



SAMPLE BUSINESS DNA PROJECT

Phase 1: Identify your unique Business DNA

The purpose of this project is to help you identify and capture your unique Business DNA, so that you can embed it throughout your people processes keep this core intact as you grow.

We start with where you come from, your origin story, and we move on to assess where and how you are right now as an entity. We then look forward to where you want to be as a business and what you want to be known for, we work out how best to capture the way you do things and articulate it, so that it is accessible and clear to all stakeholders.

Outcomes:

By the end of this project, we will have;

- Defined your **Business DNA – why, how, what**
- **Why you do what you do:** Purpose & vision
- **How you do it:** Values, spirit, guiding principles which determine the way in which you meet your purpose.
- **What you do:** Identified your behaviours and quality benchmarks which demonstrate your values in action.
- **Created your Business DNA Doc:** A simple document which captures this and is the starting point for all your People Processes and comms. It provides everyone working with, and for, your business with a clear culture code and expectations.

Phase 1: People DNA: What Happens:

| Project stage: | What happens: | Your time: |
|--|---|----------------------------|
| Individual I3 Coaching Sessions X no. of people | 1-2-1 coaching session to explore your i3 Profile together. Your strengths, your challenges and the impact you have. Feedback and written profile. | 90 min zoom per individual |
| I3 Team Dynamix Session | Together we explore your unique i3 Dynamix and identify your strengths, gaps and opportunities as a team. Feedback and written recommendations / summary. | 90-min zoom |
| Purpose Session | We dig into your why. Your origin story, what you are trying to achieve, the impact you wish to have. We land on your purpose statement which you feel best captures this. | 2-hour zoom |
| Values Session | We determine the values that are your principle drivers, underpinning your purpose. | 2-hour zoom |
| Behaviours Session | Identifying the behaviours which demonstrate your values in action. | 2-hour zoom |
| DNA Consolidation | I collate all the findings and pull them together in a simple, powerful document. We finalise and agree your Business DNA doc, which can then be used and embedded throughout all your people processes and comms. | 90 min zoom |
| <p><i>All the prep for these meetings is included in the project cost. The above gives an indication of your own time commitment.</i></p> <p><i>The timings are approximate and if we need to take more time, we do. Purpose statements often appear to us in the middle of the night!</i></p> | | |



Phase 2: Embedding your Business DNA

PURPOSE

*To bring your BUSINESS DNA (purpose values and behaviours) to life,
by embedding it through the hiring and induction / training and performance management process.
Giving you the ability to **attract, select and retain** good people and to **grow** your business as planned.*

Once we have completed phase 1, you will have the foundation for all your people processes and they can be implemented with the degree of support you need, at the right time for you.

You can select, menu style, from the below.

- **Define your Hiring DNA:** with a consistent framework to enable you to attract and select the most suitable people for your business, with aligned skills, behaviours and values. Option to include i3 Profiling in the process.
- **Define your Recruiter DNA:** The skills and standards expected of a great recruiter / hire into your business. i.e quality of each of your KPIs plus desk and time management, business planning, communication skills, objection handling, negotiating, interviews, visits, mindset.
- **Design your Onboarding DNA:**
- **Produce bite sized training modules and practical guides** to support this, which can then be used to train the existing team and as an induction for all new starters. An evergreen training programme, centred around your DNA, and with the standards and processes that reflect your operational style.
- **Deliver the Recruiter DNA:** to your existing team, so that new starters enter a workplace where best practice is understood and adhered to by all.
- **Design a 12-week Induction Programme:** including transition from offer to start
- **Train the trainer:** provide session plans, materials, so that this can be run in-house.
- **Senior Recruiter DNA:**
- **Billing Manager DNA:**
- **Leadership DNA:**
- **Performance Management & Promotion Criteria DNA:**
- **Rewards DNA:** ensuring your incentives and rewards reflect your behaviours and values.
- **Ongoing support:** Identify and agree the support you need from Coral Coached to ensure that the processes you need are embedded into your business when you need them.
- **Beyond this, the trick is to keep your core DNA in sight as you grow, evolving as required.**
This means the essence of what makes you brilliant remains front and centre in your business.