

CHRIS LONSDALE
& ASSOCIATES

龍氏顧問行



DNAm TRANSFER[©]

A Process for Transferring Mission Critical Skills
to Fill Performance Gaps

18 April 2005

ASSUMPTIONS BEHIND DNAm[©]

- Talent is **NOT** a mystery
- Talent is **NOT** “genetic”
- Talent has a **Psycho-physiological structure**
- You can map the structure of talent
- You can *transfer* the structure of talent

INTRODUCTION - What is DNAm[©]?

- **Benchmark people with a high level of skill in a mission-critical part of your business**
- **Extract the essence of that skill**
- **Document the essence**
- **“Inject” the skill into other people in your organization**
- **Watch as the business transforms and grows**

DNAm TRANSFER[©]

- A PROCESS TO CREATE A MICRO-MODEL OF PERFORMANCE EXCELLENCE

Key process modules

**Interview
Individuals who
Possess
Ideal "DNAm
Profile"**

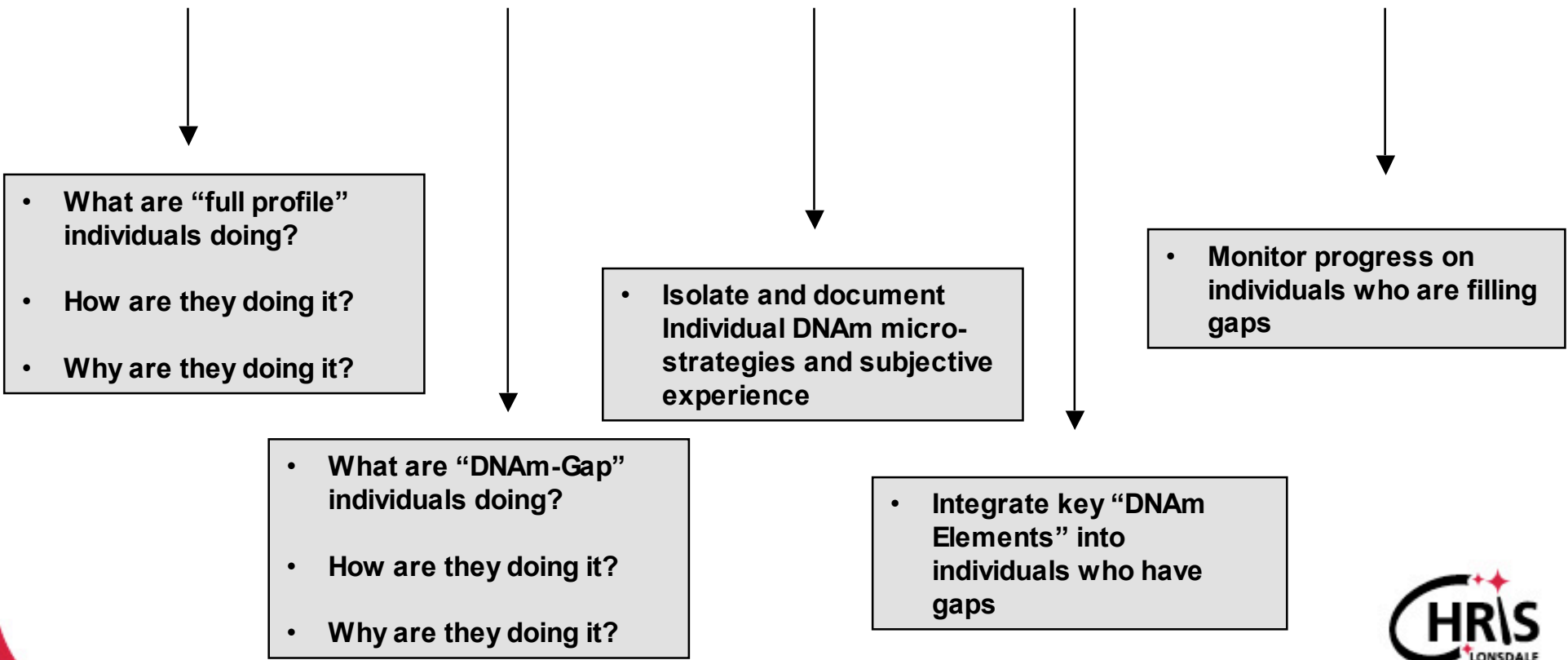
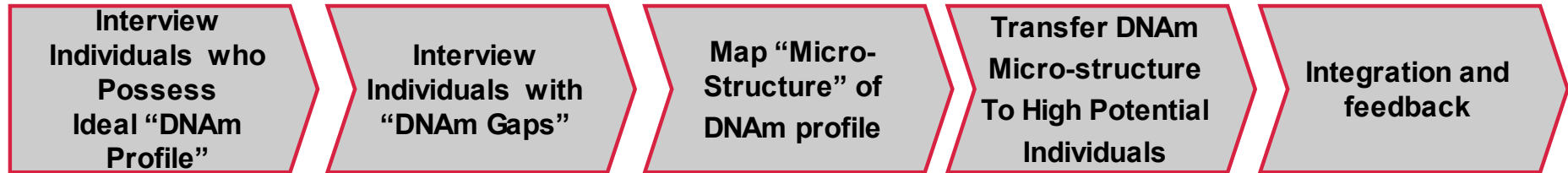
**Interview
Individuals with
"DNAm Gaps"**

**Map "Micro-
Structure" of
DNAm profile**

**Transfer skill
set to
Non-Peak
Performers**

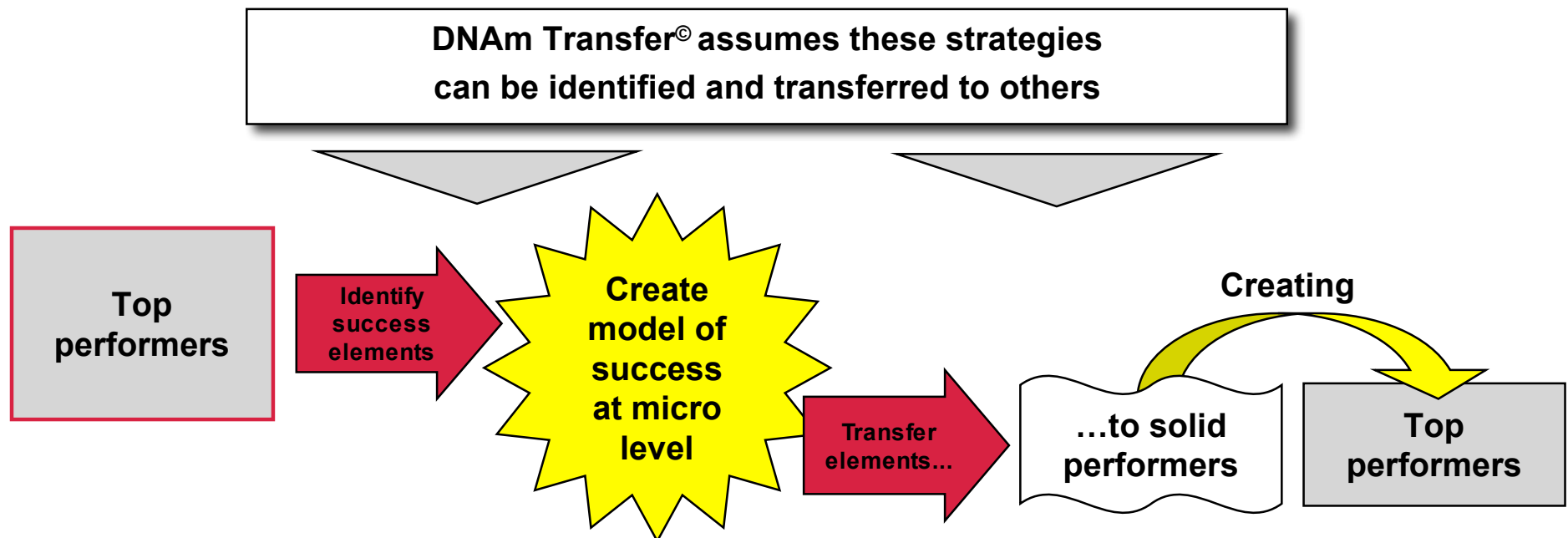
**Integration and
feedback**

PROCESS ISOLATES KEY ELEMENTS OF A PEAK PERFORMER'S INTERNAL "STRATEGY"

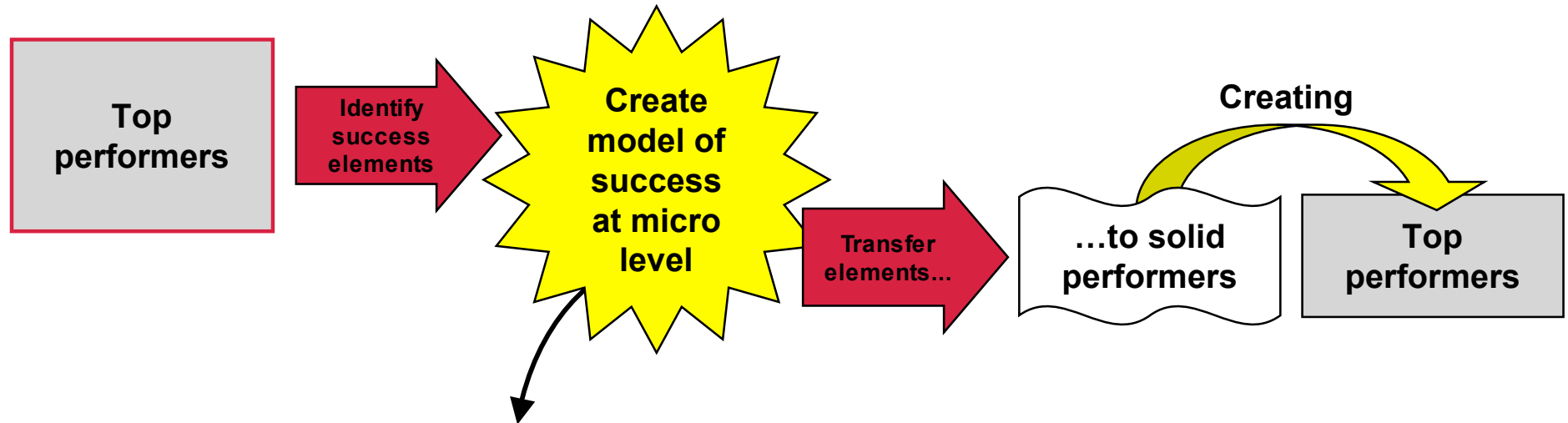


BASIS OF DNAm TRANSFER[©]

- Many believe a high degree of success by individuals is “talent” and “experience” and there are those who “have it” and those who “just don’t”
- The basic assumption of DNAm Transfer[©] is that a top performer
 - Has a specific series of strategies and steps to success
 - May be unaware of these strategies and steps.



A DNAm MODEL[©] CONSISTS OF A NUMBER OF ELEMENTS



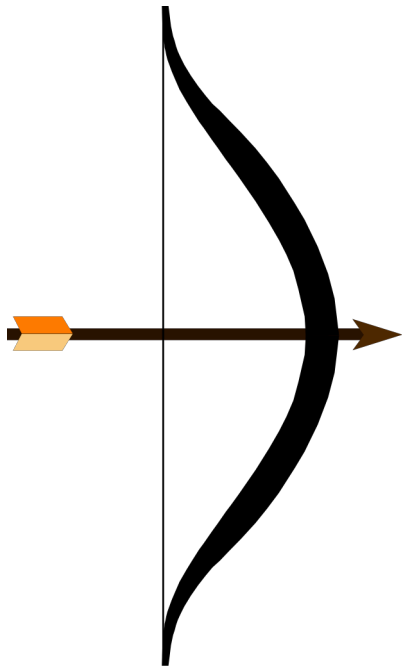
A micro level model of performance has four key elements

- ① **Map** What is being done?
- ② **Contexts** When and where?
- ③ **Strategies** What are specific strategies? (internal mental, and physiological processes)
- ④ **Competencies** What supporting skills, attitudes, abilities, and behaviors are being used?

EXAMPLE: SHARPSHOOTERS BELIEF SYSTEM DRIVES LEVEL OF SUCCESS

GOOD SHOOTERS

“I aim for the bulls-eye”



TOP SHOOTERS

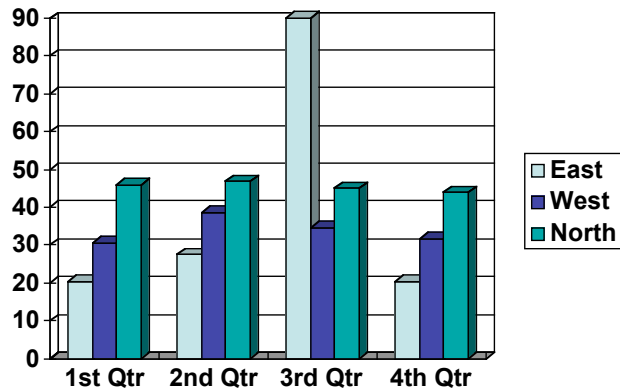
“I aim for the center of the bulls-eye”



EXAMPLE: MENTAL ALGORITHMS IN PORTFOLIO MANAGERS

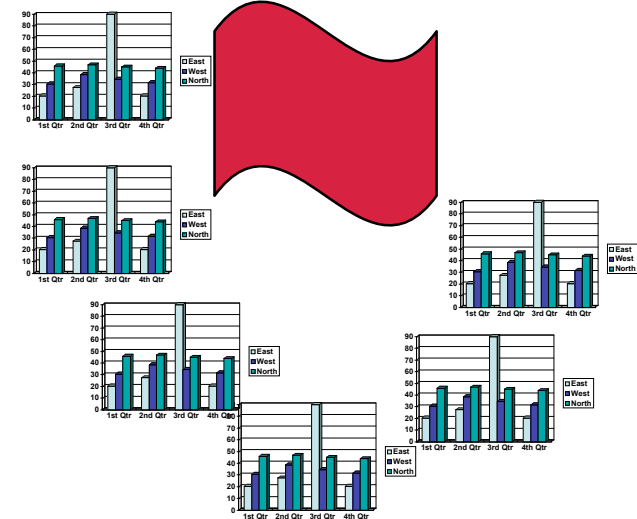
GOOD PORTFOLIO MANAGERS

“I use the numbers to decide - that’s all that matters”

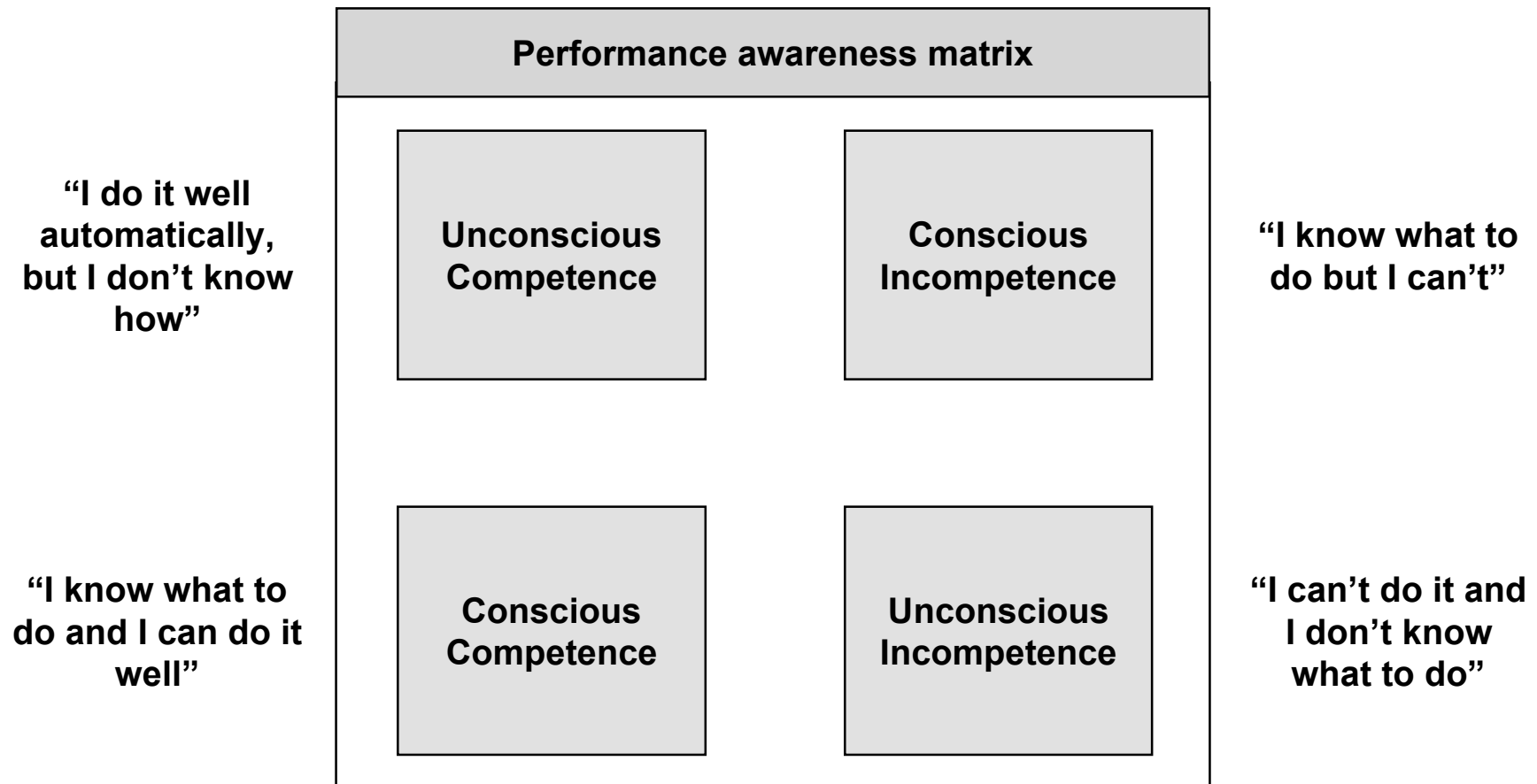


TOP PORTFOLIO MANAGERS

“I get hit with a red flag if there is a problem - then I analyze. Sensing issues around management process is more critical than numbers.”

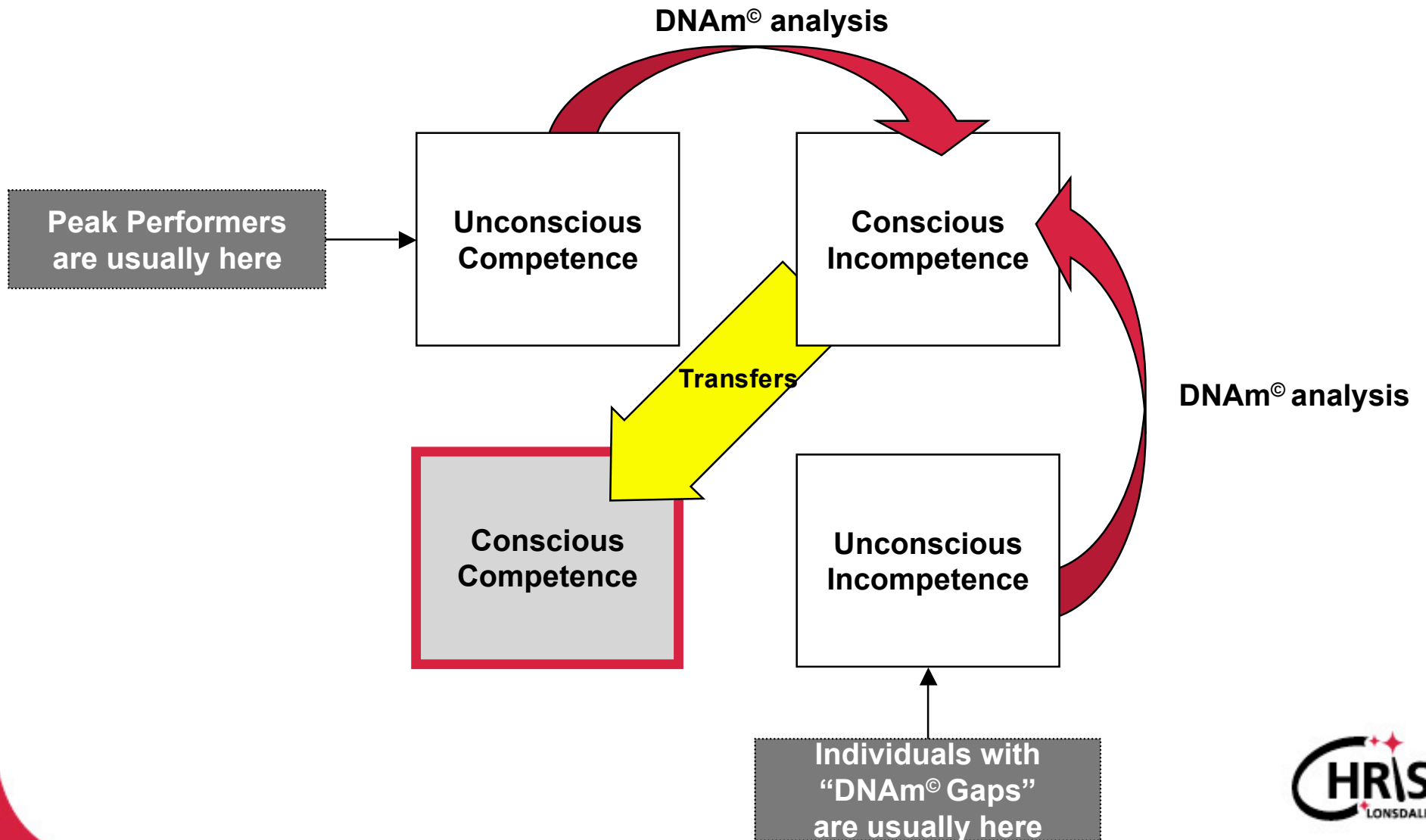


HOWEVER, TOP PERFORMERS ARE OFTEN UNAWARE OF WHAT THEY ARE DOING TO CREATE SUCCESS

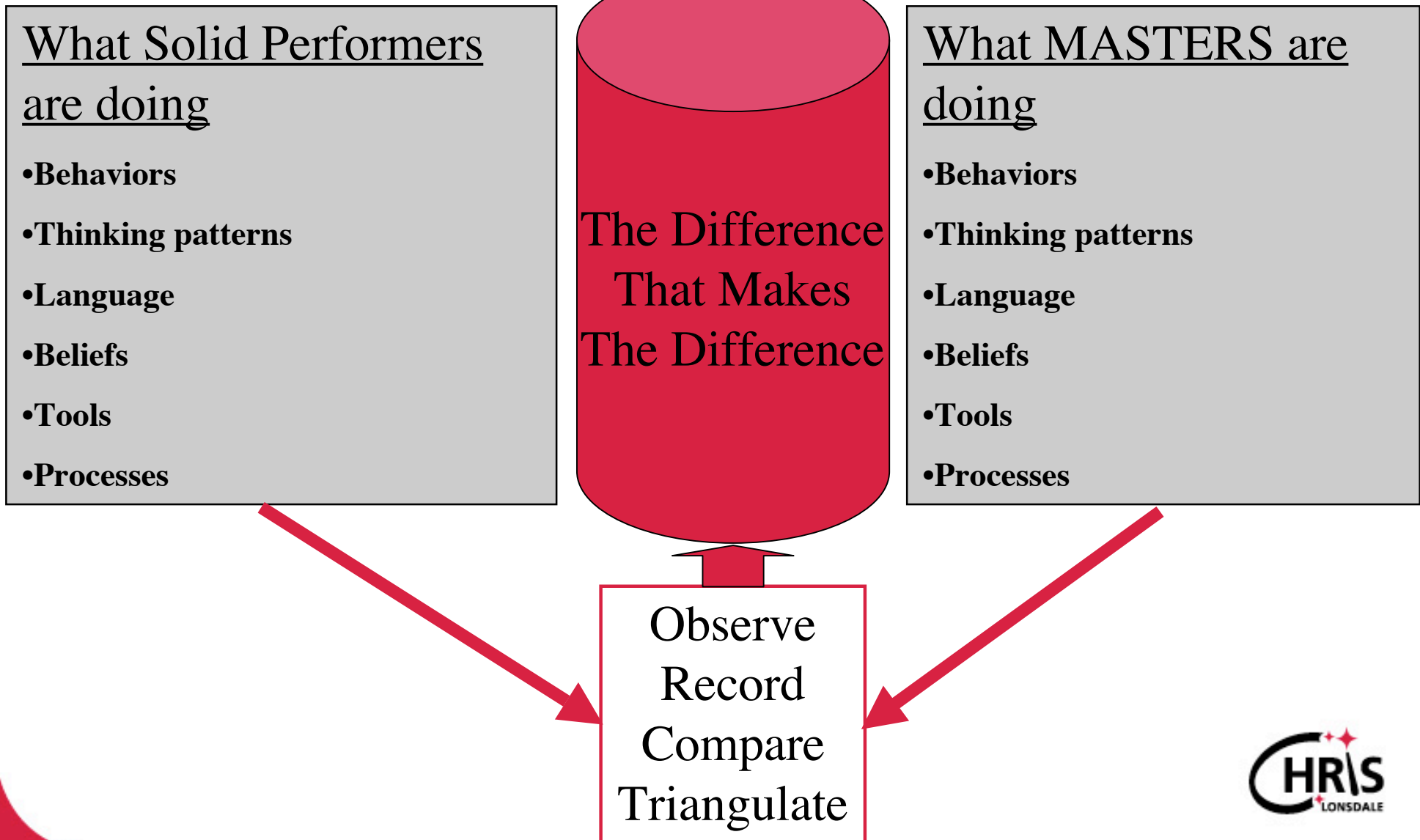


DNAm ANALYSIS[©]

CONTRASTS SUCCESS STRATEGIES



DNAm ANALYSIS[©] Process



The Creative Engineer

**“Excitement is what happens
in the split second
between having an idea
AND
realizing that it won’t work”**

THE THIRD EAR



A Practical Approach

for ANYBODY

to LEARN

ANY LANGUAGE

Easily and Quickly.

Chris Lonsdale

“你好从青岛”

我特别来这儿学汉语。我觉得它是非常好的地方，又很干净又便宜。青岛人也是很好的。

我真得喜欢学习中文，可是我每天有很多作业要做。

我的同学们都是朝国人，所以他们不说英语。既然我不会说朝语，我们必须说普通话。这是非常好嘛。

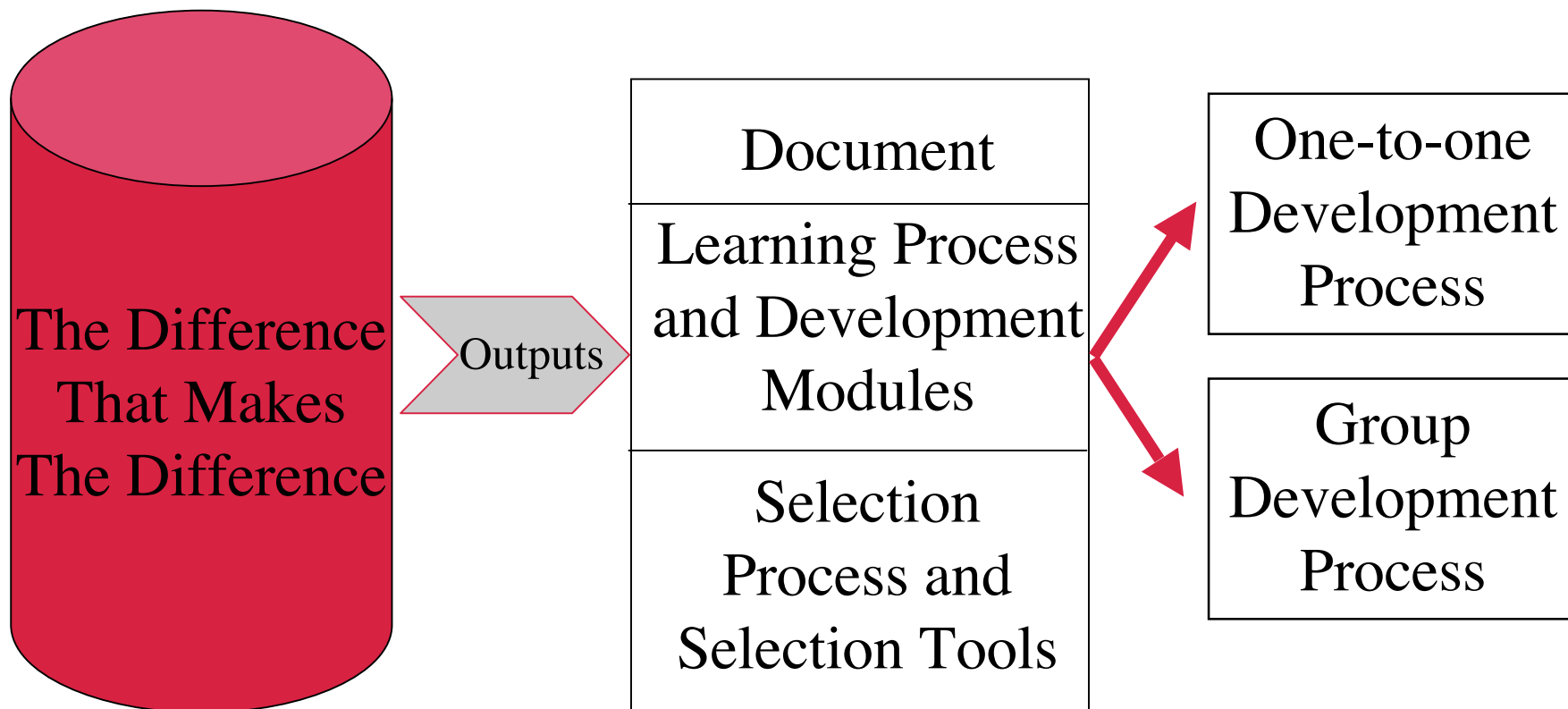
青岛有五月15号马拉松。我打算跑步^程半马与拉松。因为我^人没有足够的时间准备全程比赛。

我希望你的身体很健康。

包高飞 + 这是我的中国名。

P.S. 我发现了非常好的“language parent”（语父母吗？）我们每天从两点到六点学汉语。她是我的家教。但是，她也要减肥。斤，我们学汉语以后去跑步嘛。^{一起}

DNAm TRANSFER[®] Process



DNAm[©] - The Final Product

- **A document of the model**
 - Articulation of key differences
 - Description of elements that lead to mastery
- **Target group of individuals trained in the model**
 - Achieved by one-to-one coaching
 - Supported by group learning processes
- **A documented learning process**
 - Necessary skills, knowledge and “mindset” for masterful performance
 - Key learning steps required for mastery
 - Special activities to enhance learning process
- **A documented selection process**
 - Key selection criteria for finding high potential candidates
 - Exercises and tests for separating out high potentials

Benefits of a DNAm[©] Process

- **Increased Bandwidth**
- **Faster Growth - Bottlenecks are Reduced**
- **Reduced Waste**
- **Reduced “Guild Effect”**
- **Common Language**
- **Sidestep Learning Barriers**
 - Elite program
 - It IS Invented Here
 - The model suggests its own learning methodology

CHRIS LONSDALE
& ASSOCIATES

龍氏顧問行



DNAm TRANSFER[©]

A Process for Transferring High End Skills to
Fill Performance Gaps

18 April 2005