

INFORMATION

AS A PART OF OUR INVISIBLE MENTORS ACADEMY

WE ARE OFFERING INDIVIDUAL AND
GROUP PERSONALITY (DNA) TESTINGS

ABOUT YOUR COACH:

Ceitci Demirkova is certified with *PeopleBest, Inc.* out of in Orange County, CA as a Level 1 DNA Cultural Assessment Trainer. Since 2012 she has worked with individuals, church organizations, businesses and government groups by helping them create sustainable results in their personal and organizational life.

PERSONALITY DNA TESTING – OVERVIEW:

The web-based personality DNA testing created by *PeopleBest, Inc.*, is easy to use and customized to your needs. The test measures behaviors across a broad range of areas and competencies. Their system has improved capability beyond the most popular tests such as Myers-Briggs, DISC, 5 P's, Personal Profile System®, Hartman Value Profile TM, Big 5, etc.

The results of the individual test are comprised of a 30-page report and show each participant their behavioral traits and their competencies.

Our team testing for church/business/government cultures provides engagement reports, detailed analysis of the company and the employees. It helps executives measure and predict people's success by providing data, which enables them to specifically measure, analyze and predict the performance of their team in any area or initiative.

BEHAVIORAL ASSESSMENT

Behavior can vary with the situation. A unique characteristic of the *PeopleBest, Inc.*, Behavioral Assessment involves what we call "situational behavior." In these cases, the results will deliver two scores in a behavioral trait. This means there are two distinct behavioral tendencies within an individual behavioral trait - one of them the more "natural" trait or style and another, which is typically exhibited in response to a specific situation or stimulus. We encourage you to reflect carefully to determine what you believe could be the cause.

Situational behavior can be a healthy response to the demands of the workplace. It is not unusual for us to make an effort to behave differently to meet challenges of the day. For example, your basic personality could cause you to normally avoid details, instead preferring to think conceptually, "big picture" if you will. However, if you have a job or are involved with a project, which involves significant detail, you may alter your normal approach and pay much more attention to the details. This is entirely appropriate; just recognize that this may take great effort and diligence on your part. And situational behavior widely different from natural style could cause frustration and dissatisfaction over a long period of time.

Situational variance can also be a warning sign. If scores have a wide difference, we may be responding to a stressful situation by behaving in a way, which is counterproductive.

WHAT IS COMPETENCY?

A competency can be defined as "a set of underlying characteristics which, when applied in an engaged manner, results in effective and/or superior performance in a job". The behavioral trait scores presented earlier in this report have undergone another level of analysis to determine how supportive they are of each competency in the selected set.

DOES A HIGH OR LOW COMPETENCY SCORE MEAN I AM STRONG OR WEAK IN A CERTAIN AREA?

It is very important to note that these competency percentile scores do not reflect actual job performance. Rather, they simply represent the behavioral trait component of a competency. Actual competence and job performance in a given area may depend on behavioral traits PLUS technical skill, industry knowledge, cognitive ability, education, experience, motivation and attitude.

While the behavioral trait component of this mix can be reasonably predictive of job performance, it is possible to perform adequately or even strongly in a competency even if the behavioral traits are not clearly supportive. However, it takes greater energy, focused effort, self-awareness and perhaps some type of strategy to compensate for the lack of behavioral trait support. Conversely, supportive behavioral traits do not automatically result in competence, although they usually indicate that training and experience could quickly build competence.

ABOUT YOUR SCORES:

It is important to remember that there are no right or wrong answers or results contained herein. We all have a basic personality and we all, at times, behave in a way which is different or which requires either conscious or unconscious effort. This is all perfectly natural and is a tribute to the human spirit, which is quite adaptable.

The key to effective behavior is the understanding of our natural tendencies. In this way we can leverage areas where our behaviors meet the demands of our environment. And we can compensate in areas where our natural behavior is not as effective. Please accept our sincere encouragement as you embark on this important area of self-discovery. By properly interpreting this data - and acting on it - you can greatly increase both your effectiveness and satisfaction with your endeavors.