



# Cricket DNA<sup>®</sup>

*Inside Out Solutions for  
Transforming Your Cricket Performance*

*“Know Your Talents”*





## Cricket DNA<sup>®</sup> *Transform Your Cricket Performance*

**Cricket DNA** utilizes the DNA Natural Talents Profile - a University validated personality profiling tool that provides differential insights to DNA behavior which enhance the opportunities for transforming how you play cricket, build a healthy cricket team and overall live your life.

As a sponsor of the coaches and players of the Cricket Academy of USA, **Cricket DNA**<sup>®</sup> focuses on personal development with the goal to help transform cricket and life performance. The starting point is for players and coaches to complete our DNA Profile.

*How do you  
want to build  
your cricket  
performance?*



*What will  
influence you  
to be great?*

**Cricket DNA**<sup>®</sup> uses an inside-out approach because building your performance begins with a deeper understanding of you – your natural talents, life purpose, values, passion and goals.

By experiencing this inside-approach, individuals, teams and their coaches will:

- have greater personal understanding of who they are
- know the effective communication & relationship styles of each other
- know the unique strengths and struggles of each other
- more quickly become engaged with each other
- improve their results on a sustainable basis
- overall be more confident in their decisions

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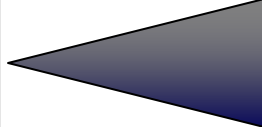
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## Transform Your Cricket Performance

*Discover the strongest traits in your natural behavioral style. These traits often influence your natural motivations, desires and approach for building your cricket performance.*



	Life Attitude 1 <b>Creative Factor</b>	Life Attitude 2 <b>Fast-Paced Factor</b>
<b>Communication</b>	Brainstorm	Get to the point
<b>Cricket Philosophy</b>	Innovation	Achieving results
<b>Cricket Passion</b>	Exploring possibilities	Task focus
<b>Values</b>	Continuous improvement	Logic
<b>Strength</b>	Creative	Rational
<b>Blind-spot</b>	Easily bored	Impatient
<b>Cricket Approach</b>	Finding best solution	Calculated
<b>Cricket Attitude</b>	New initiatives	Change agent
<b>Cricket Goals</b>	The best way	Dynamic
<b>Cricket Motivation</b>	New projects	Seeing outcomes

*Get behavioral insights to understand how you naturally approach cricket and make decisions.*

<b>Cricket Planning Insights</b>	
Desire to Lead:	<b>MEDIUM</b>
Relationships:	<b>LOW</b>
Results:	<b>MEDIUM</b>
Setting Goals:	<b>HIGH</b>
Pursuing Goals	<b>HIGH</b>
New Solution Driven:	<b>HIGH</b>
Detailed:	<b>MEDIUM</b>
Direct Communication:	<b>MEDIUM</b>
Difficult Conversations:	<b>MEDIUM</b>
Natural Drive:	<b>HIGH</b>
Quick Decision-Making:	<b>HIGH</b>
Need for Control:	<b>HIGH</b>



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## Transform Your Cricket Performance

Get key insights into how you can build sound team relationships.



20 Stronger		80 Stronger	
<b>Agreeable</b>		<b>Take Charge</b>	
Tim Sullivan (47) Jennifer Moore (35)	Amber Brown (47) Kate Roberts (46)	Lisa Williams (52) Christine Taylor (61)	Patrick Bennett (64) David Lee (54)
<b>Reserved</b>		<b>Outgoing</b>	
Lisa Williams (49) Jennifer Moore (44) Christine Taylor (49)	Patrick Bennett (37) Amber Brown (39) David Lee (44) Kate Roberts (45)	Tim Sullivan (53)	
<b>Fast-Paced</b>		<b>Patient</b>	
Lisa Williams (48) Christine Taylor (49)	Amber Brown (47)	Tim Sullivan (57) Jennifer Moore (64)	Patrick Bennett (52) David Lee (57) Kate Roberts (54)
<b>Spontaneous</b>		<b>Planned</b>	
Christine Taylor (35)	David Lee (42) Kate Roberts (47)	Lisa Williams (54) Tim Sullivan (65) Jennifer Moore (52)	Patrick Bennett (58) Amber Brown (62)
<b>Skeptical</b>		<b>Trusting</b>	
Lisa Williams (48)	Patrick Bennett (42) Amber Brown (45)	Tim Sullivan (50) Jennifer Moore (56) Christine Taylor (51) (50)	David Lee (52) Kate Roberts (52)

Discover how to improve the interaction with your coach, between the members of your team and transform your team for success.

Team Member	Coach									
	Facilitator	Reflective Thinker	Influencer	Initiator	Community Builder	Engager	Strategist	Stylish Thinker	Relationship Builder	Adapter
Facilitator	Green	Yellow	Red	Red	Green	Yellow	Red	Red	Yellow	Green
Reflective Thinker	Yellow	Green	Red	Red	Yellow	Red	Red	Yellow	Yellow	Green
Influencer	Red	Red	Green	Red	Red	Red	Red	Red	Red	Red
Initiator	Red	Red	Green	Green	Red	Yellow	Green	Red	Red	Red
Community Builder	Green	Red	Red	Red	Green	Red	Red	Red	Green	Green
Engager	Yellow	Red	Yellow	Yellow	Green	Red	Red	Yellow	Yellow	Green
Strategist	Red	Yellow	Yellow	Green	Red	Red	Green	Yellow	Red	Red
Stylish Thinker	Red	Yellow	Red	Red	Red	Red	Yellow	Green	Red	Red
Relationship Builder	Green	Yellow	Red	Red	Red	Yellow	Red	Red	Yellow	Green
Adapter	Green	Yellow	Red	Red	Green	Yellow	Red	Yellow	Green	Green

■ Minimal modification required  
■ Some modification required  
■ More modification required