



Behavioral  
**Elements**™

Customized Training and  
Talent Development  
Solutions for Teams and  
Organizations



## Your Guide to Transforming Behavior

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*Build the skills and confidence to  
effectively manage behaviors and  
empower your organization*

*A unique behavioral assessment  
and learning program built on  
modern Behavioral Science.*

# Accelerate Performance with Behavioral Elements



*An innovative system designed to empower people and build high-performance cultures by improving behaviors.*

Behavior is a choice, and the decision to act in certain ways can build relationships, foster growth, and improve performance. The Behavioral Elements program helps people and organizations understand what drives behavior and supports growth by transforming behavioral choices.

## Behavioral Elements Helps People:

- Identify their driving purposes
- Improve decision-making
- Capitalize on their motivations
- Transform behavioral habits
- Achieve personal and professional goals

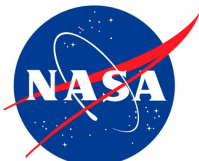
## Behavioral Elements Helps Organizations:

- Develop better communication
- Foster shared understanding of work styles
- Facilitate high-performance cultures
- Reduce conflict
- Build stronger, more collaborative teams

Behavioral Elements gives you a variety of tools to empower personal and organizational performance. The program includes access to a detailed behavioral assessment, structured coaching curriculums, custom planners, group training programs, talent management instruments, and culture-building systems.



## Organizations that have utilized the Behavioral Elements Program:



# Return on Investment – Grow Yourself, Grow Your Teams, and Grow Your Business

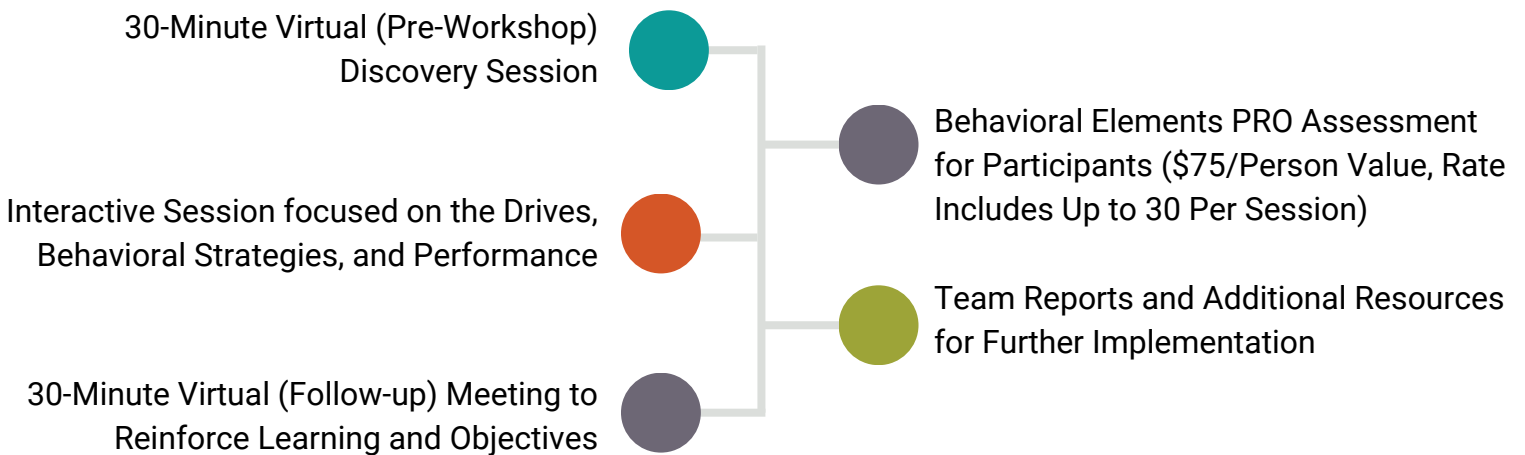


We are excited to start a journey of behavioral learning with you through our facilitated workshop. We typically begin by introducing the system and assessment, followed by exploring easy-to-implement tactics and strategies that empower your people to start a behavioral transformation across the organization. We offer 90-minute sessions, half-day workshops, and full-day/multi-day deep dives to drive your success.

## Schedule Discovery Meeting



### What's included?



*What challenges are you facing? We have custom training programs that cover customer service, management strategies, difficult conversations, motivation, decision making, sales, communication, and much more!!*

# Program Benefits: Tools to Accelerate Your Performance and Behavioral Development



Discovery of the 4-Drive Framework and Behaviors



Practical and Tactical Solutions for Behavioral Change



Maintaining Focus and Motivation to Hit Goals



Managing Competing Priorities to Focus on What Matters



Taking Extreme Ownership Over Organizational Issues



Measuring Performance and Engagement



Building a Culture of Behavioral Intelligence



Leading with Purpose and Vision in a Changing Environment

A man in a dark suit and light blue shirt is smiling and holding a large red 'X' shape. The background is a dark, textured wall.

[Click Here to See the Behavioral Elements TEDx Talk](#)

The Behavioral Elements Program provides your team with the tools to drive performance, maintain engagement, and overcome conflict in a meaningful and productive way!

# Empowering Your Teams to Behave Intelligently – How Behavioral Elements Creates Real Change

The Behavioral Elements Program is a powerful tool for building skills and empowering high-performance teams. It is designed to help people easily explain where behaviors come from, both their own and others. This understanding helps people and teams predict and manage actions and reactions in multiple contexts and situations. With our guidance, your teams will create real and lasting behavioral growth in themselves and across the organization.

Using the Behavioral Elements 4-Drive Framework, organizations can more effectively build trust and connect with colleagues and clients on a level never before experienced. Understanding the drives will help you get to the core of motivations and support people in devising strategies to behave intelligently in all situations. Similarly, the Behavioral Elements Program allows you to quickly and accurately assess communication styles, decision-making preferences, workplace values, and more.

By introducing Behavioral Elements to your organization, you will gain access to the proprietary assessment, professionally developed and tested training and coaching programs, and tools to foster behavioral change. Join our global community of Behavioral Elements companies and empower your leadership and teams to become the best versions of themselves.



Behavioral Elements was **perhaps the best 4 hours of training I've had at Ford – EVER.**

Framing project management and its myriad challenges from the perspective of personality types and behaviors truly drove it all home for me. Well done! ||

– R.H, Ford Motor Company

The behavioral elements test and feedback/**results are truly spot-on, and enlightening...** I'm blown away by the accuracy and the implications for my life & career going forward. ||

– Caitlin Crommett, GenerationWHAT? Academy

Unlike traditional personality tests, Coeus's Behavioral Elements give **deep insight into the motivations for individuals' actions** and crucially how to influence each elemental type's decisions and behaviors. ||

– Gabe Murillo, Variant Partners

All the tools, all knowledge that we received today were not only good for business, but I felt like **I could take all of this and transfer it into my personal life**, which is amazing. ||

– Participant, Falkenberg, Gilliam, & Associates

# Your Journey Starts Here

**1** Review proposal to ensure organizational alignment

**2** Complete first round of BE Assessments

**3** Schedule the immersive and engaging workshop

**4** Engage in the exciting learning opportunity

**5** Watch your team thrive and grow in behavioral intelligence

|| It is absolutely amazing to me how quickly leadership and management are able to learn the materials and immediately implement the learnings into the organizational culture. It is a gamechanger for teams. ||

– Søren Dinitzen, Trainer & Educator





[Check out our video testimonials of real transformation!!](#)



We look forward to empowering you and your teams with the Behavioral Elements program.

**Jay Johnson, CEO**

E: [jay@behavioralelements.com](mailto:jay@behavioralelements.com)

C: +1 313-802-1602

S: [@jayjohnsonccg](https://twitter.com/jayjohnsonccg)

Questions?

Let's schedule a call or meeting to walk through them!

[Click Here to Schedule with Calendly.](#)