



## DNA Customized Experience Report™ for: Chris Coddington

Primary Communication DNA Style: **Information**  
Secondary Communication DNA Style: **Goal-Setting**

### Customizing the Experience for Chris Coddington:

Overall Life Need	<ul style="list-style-type: none"> <li>• Desire for order and focus</li> <li>• Desire to influence people and situations</li> </ul>
Overall Financial Approach	<ul style="list-style-type: none"> <li>• Follows budgets</li> <li>• Goal driven</li> </ul>
Risk Management Approach	<ul style="list-style-type: none"> <li>• Show how risks are minimized</li> <li>• Present risk / reward</li> </ul>
Meeting Conduct	<ul style="list-style-type: none"> <li>• Make it structured</li> <li>• Make it formal</li> </ul>
Office set up	<ul style="list-style-type: none"> <li>• Tidy, functional and practical</li> <li>• Boardroom</li> </ul>
Information Requirement	<ul style="list-style-type: none"> <li>• Provide research</li> <li>• Present big picture</li> </ul>
Demonstrate Appreciation	<ul style="list-style-type: none"> <li>• Send books</li> <li>• Provide opportunities</li> </ul>
Presenting New Ideas	<ul style="list-style-type: none"> <li>• Make tangible</li> <li>• Give overview. Get to the bottom line quickly.</li> </ul>
New Financial or Investment Products	<ul style="list-style-type: none"> <li>• Preference to minimize risk</li> <li>• Show how will meet their goals and returns</li> </ul>
Normal Business Entertainment	<ul style="list-style-type: none"> <li>• Does not seek it out. May attend irregularly</li> <li>• Prefers formal events and to mix with influential people</li> </ul>
Family Being Entertained	<ul style="list-style-type: none"> <li>• Will not influence decisions</li> <li>• Not needed</li> </ul>
Absorbing Technical Concepts	<ul style="list-style-type: none"> <li>• Need to see it in writing</li> <li>• Allow them to discuss</li> </ul>
Desire to Attend Technical Seminars	<ul style="list-style-type: none"> <li>• High where new product introduced</li> <li>• Prefer to discuss the issues in a meeting or by phone</li> </ul>
Recognizing Alternative Views	<ul style="list-style-type: none"> <li>• Accepted if recommended and backed up</li> <li>• They will like to know what influential people are doing</li> </ul>
Likelihood to Hold Grudges	<ul style="list-style-type: none"> <li>• Will be accepting if all the information was provided</li> <li>• They tend to have long memories and may retaliate</li> </ul>
Ability to Trust	<ul style="list-style-type: none"> <li>• Likely to need more information and on consistent basis before giving commitment.</li> <li>• Trust needs to be maintained and must not be compromised</li> </ul>
Pragmatism in Doing Business	<ul style="list-style-type: none"> <li>• Will be fixed on making the best choice</li> <li>• Like to be provided options and they will decide</li> </ul>
Likelihood of Changing Mind	<ul style="list-style-type: none"> <li>• Honor agreements unless new information emerges</li> <li>• Will if the solution offered does not meet their goals</li> </ul>
Engaging Topics of Conversation	<ul style="list-style-type: none"> <li>• Their reading and research</li> <li>• Their successes and world events</li> </ul>