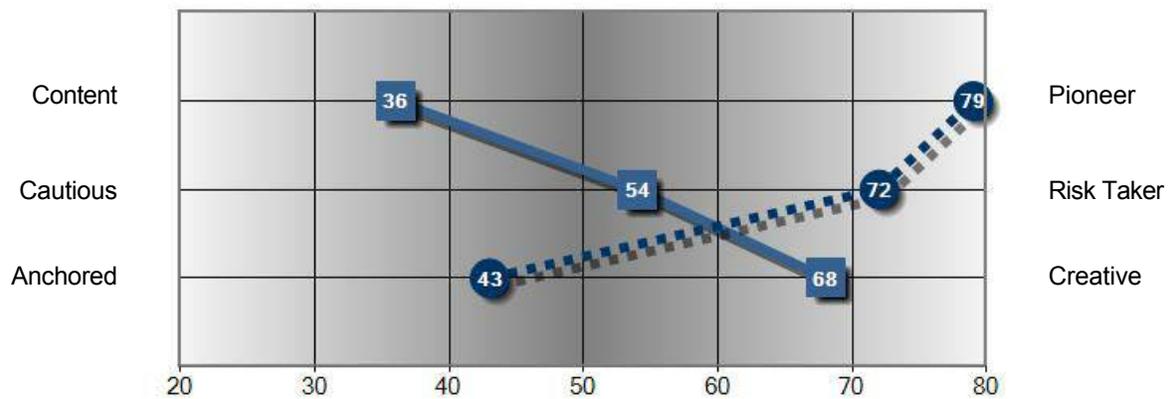
Helen

Chris

Core Financial Life Drivers



Financial Life Planning Drivers



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 profile graphs on page 3 of this report, your primary Quality Life Behavioral Attitudes are summarized in the table below.

Helen Jones	Quality Life Attitude 1 Outgoing Factor	Quality Life Attitude 2 Creative Factor
Quality Life Outlook:	Fun loving	Being Innovative
Wealth Creation Philosophy:	Building lifestyle	Find best solution
Financial Attitude:	Generous	Invest in new ideas
Financial Goal Setting Approach:	People first	The best way
Activity Passion:	Communication	Exploring possibilities
Values:	Enjoyment	Continuous improvement
Planned Giving Motivation:	Making connections	New initiatives
Strength:	Openness	Thinks outside the box
Blind-spot:	Over spends	Easily bored
Communication:	Verbalize	Brainstorm

Chris Coddington	Quality Life Attitude 1 Pioneer Factor	Quality Life Attitude 2 Skeptical Factor
Quality Life Outlook:	Being progressive	Protective of information
Wealth Creation Philosophy:	Goal driven	Watchful
Financial Attitude:	Achievement driven	Guarded
Financial Goal Setting Approach:	Ambitious	Asks difficult questions
Activity Passion:	Accepting challenges	Critical thinking
Values:	Taking action	Discovering the truth
Planned Giving Motivation:	Having high impact	Provide accountability
Strength:	Takes initiative	Watchful
Blind-spot:	Too focused	Fearful
Communication:	Provide big picture	Be logical

Financial Planning Insights

Based on combinations of the behavioral factors in your profile graph shown on page 3 of this report, your natural approach to financial planning is set out in the table below.

Helen Jones	L/M/H	Population% (0-100%)
Sets the Agenda for the Planning Process:	LOW	8%
Patiently Builds long-term Relationships:	HIGH	79%
Focus on Bottom Line Results:	MEDIUM	31%
Risk Propensity for Taking Chances:	MEDIUM	34%
Risk Tolerance for Living With Losses:	HIGH	88%
Sets Goals for Ambitious Plans:	LOW	10%
Pursues Goals to Stay Focused on the Plan:	LOW	2%
Comfort to Deal With Change and Make Decisions:	HIGH	79%
New Idea Driven for Investing in Solutions and Products:	HIGH	90%
Financially Organized and Follows Budgets:	LOW	10%
Need for Information, Research and Analysis:	LOW	16%
Spending Desire on Lifestyle Items:	HIGH	98%
Need for Control Over Financial Planning Decisions:	MEDIUM	38%

Chris Coddington	L/M/H	Population% (0-100%)
Sets the Agenda for the Planning Process:	HIGH	96%
Patiently Builds long-term Relationships:	LOW	1%
Focus on Bottom Line Results:	HIGH	98%
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	90%
New Idea Driven for Investing in Solutions and Products:	HIGH	82%
Financially Organized and Follows Budgets:	MEDIUM	69%
Need for Information, Research and Analysis:	HIGH	95%
Spending Desire on Lifestyle Items:	LOW	8%
Need for Control Over Financial Planning Decisions:	HIGH	93%

Your Compatibility for Interacting Together

In this report, we have provided you each with insights for how to modify your behavior and communication with each other. These insights are based on the similarities and/or differences in your behavioral factor scores. Also, we have provided what the other person's unique strengths and struggles are so that you are more aware of them and how they are similar or different to you.

Use the summary below as a guide to how you can each modify your natural style when working together.

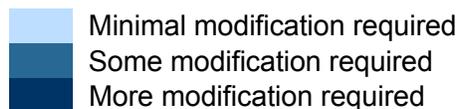
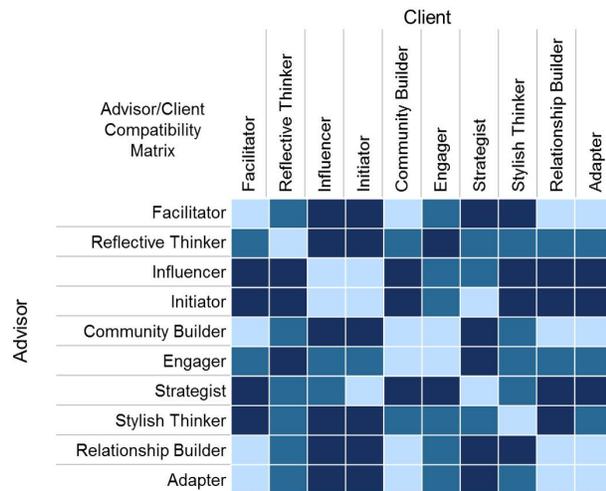
- Need to ensure that a relaxed environment is created so that both can safely contribute their ideas
- Adapt to work at a similar pace and create a shared commitment for the same vision and goals
- Need to remember that while one of you may interact a lot the other will need reflection time
- Need to recognize that one of you will connect with people easily and the other will stand-off and make observations
- Reinforce each others tendency to be combative and trigger conflict
- Have a straightforward relationship and operate at a fast pace
- Need to provide a set of rules for you both to operate with but allow some flexibility for changes in plans
- Benefit from one's high level on the spot approach and the follow through of the other to check out the details before moving forward
- Need to balance out the need to check situations out versus allowing situations to flow
- Benefit from one's desire to investigate and the other's ability to remain approachable and create a safe environment
- Need to balance out the drive to achieve versus having balance
- Benefit from one's goal drive but do not allow that competitiveness to de-stabilize steady progress
- Both are willing to take chances so may not readily see potential dangers
- At times both need to slow down the impulses to take bold action and evaluate the situation
- Need to recognize the innovative ideas that are worth adopting and work together to make them tangible
- Benefit from one's ability to conceive new possibilities and the other's ability to make them realistic and practical

Your Compatibility for Interacting Together

A strong long-term relationship with others can be built with commitment and mutual understanding. Successful relationships can be developed from any combination of behavioral style.

The graph below shows those persons whom you will most easily work with in a team because you are generally closer in relationship style, and hence minimal behavioral modification required. Also, it shows those DNA Natural Behavior styles with whom you will have to more closely review how you each adapt because there are greater differences, and hence more behavioral modification required.

Adapting your behavior to relate to another person requires concentrating more on your level of self-awareness when you are with that person. However, when a person is different from you there are also many benefits because of their different perspectives. While recognizing that natural behavior is important, also sharing common values, beliefs and attitudes is important for building a successful relationship.



Helen - Engager

Typically Works Easily With:

Community Builder, Engager

Review How You Adapt:

Reflective Thinker, Strategist

Chris - Strategist

Typically Works Easily With:

Initiator, Strategist

Review How You Adapt:

Facilitator, Community Builder, Engager, Relationship Builder, Adapter

Helen's DNA Ultimate Performance Guide

The DNA Ultimate Performance Guide in the table below has been prepared based on your scores highlighted on page 3 of this report. This information is very powerful for identifying the environment you wish to make decisions in, and for self coaching. Also, by sharing this information with others you will learn how to honor them by more effectively adapting to their needs.

The Performance Strengths are your primary talents which if used appropriately will help you in performing to your greatest potential, with the least stress. The Performance Struggles are behavioral traits which can arise from over using your Performance Strengths. We encourage you to use your strengths and manage your struggles such that they do not become weaknesses and get in the way of your maximum performance. Further, your coach, mentor, advisor, spouse, partner, family and others in your life should be aware of these Performance Strengths and Performance Struggles when relating to you.

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"> ● Good at meeting people ● Likes to make a good impression on others ● Able to promote ● Open to unusual ideas ● Imagines new possibilities 	<p><i>Knowing your struggles, you can reduce your performance impediments.</i></p> <ul style="list-style-type: none"> ● Strong need for approval from others ● May be too transparent, too uninhibited ● Difficulty with following set procedures

Your Performance Environment Keys

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

- Remember my need for fun and/or excitement
 - Invest time in building our relationship
 - Tell me who is involved
- Expect/encourage my out-of-the-box thinking
 - Encourage me to brainstorm

The Performance Environment Keys indicate how you wish to be related to by others. If others relate to you on these terms then an enhanced relationship can be developed and maintained with you. You also need to be prepared to honor how others wish to be related to understanding their performance environment.

Chris's DNA Ultimate Performance Guide

The DNA Ultimate Performance Guide in the table below has been prepared based on your scores highlighted on page 3 of this report. This information is very powerful for identifying the environment you wish to make decisions in, and for self coaching. Also, by sharing this information with others you will learn how to honor them by more effectively adapting to their needs.

The Performance Strengths are your primary talents which if used appropriately will help you in performing to your greatest potential, with the least stress. The Performance Struggles are behavioral traits which can arise from over using your Performance Strengths. We encourage you to use your strengths and manage your struggles such that they do not become weaknesses and get in the way of your maximum performance. Further, your coach, mentor, advisor, spouse, partner, family and others in your life should be aware of these Performance Strengths and Performance Struggles when relating to you.

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">• Takes initiative• Goal driven• Accepts challenges• Thinks matters through• Able to ask difficult questions	<p><i>Knowing your struggles, you can reduce your performance impediments.</i></p> <ul style="list-style-type: none">• May sacrifice a balanced life• Can be overly vigorous• May have difficulty letting matters go

Your Performance Environment Keys

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

- Provide me with the big picture
- Present me with action plans
- Keep me informed of progress
- Expect me to ask for the logic and key points
- Remember my need to do analysis

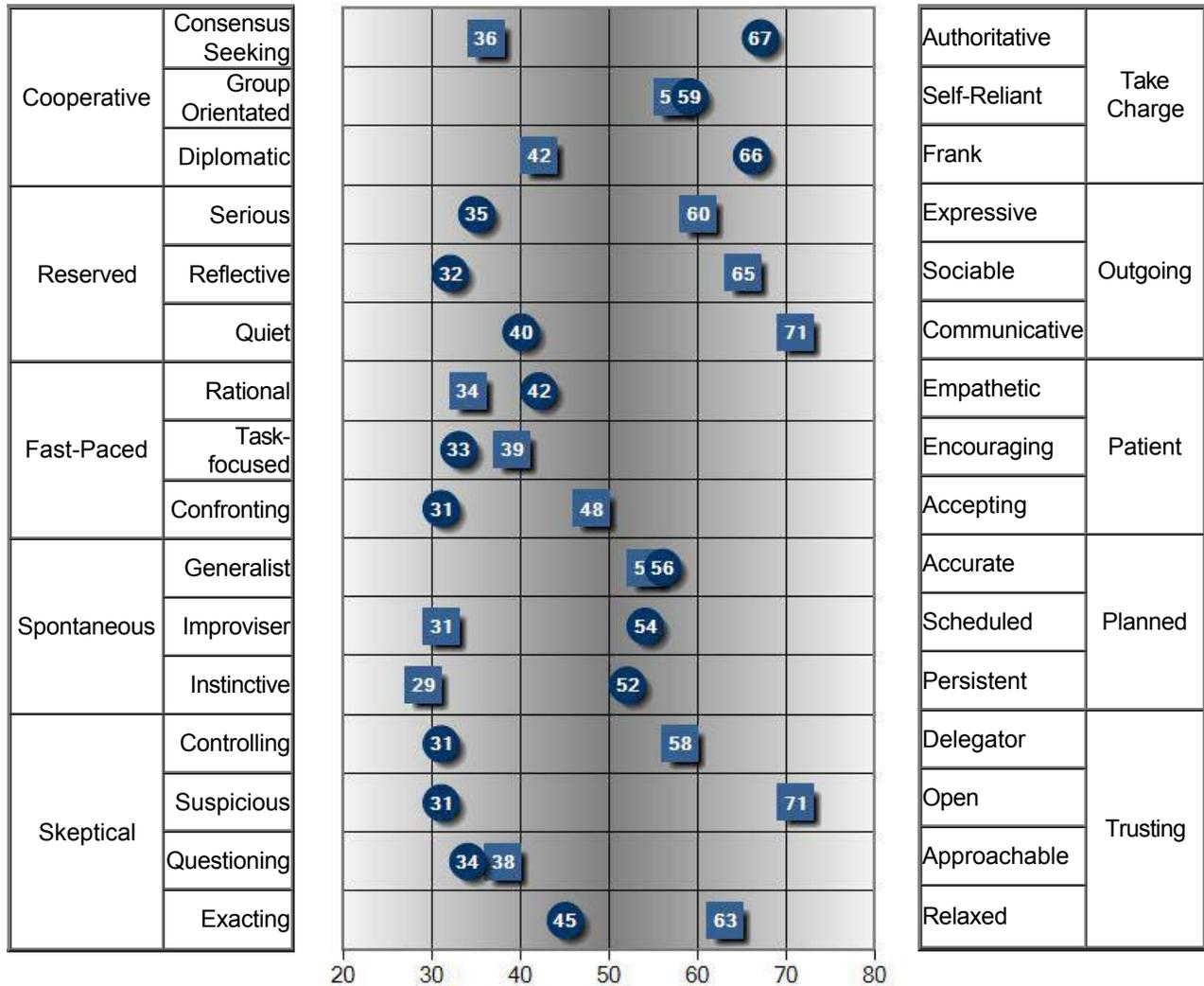
The Performance Environment Keys indicate how you wish to be related to by others. If others relate to you on these terms then an enhanced relationship can be developed and maintained with you. You also need to be prepared to honor how others wish to be related to understanding their performance environment.

Breakdown of 24 Sub-Factors of DNA Behavior

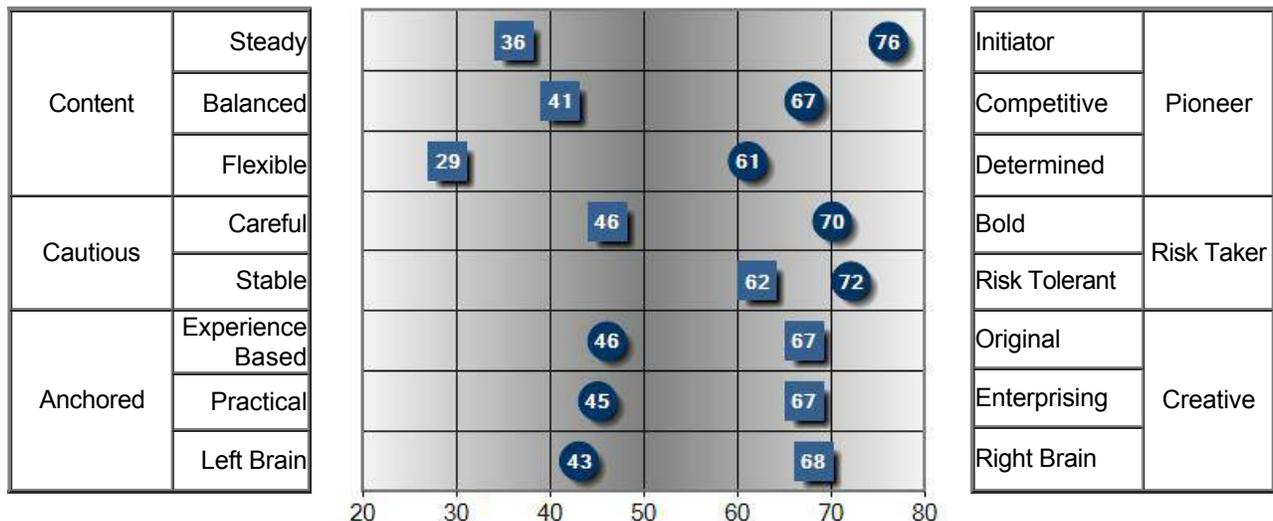
Helen

Chris

Core Work Life Drivers



Core Financial Life Drivers



Disclaimer

The purpose of this instrument is educational. It is designed to help people identify their natural behavioral strengths and struggles for making life, financial and investment decisions. This Financial DNA Natural Behavior Report should not be used to identify, diagnose, or treat psychological, mental health, and/or medical problems. Additionally, if this report is used to evaluate personnel, the user should seek adequate legal counsel to ensure compliance with applicable local, state and federal employment laws. The user assumes sole responsibility for any actions or decisions that are made as a result of using this aid to self discovery. By using the Financial DNA Natural Behavior Report, you expressly waive and relinquish any and all claims of any nature against DNA Behavior International, any affiliated companies, and/or their employees arising out of or in connection with the use of this survey. DNA Behavior does not purport to provide you with any securities or investment recommendations or advice. Before making any life, financial or investment decision, we recommend that you seek the wise counsel of a wealth mentor or advisor. In addition, the use of this report is subject to the Terms and Conditions at www.financialdna.com.

Additional Reports

- If you would like to learn more about your life and financial decision making behavior and to get further guidance, please review your Wealth Mentoring Report.
- Your Wealth Mentoring Report will provide in-depth behavioral information to guide you in building your relationship with money and enhancing your quality life.
- For more information, please email us at inquiries@dnabehavior.com .

Next Steps

1. Financial DNA Quality Life Discovery

This discovery process measures your current Quality Life Performance and uncovers a number of your quality life drivers which in addition to your financial behaviors are foundational to your life purpose and setting your goals. The key areas uncovered are life purpose, career, relationships, health, recreation, community and finances. In this next step you will build a Quality Life Performance Plan with your financial advisor based on your talents, passions, unique gift, vision, values and life purpose.

2. Financial DNA Financial Personality Discovery

This discovery process uncovers your learned financial behavior and decision-making preferences, based on your upbringing, education and environment. A key outcome of this stage of the process is the DNA Financial Performance Report, which compares your natural behavior (i.e. from the Financial DNA Natural Behavior Discovery Process) with your learned financial behavior, and this provides a more robust platform to establish your financial plan. In this next step a "Behavioral Investment Policy Statement" can be prepared by your financial advisor.

3. Further Education

We have a number of education programs available to enhance understanding of what the reports mean and how to use them on a daily basis. Please contact us at inquiries@dnabehavior.com for more information and access to these programs.

- Quality Life Performance
- Couple Decision-Making Performance
- Entrepreneurship Performance
- Youth Performance
- Family Performance
- Executive Quality Life Performance
- Planned Giving Performance
- Financial Literacy Performance