

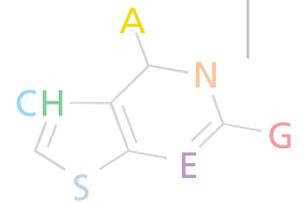
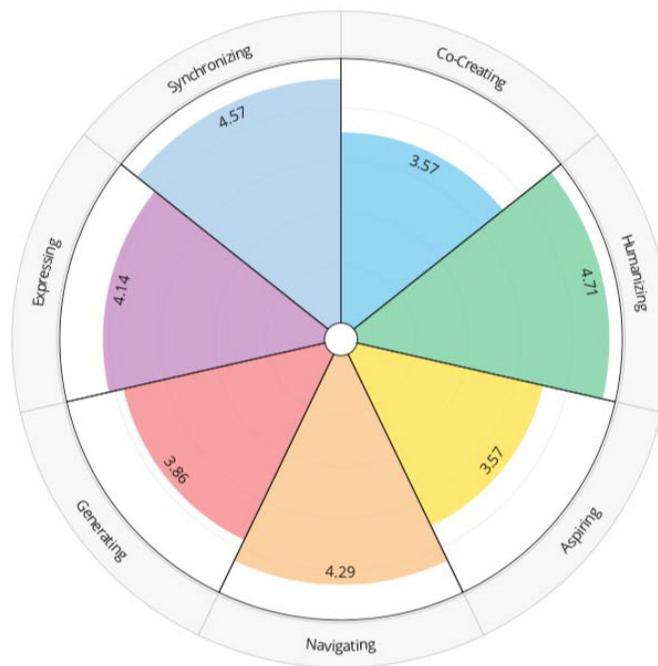
Are You Prepared For C.H.A.N.G.E.S. In Your Workplace?

DNA CATALYST TOOL® is one of a family of powerful tools that measures an organization's Conversational Intelligence® and readiness for change through the lenses of culture, relationships and conversations. There are seven dimensions, which are described through the acronym CHANGES, overviewed below. The CreatingWE® Index highlights the conversational competencies that are needed to cultivate a nourishing, thriving WE-centric conversational environment during change — a vital step on your journey toward greatness!

For Example: This graph provides you with an Overview of your current culture's Conversational Intelligence® for a Creating WE® Index. This overview chart displays aggregate scores for all 7 Conversational Dimensions. The scores below are your current aggregate scores. The black line represents your aspirational or desired scores.

◆ **Organization** – Your aspirational or desired scores

- C** Co-creating Culture – The Context WE Set
- H** Humanizing Culture – The Relationships WE Build
- A** Aspiring Culture – The Dreams WE Hold
- N** Navigating Culture – The Actions WE Take
- G** Generating Culture – The Ideas WE Evolve
- E** Expressing Culture – The Words WE Choose
- S** Synchronizing Culture – The Purpose and Passion WE Live



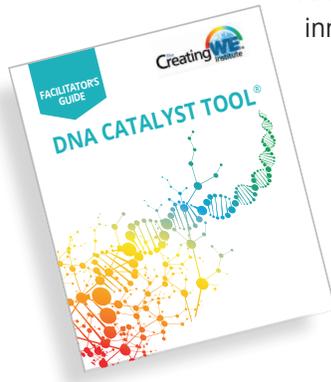
The DNA Catalyst Tool® takes 10-15 minutes to complete, and gives you a profile of your engagement patterns with others. You can take the DNA Catalyst Tool® relative to many different people you communicate with, to determine steps to create a WE-centric relationship.

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Thriving cultures are environments that enable us to grow, and become greater than we might have ever imagined.

What do we learn from the DNA Catalyst Tool[®]?

The **DNA Catalyst Tool[®]** is a way of illuminating new insights about your organizations strengths, developmental needs, patterns, and themes across the CHANGES framework. These insights will activate growth and co-creation, and will enable people to work together with higher levels of success. You will be able to break down silos, to elevate engagement, and activate higher levels of innovation that will become the growth engine for transformation and change.



Support Materials

The **DNA Catalyst Tool[®]** comes with a comprehensive **Facilitator's Guide**. The purpose of this guide is to provide you with the information and materials needed for Creating a WE-centric Culture.

There are three dimensions to the Tool:

SELF



Each person can use this tool as a confidential appraisal instrument that identifies Conversational Intelligence[®] strengths and areas for development across the CHANGES model.

360[°]



An individual can use the DNA Catalyst Tool[®] as a 360. This would mean selecting people such as a boss, peers, direct reports, clients and others to measure their impact on them across the seven vital dimensions of CHANGES and compare that against how an individual perceives themselves. This will provide a clearer picture of how the individual impacts others at work.

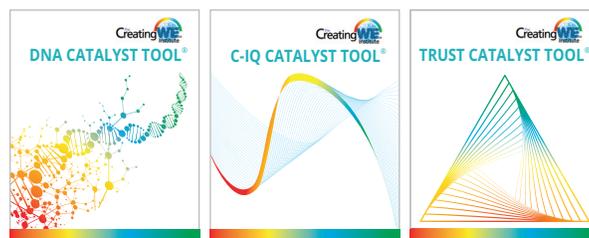
TEAM



Teams and groups may use a DNA Catalyst Tool[®] group report, as an identification tool for a work group to target development needs and to shape environments that support individual and group development.

The Catalyst Family of Tools:

DNA CATALYST[®] / C-IQ CATALYST[®] / TRUST CATALYST[®]



The implementation of the DNA Catalyst Tool[®] involves straightforward steps that take you from discovery, through the delivery of the final feedback reports, to the development planning guides, and ongoing coaching.