



## 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.

## I've taken personality tests before. Why do Business Chemistry?

### 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 personality 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 Workshops

are interactive experiences that include workshop design, experienced facilitation, a team analysis report, a session-specific link, and system research and tools to create an experiential environment in which to understand the behavioral dynamics we encounter in business every day.

- **DETERMINE YOUR OWN BUSINESS CHEMISTRY COMPOSITION**  
Spend 10 minutes answering a 70 question survey
- **UNDERSTAND YOURSELF**  
Delve into your own personality preferences 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 Applications

### INDIVIDUAL INSIGHTS

Business Chemistry can be a helpful tool to **learn more about each person on a team**. This understanding creates awareness and connections that may not have been discussed even after years of working together. The group learns more about their individual types, what to look for in others, and brainstorms ways to **engage more effectively with one another**.

### TEAM DYNAMICS & GOALS

Business Chemistry helps reveal not only on individual preferences and behavior, but also on the **overall composition of the group and related potential pitfalls and strength areas**. The discussion can highlight specific objectives of the group, and delves into how to **better leverage the strengths of the team to meet their goals**.

### STAKEHOLDER ENGAGEMENT

One of Business Chemistry’s primary functions is to help people **recognize behavioral patterns in others**. By identifying observable, business-relevant traits for key stakeholders, the group develops “hunches” about their likely Business Chemistry dimensions. The group then discusses strategies to **engage more effectively with each stakeholder**.

Since the launch of Business Chemistry® in 2010, over 322,000 internal Deloitte employees and external clients have completed the assessment and workshop across 110 countries.

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