



Overview

ALL ORGANIZATIONS HAVE THE FOLLOWING GOALS IN COMMON –

- To successfully fulfill their mission and vision
- To attract and retain high-quality, competent people
- To manage all resources well
- To establish and maintain a brand reputation for excellence

The key to achieving all of these goals is having competent leaders and staff. People are your most valuable asset, and knowing each team member's natural strengths and struggles is an invaluable component of developing people and improving organizational effectiveness.

World class organizations create a culture for great leaders, and we provide the best leadership training and tools in the industry to help you.

WHAT OTHERS ARE SAYING

"We have used the Leadership Behavior DNA assessment for over 5 years now and find the reports very insightful. We screen all potential employees and use the results to determine if the candidate would fit the job role. In addition to the hiring process, we use the tool to help our team understand how they can communicate with other associates more effectively."

- Shaun Callahan,
President, Georgia Fluid Technologies

Some of our clients include

- D. Shine and Associates
- Celtic Testing Experts
- The Carter Center
- Home Medical Professionals
- Northeast Georgia Health System
- Northeast Georgia Physicians Group
- Athens Regional Medical System
- Georgia Fluid Systems (Swagelok)
- The Wellspring Group
- Transform-Coach
- SolutionWorx

History



A LEGACY OF ASSESSING LEADERSHIP BEHAVIORS

Based on more than 30 years of research and experience in developing leaders, *Leadership Behavior DNA*[™], led by leadership consultant, coach, and trainer Lee Ellis, focuses on some of the key behavioral issues of leadership, helping managers understand their unique strengths and struggles. With this awareness, they can adapt their leadership style to help each person reach their full potential.

This scientifically validated service evaluates natural behavior and operating styles using 8 primary factors and 24 sub-factors to clarify an individual's leadership DNA talents. Simply put, we know how to help you and your team discover their personal leadership style.

FACTORS

- 1 COMMAND
- 2 PEOPLE
- 3 PATIENCE
- 4 STRUCTURE
- 5 TRUST
- 6 PIONEER
- 7 RISK
- 8 CREATIVE



A SATISFYING SCIENTIFIC EXPERIENCE

The initial assessment takes approximately 20 minutes to complete, and our analysis instantly provides custom results in colorful, concise reports to help your unique DNA behavior. See the next page for a brief overview of available service and training options.

Services

Our Report Services include several options depending on the needs of your team or organization –

The Leadership Behavior DNA Report

This 19-page report is the foundation for all assessment options. It provides accurate, personalized results on –

- Insights on Leadership DNA Traits (based on the eight factors of behavior)
- Natural Leadership Strengths and Struggles
- Natural Communication Style
- Results vs. Relationships Balance
- Includes a personal development plan in the report for applying the results



The DNA Behavior Hiring Report

This report gives specific insights for the following areas by –

- Successfully helping leaders, recruiters, and HR professionals evaluate a candidate's behavioral insights into a person's best fit for tasks, team roles, work environment, and rewards.
- Providing suggested interview questions based on their scores, and they relate to both strengths and struggles.

The DNA Performance 360 Process

This insightful process is designed for leadership development in a coaching setting or leadership development class.

- Seventy-five questions help to provide feedback on real world leadership effectiveness through evaluations by four rater groups – Direct reports, Manager(s), Peers, and Others (such as customers, board members etc.)
- These questions cover seven categories of leadership with average scores by question and by rater group in the following areas – Leadership Proficiency, Results Drive, Effective Communication, Relationship Building, Leader EQ, Trust, and Business Values.

The DNA Behavior Coaching Report

This 24-page report reveals more in-depth results from the industry-leading 24 sub-factors to maximize potential in the workplace by assessing ideal environmental needs, settings, and challenges for optimum performance.

The DNA Behavior Team Report

This in-depth custom report delivers an integrated look at team member results on the unique behavioral styles of each team member, how they interrelate, and analysis that will help the leader mitigate gaps in team dynamics.

The DNA Behavior Comparison Report

This report reveals similarities and differences by graphically comparing the scores of two people and offering communication and relationship keys for each person.

Training

Leadership Behavior DNA™ is one of the premier assessment services to grow competent leaders in your organization. Many of our clients take the next step and use one or both of the training options below to enhance their objectives –

Leadership Freedom LLC® Facilitated Training Events

We offer half or whole day training events for your team or staff led by a certified Leadership Freedom LLC trainer.

Leadership Behavior DNA Client Certification

If you're a Human Resources or Training professional, independent consultant, or career coach, you may want the accessibility and ease of having a Leadership Behavior DNA Certified Trainer inside your organization. Training is available so you can administer your own assessment products.

Contact Us to Request a Free
Sample Report and Learn More

LeadershipBehaviorDNA.com
Support@LeadershipBehaviorDNA.com
678-654-5416