

Business Chemistry

Using Science to Improve the Art of Relationships



WHY

BUSINESS

CHEMISTRY?

What is Business Chemistry?

A new business-oriented personality system, co-developed with a team of scientists from the fields of neuroanthropology and genetics

Action, Not Introspection

Unlike other personality systems, Business Chemistry was explicitly designed to measure observable, business-relevant traits.

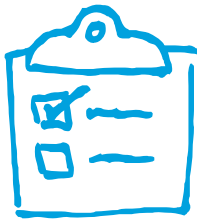
Better Approach, Better Insight

Business Chemistry is the first personality system to use novel, patent-pending computational techniques that allow a data-driven approach to understanding personality – both in terms of what people ARE as well as what they ARE NOT.

Sophisticated Simplicity

Although Business Chemistry draws on complex algorithms to assess personalities, the resulting system is simple and easy-to-learn, and can be used to create a hunch of even those individuals who may not have taken the test.

Our Focus



UNDERSTAND
YOURSELF



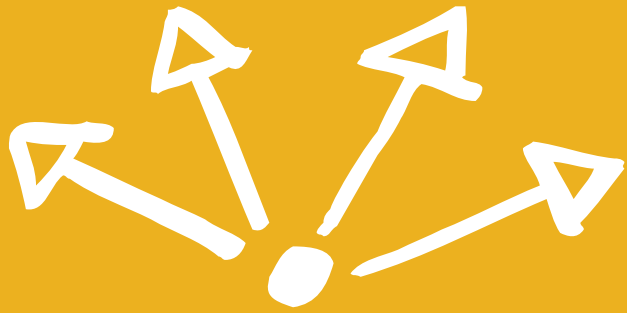
UNDERSTAND
OTHERS



ADAPT YOUR
STYLE



UNDERSTAND YOURSELF



Pioneer

Pioneers are...



...but they can also be





Guardian

Guardians are...



methodical

- linear thinkers
- structured

detail oriented

- meticulous
- thorough

planners

- deliberate
- logical

reserved

- calm
- less expressive

controlled

- disciplined
- slow speakers

respectful

- hierarchical
- loyal

realistic

- fact-oriented
- not brainstormers

risk averse

- frugal
- want tried and true

conventional

- less exploratory
- low novelty seeking



...but they can also be

methodical

- linear thinkers
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persnickety

respectful

- hierarchical
- loyal

realistic

- fact-oriented
- not brainstormers

stubborn

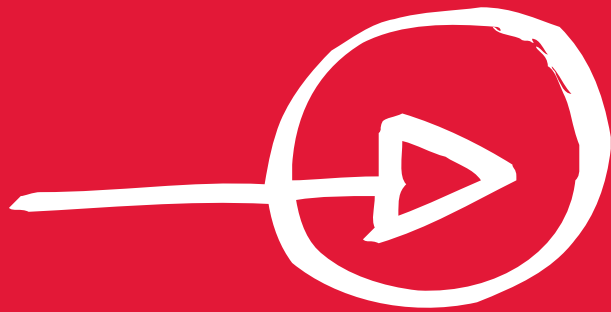
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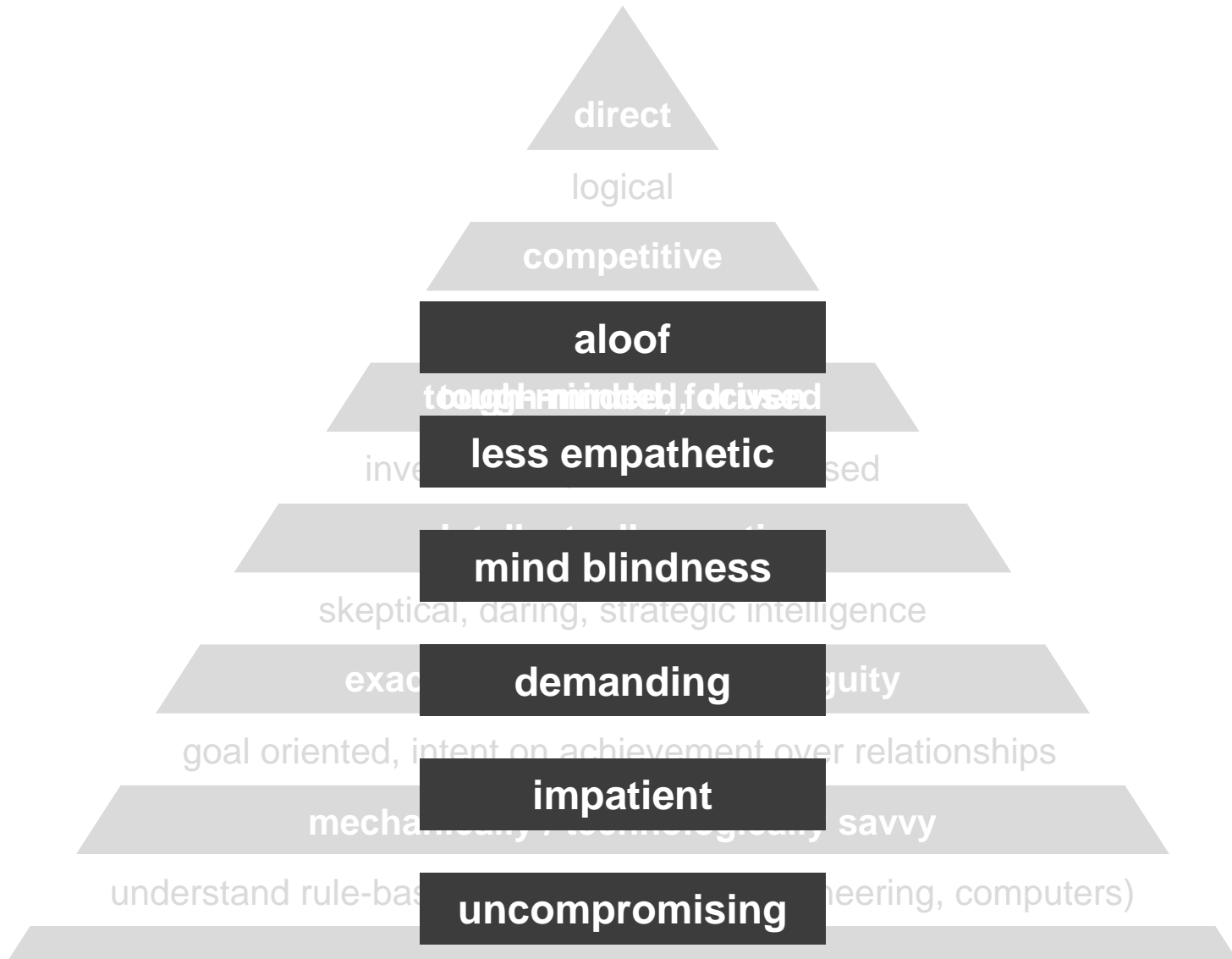


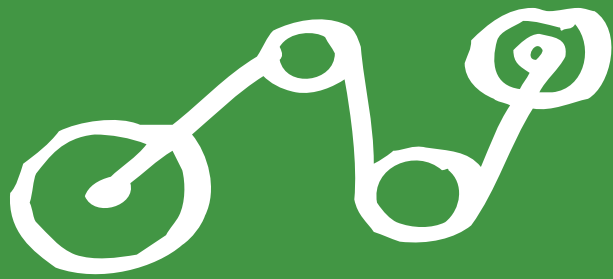
Driver

Drivers are...



...but they can also be





Integrator

Integrators are...



collaborative

diplomatic

consensus-oriented

introspective

patient

emotionally expressive

risk averse

empathic

non-competitive

trusting

verbal

optimistic

value relationships

creative

ambiguity-tolerant

helpful

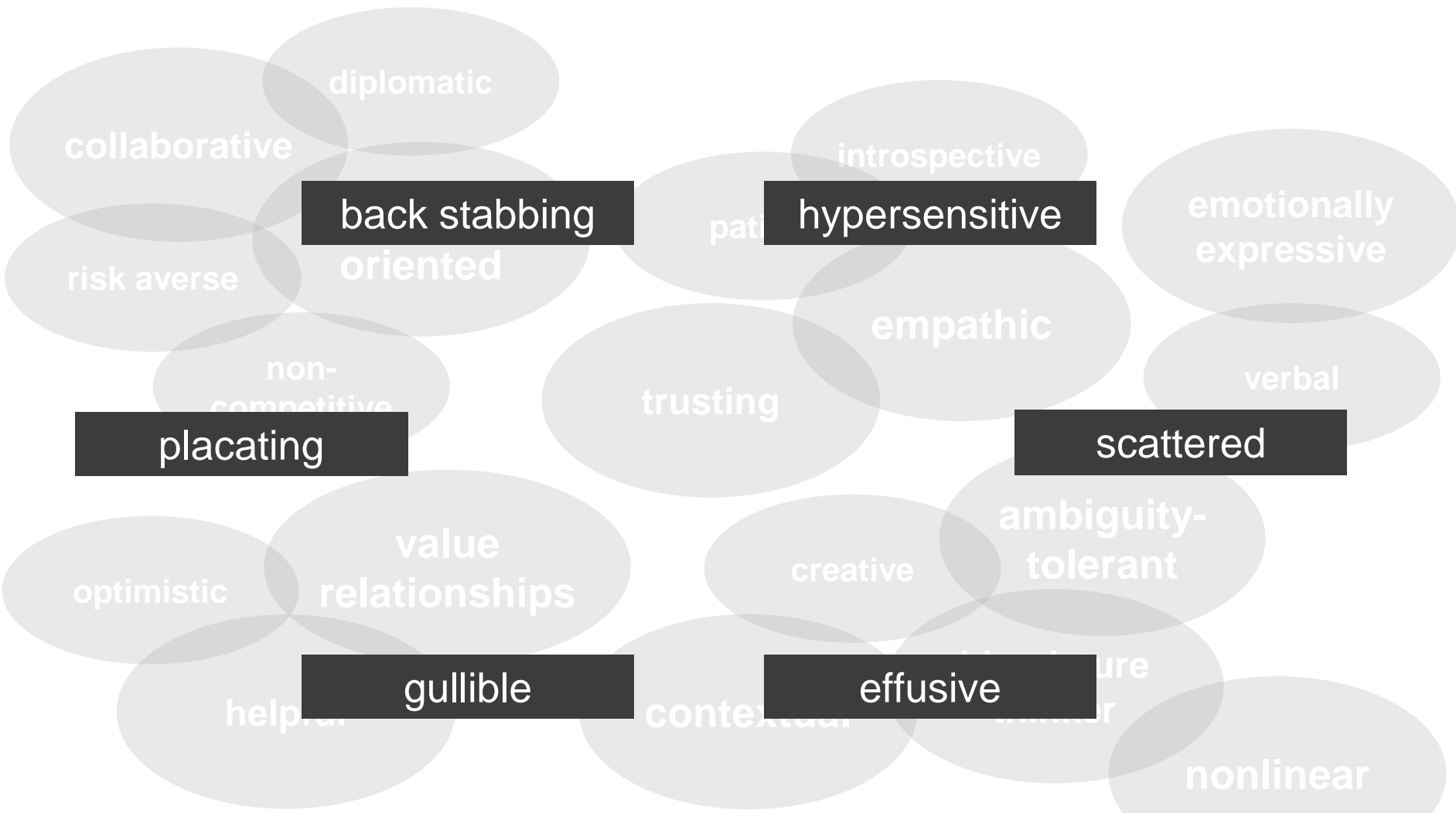
contextual

big picture thinker

nonlinear

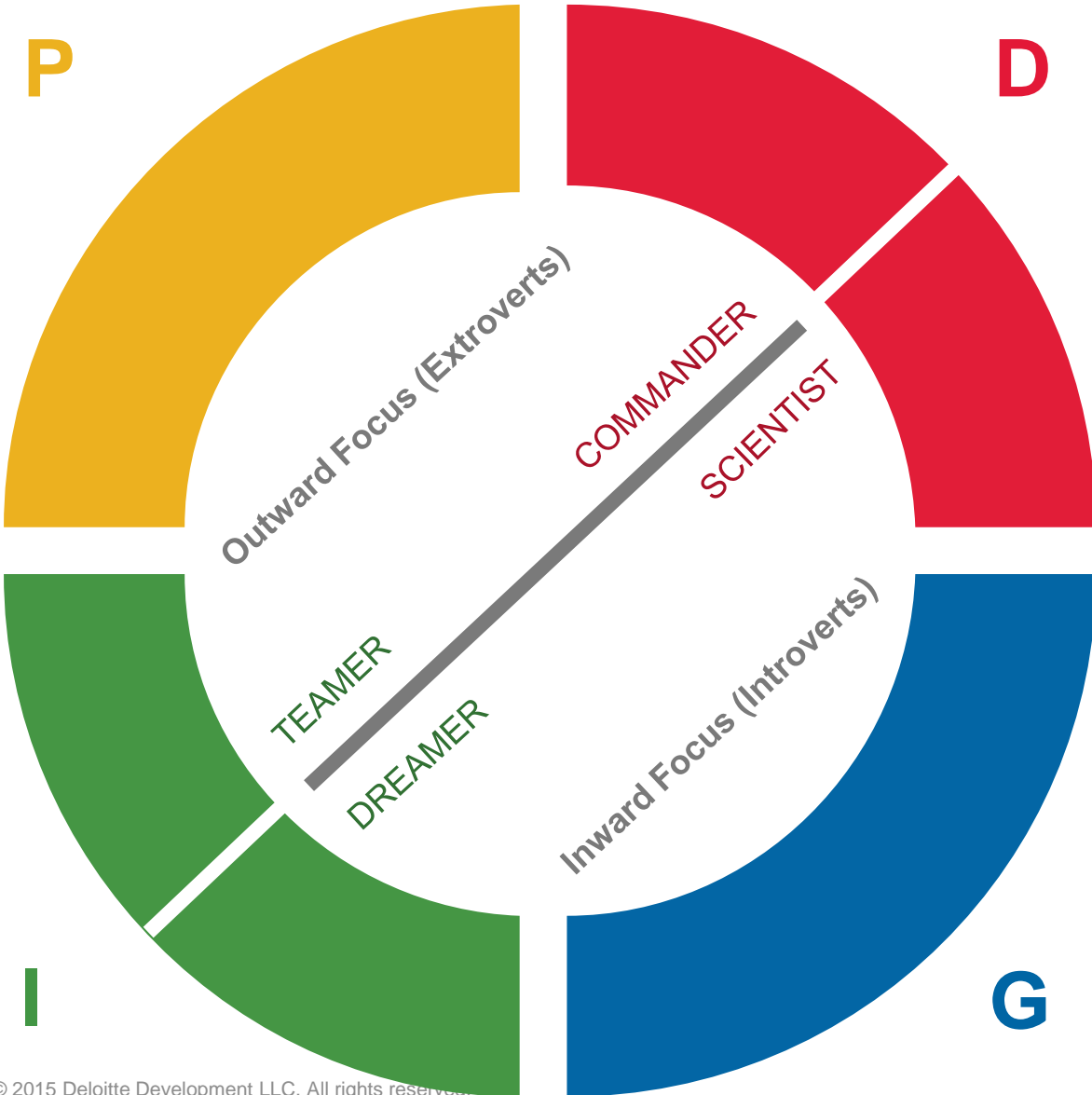
*Integrators self-report that they are not creative, although others say they are excellent at making connections and drawing non-obvious conclusions, which many think of as creativity

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Role of Introversion and Extroversion





UNDERSTAND OTHERS

Look for This

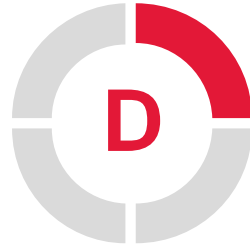
Below are traits that are shared by adjacent types; individuals usually have the least in common with the type opposite them

- Rapid Decisions
 - Risk Tolerant
 - Takes Charge
 - Tolerates Conflict
- 
- Optimistic
 - Spontaneous
 - Big Picture Thinkers
 - Emotionally Expressive
- Skeptical
 - A Planner
 - Concrete, Detailed
 - Emotionally Contained
- Deliberate Decisions
 - Risk Averse
 - Introspective
 - Avoids Conflict

Notice these Words



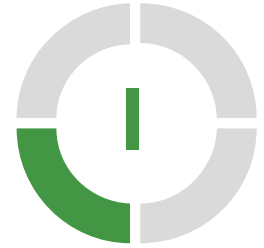
- Venture
- Adventure/exciting
- Create/innovate
- Energetic
- New
- Fun/free
- Passion
- Active
- Flexible/adaptable
- Variety



- Intelligent/intellectual
- Debate
- Ambition/ambitious
- Challenge/challenging
- Real
- Logical
- Analyze
- Vision



- Stability
- Honesty
- Moral/morals
- Respectable
- Ought/should
- Appropriate
- Loyal
- Trustworthy
- Values
- Organize
- Precise/orderly



- Authentic
- Alliance
- Kind/kindness
- Sensitive
- Read/reader
- Learning/learn
- Compassionate
- Intuition
- Interpret
- Cooperate
- Down the road

Create a Hunch



Use public information or information available through interactions with the individual to create a “hunch”



- We have learned that it is possible to develop an initial hypothesis – a hunch – about an individual by knowing just a few things about them.
- **REMEMBER:** A hunch is just that – a hunch. It’s a starting point that one can use, but one should always be observant and constantly refining their hunch.

Mark Zuckerberg

Co-Creator and CEO, Facebook



Is known to be a wary and private person. He doesn't like to speak to the press, and he does so rarely.

"Zuck expects debate...don't argue just to be heard, without sound logic, or without proposing solutions." – Andrew Bosworth, Facebook Engineering Director

Takes on a new "personal challenge" every year

He once had a business card that read, "I'm CEO, B***H"

Ellen DeGeneres

Stand-up Comedian, Television Host, Actress



“Follow your passion. Stay true to yourself. Never follow someone else's path unless you're in the woods and you're lost and you see a path. By all means, you should follow that.”

“I personally like being unique. I like being my own person with my own style and my own opinions and my own toothbrush.”

“I don't live in fear, I'm free, I have no secrets.”

Wayne Gretzky

National Hockey League Player and Coach



Dedicated to – and meticulous about – the study of hockey

“It’s all practice. I got it from my dad. Nine out of ten people think it’s instinct, and it isn’t”

Humble and self-deprecating

Deeply loyal to his fans; never denies an autograph

“Modest to a fault, Macintosh-Apple wholesome, dedicated, an inspirational model for young fans”

“And people who know me would tell you that away from hockey I’m really not that competitive. I’m probably completely different than what people really expect out of me when they first meet me.”

Oprah Winfrey

Talk Show Host, Businesswoman



“I am almost completely intuitive. The only time I’ve made a bad business decision is when I didn’t follow my instinct.”

Sees the big picture (‘web thinker’);
Verbal & people skills; Emotionally expressive

“Before you agree to do anything that might add stress to your life, ask yourself: What is my truest intention? Give yourself time to let a yes resound within you. When it’s right, I guarantee that your entire body will feel it.”

A Meeting of Minds...



In a meeting of individuals working together for the first time, who is most likely to...

1. Request a detailed agenda or meeting process
2. Suggest each person share their opinion
3. Take charge of the meeting
4. Propose scrapping the agenda and changing direction
5. Say the least
6. Nod encouragingly to the person speaking
7. Vigorously debate their point
8. Get out of their chair
9. Ask people about their journey into the meeting, their weekend plans, or their favorite flavor of ice cream
10. Suggest postponing a decision until more data can be gathered
11. Offer a technical explanation or solution
12. Suggest a brainstorming session

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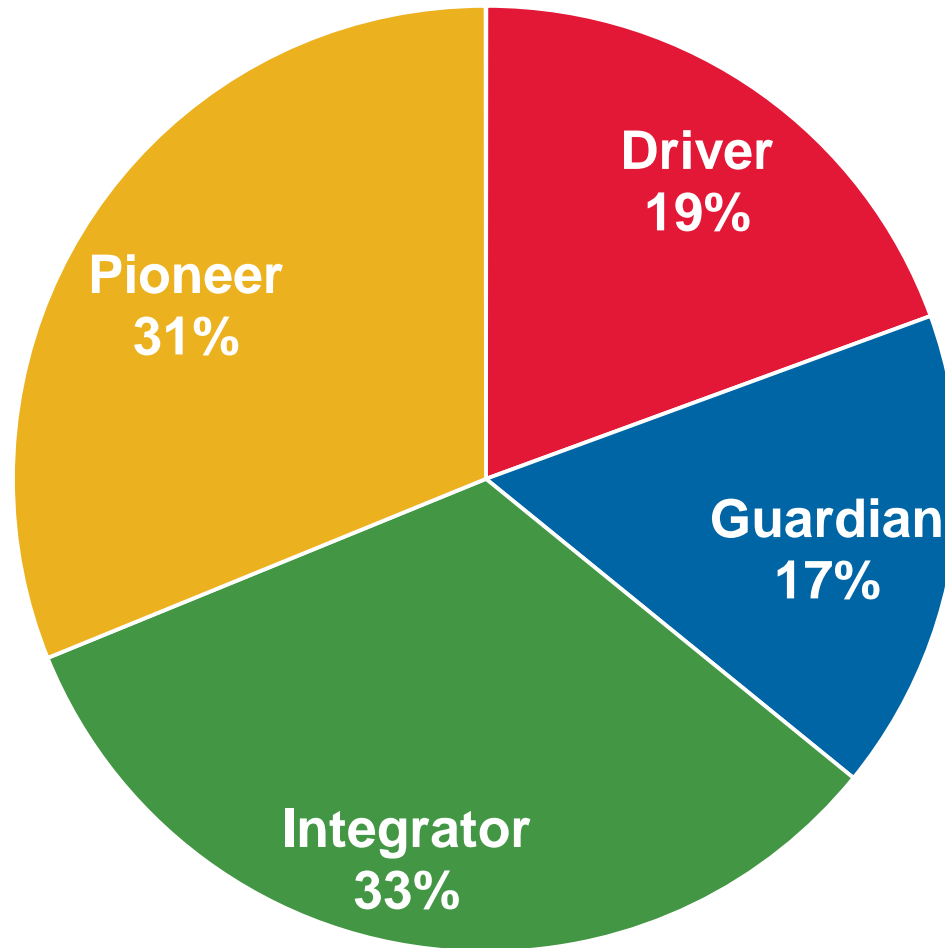
ADAPT YOUR STYLE

A blue speech bubble with a white border and a tail pointing downwards and to the right. Inside the bubble, the text "An ounce of action is worth a ton of theory." is written in white, bold, sans-serif font. Below the main text, the attribution "- Ralph Waldo Emerson" is written in a smaller white font.

An ounce of action is
worth a ton of theory.

- Ralph Waldo Emerson

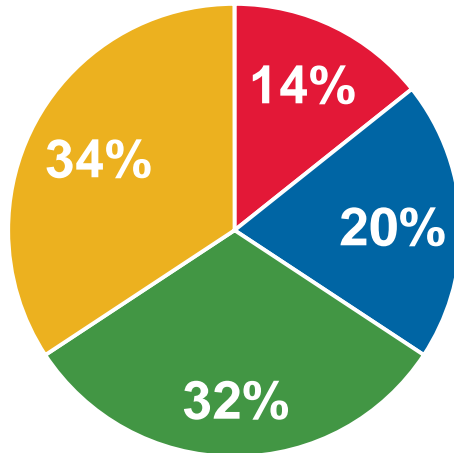
Business Chemistry Results of Leadership Meeting Attendees



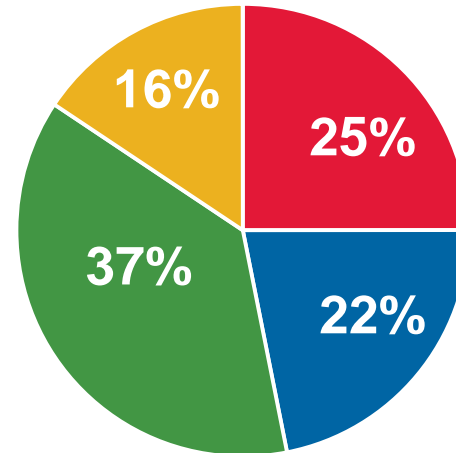
Business Chemistry Results by Programmatic Breakout



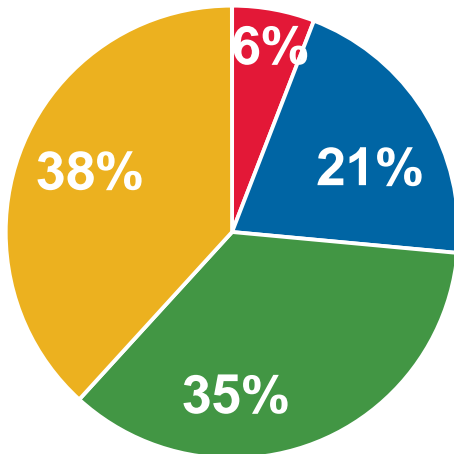
Admin



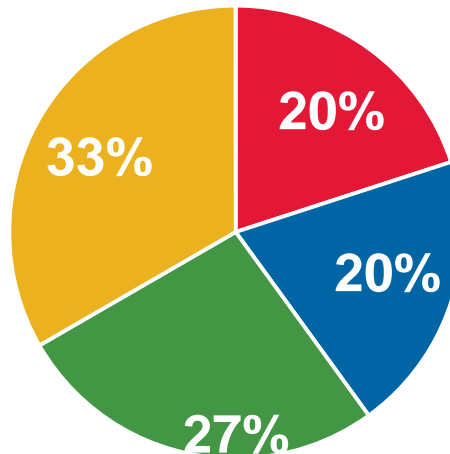
Facilities



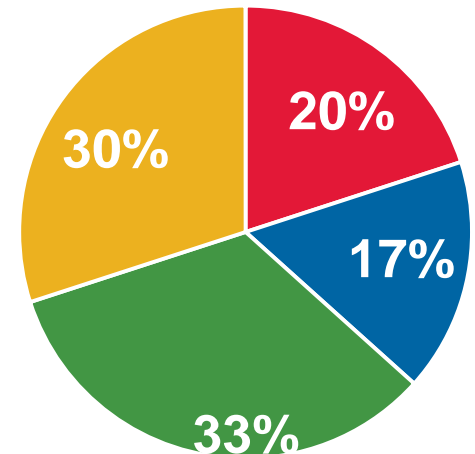
Interp & Ed



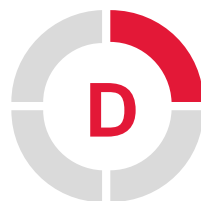
Natural & Cultural



Superintendents



Interacting with Others...



To connect with them you should:	Explore ideas; discuss what they do	Get to the point; discuss what they think	Emphasize the “right” thing; discuss what is tried and true	Think long term; discuss how they feel about..
Ideas presented should be:	Exciting Expansive Creative Fewer details	Logical Concise Low key Blunt	Rich in details Focus on the ‘best’ way to do things Concrete	Warm Humane Imaginative Contextual Long term
Special coaching considerations:	Not reflective Impulsive Quick to react	Competitive – like to be right Data and logic oriented Want ‘the truth’	Pensive and self-critical Practical Love data and details	Focus on the impact to others Some are easily hurt
You know you’re in trouble when they:	Tune out or attack your ideas	Display rank or become dictatorial	Become withdrawn	Become reluctant or placate

Strength in Diversity



Questions

If you have questions regarding the content in this presentation, please reach out to Julie Quinn from Deloitte Consulting LLP at juquinn@deloitte.com.