



Using Science to Improve the Art of Relationships

Expressly designed for use in a business context, **Business Chemistry** draws upon the latest analytics technologies to reveal four scientifically based patterns of behavior.

The system is designed to provide insights about individuals and teams based on observable traits and preferences. Deloitte teamed with scientists from the fields of neuro-anthropology and genetics

to develop a system that leverages modern computational techniques to bring a data-driven approach to observing and understanding differences in people's business styles.

The resulting system is easy to remember, but with a sophisticated underpinning that highlights statistically relevant behavioral cues in a business environment.

FOCUSED ON INTERACTION, NOT INTROSPECTION

A system that steps beyond helping you understand yourself, Business Chemistry is designed primarily to help you **recognize the preferences and styles of others** – without having them take a test – by measuring observable, business-relevant traits. The focus is on improving the effectiveness of your interactions with other types of individuals, as well as combinations of types in team environments.

ROOTED IN SCIENCE, DESIGNED FOR BUSINESS

Leveraging powerful, patent-pending computational techniques, Business Chemistry allows for a data-driven approach to **understanding people – both in terms of what they ARE as well as what they ARE NOT.** The system is focused on traits that are core to business behavior, such as risk-taking and communication styles, and founded on characteristics with biological linkages which provide better stability over time.

SIMPLE APPLICATION, SOPHISTICATED SYSTEM

The system draws on complex algorithms to assess behavior and preferences, but then translates those results into **easy-to-learn patterns that are simple to remember and apply.** Utilizing clues from your every day interactions, Business Chemistry allows for a “thin slicing” approach to behavior data – focusing in on the things that really matter – for quicker identification and connection with others.

PERSONALIZED INDIVIDUAL AND TEAM INSIGHTS

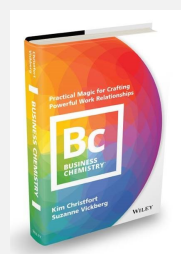
Business Chemistry sheds light on team dynamics by highlighting the unique aspects of each individual while also considering the composition of the group as a whole. **Analysis of the team's composition provides perspective on relative strengths and areas of misalignment** to understand how to best utilize each individual's natural tendencies, while leveraging the overall group makeup to achieve goals.

Business Chemistry Fundamentals Sessions

- **DETERMINE YOUR OWN BUSINESS CHEMISTRY COMPOSITION**
Spend 10 min answering a 70 question survey, or assess yourself in-session
- **UNDERSTAND YOURSELF**
Delve into your own predilections and potential pitfalls
- **UNDERSTAND OTHERS**
Learn what to look for to develop “hunches” about others through observations
- **ADAPT YOUR STYLE**
Explore ways to engage more effectively with individuals and your team
- **EXPLORE YOUR TEAM**
Understand your team’s composition and unique characteristics



Business Chemistry Resources



Business Chemistry: Practical Magic for Crafting Powerful Work Relationships

Drawing upon extensive research and interactions with business executives, Kim Christfort and Suzanne Vickberg show how to create the kind of chemistry that fuels success by engaging with others on their own terms. The book explores how to simultaneously meet the needs of distinct working styles in order to harness the power of diverse perspectives. The authors share learnings from leaders and their teams across industries and all over the world who have put Business Chemistry to work for themselves. Available now on Amazon.com or your local bookseller.



Business Chemistry Blog

www.businesschemistryblog.com

Keep up with everything new in Business Chemistry with Suzanne Vickberg - our lead researcher posts about all things Biz Chem including recent articles, awards, and research findings. You can even connect to our podcast and listen to the first chapter of *Business Chemistry: Practical Magic for Crafting Powerful Work Relationships* read by Kim Christfort.

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