

# Behavioral Elements

This report is prepared for:

**Sample Report\*\*\***

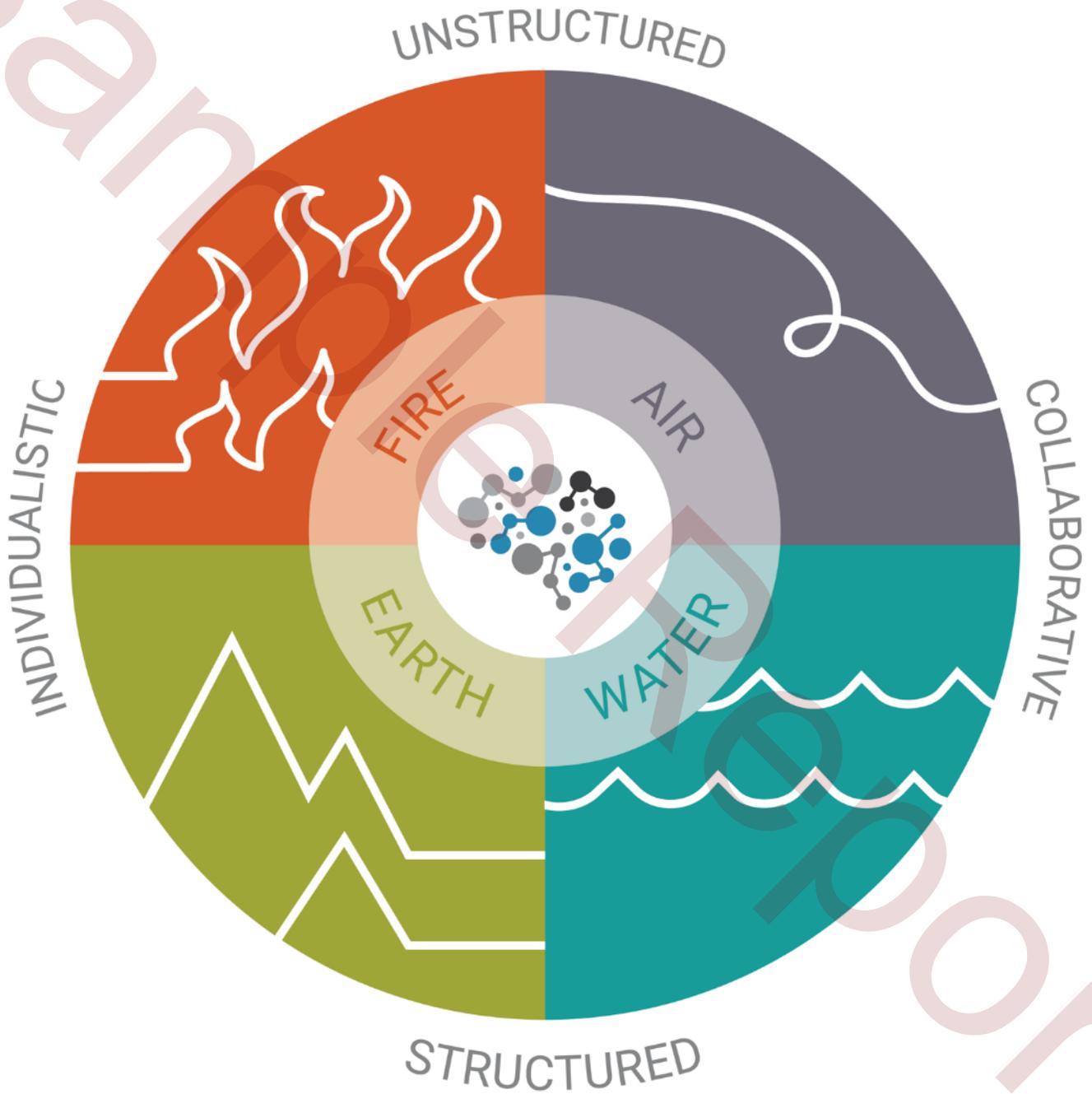
Wednesday, June 9, 2025

\*\*\*Sample Report shows excerpts from the full assessment report. The full report is 27 pages filled with powerful tools to elevate behavior.

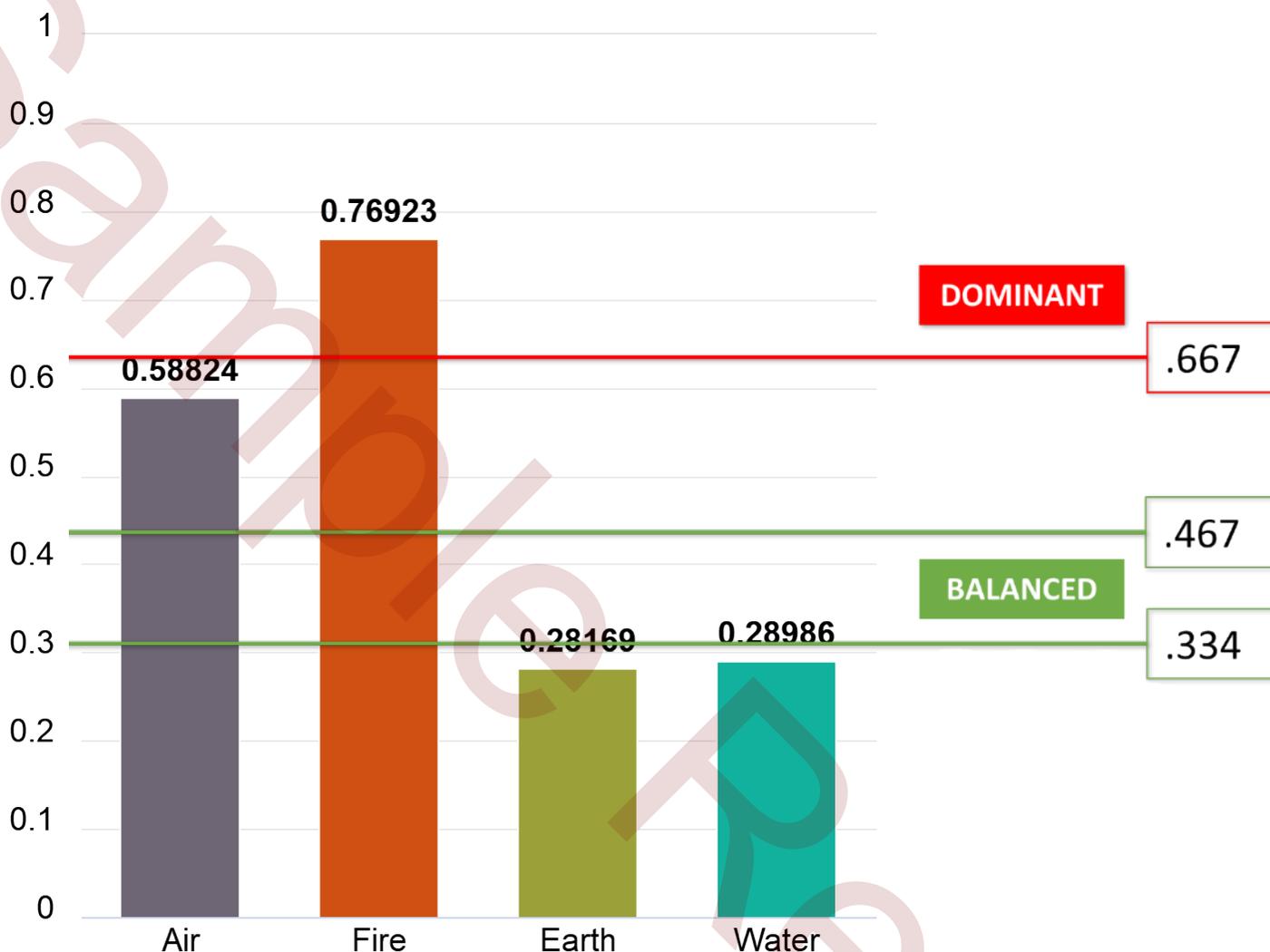
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# The Four Elements



# Understanding Your Behavioral Preference



## Reading your results:

If every element pulled on you equally, your scores would be 0.4 in every category. This is what we call the harmony line.

- Scores between .333 and .467 are considered in balance.
- Scores below .333 are considered low preferences.
- Scores between .467 and .667 are considered strong preferences.
- Scores between .667 and .800 are considered dominant preferences.
- Score above .800 are considered extreme preferences.





## FIRE

### STRENGTHS PROFILE

Fire elements are most effective in situations in which quick decisions and decisive action is needed. Highly competitive and goal-driven. They are least effective in situations that require patience, compassion, or constraint.

#### STRENGTHS

- Likes to compete
- Produces quick results
- Energetic and gets people moving
- Takes charge no matter the challenges

#### WEAKNESSES

- Can be combative when stressed
- Competitive spirit can be demotivating to their teams
- Can cause their followers to burn out



## FIRE

The Fire Element is associated with our Drive to Acquire. Perpetually pushing the limits and happiest in seeking big wins, the Fire Element is motivated by competition, achievements, and results.

The Fire element in our behavioral profile is a driving force in any scenario or organization. Fire types burn bright and push boundaries, expanding and growing each and every day. The Fire type focuses on conquering barriers that stand in the way of progress. They choose a direction and follow through to the end. Their desire to win the battles and the wars ensures that goals are met and that the organization emerges successful. Fire types can be described as competitive, results focused, and goal oriented. Success and winning are top priorities and Fire will stop at nothing to achieve victory.



**FIRE AND COMMUNICATION:** Fire types are often direct in their communication. They generally think quickly and communicate efficiently. There is little time for chit-chat or discussions on feelings. The Fire type prefers to cut to the chase and move on with action. This can come off as abrasive or rude to other people, particularly when a Fire type is experiencing stress or constraints on time.



**FIRE AND LEADERSHIP:** Fire types often emerge as leaders within their groups. They have the ability to make decisions quickly, take risks, and follow through on their promises. As they're perpetually seeking victory, Fire types can push their teams to perform at peak levels. This can also create challenges within a team when the victory comes at the cost of the people.



**FIRE AND INFLUENCE:** Fire types can be influential through their passion and forward direction. Their candor and directness can help to generate trust, but if a Fire is not careful, they can also be off-putting and come off as aggressive.



**KEY WORD DESCRIPTORS:** Some key words that might be used to describe a Fire type include: competitive, direct, driven, passionate, dominating, impulsive, motivated, persistent, self-reliant, focused, and determined.

## Leadership Styles in the Elements

A person's behavioral preferences has a significant impact on how they approach leadership. Understanding your own preferences can help to identify your own leadership behaviors and give you insight on how to maintain balance by engaging a diverse approach across the elements. Remember, a good leader will exhibit balance in their behaviors to fully experience success. The following chart will help you to identify key behavioral traits that you can identify in yourself and when working with others.

|                  | AIR                 | EARTH                  | FIRE                  | WATER               |
|------------------|---------------------|------------------------|-----------------------|---------------------|
| LEADERSHIP STYLE | Idea-Oriented       | Task-Oriented          | Results-Oriented,     | Growth-Oriented     |
|                  | Innovation-Focused  | Process-Focused,       | Performance-Focused   | Consensus-Focused   |
|                  | Strategic Decisions | Structured Decisions   | Quick Decisions       | Group Decisions     |
|                  | Open to Risk        | Risk-Averse            | Open to Risk          | Risk Averse         |
|                  | Flat Authority      | Conforms to Authority  | Take-Charge Authority | Defers Authority    |
|                  | Macro Approach      | Micro Approach         | Direct Approach       | Empathetic Approach |
|                  | Open                | Strict                 | Dominant              | Considerate         |
|                  | "What's next?"      | "Consult the policies" | "Just do your job"    | "How are you?"      |



Most effective in situations in which people need to be motivated to develop fresh, innovative ideas. Least effective in urgent situations in which deadlines must be met or when long-term planning is vital.



Most effective in situations calling for careful, long-term planning, accuracy, and objective analysis. Least effective in situations requiring quick decision-making or flexibility.



Most effective in a crisis, or rapidly changing situations in which bold action and quick decisions are needed. Least effective in situations requiring careful planning and in situations requiring tact and sensitivity to others' feelings.



Most effective in sensitive situations requiring patience, tact, and diplomacy. Least effective in situations requiring quick adjustments because of unforeseen changes and situations in which the need to take charge of others is crucial.



## Thank you for taking our Behavioral Elements Assessment!

Thank you for taking the step of learning more about your behavioral preferences with the Behavioral Elements Assessment.

We hope that this helps you to better understand your own behavioral preferences, as well as help you to better understand the behaviors of the people you interact with both personally and professionally. Behavior is a choice and armed with more knowledge, we can choose to behave in ways that improve our success!

Thank you again and we look forward to supporting your journey to #BehaveIntelligently.

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Continue your Behavioral Elements Journey with our growth-focused products and services.



PLANNERS

Our planners are custom designed for each element to help you leverage the strengths of your preference. You can also use a planner of your lower preferences to improve your behavior in another element.



COACHING

We offer 1-1 and small group coaching to delve deeper into your Elemental growth and target your specific goals. Take on new skills and cultivate your potential.



APPAREL

Represent your element and make a statement that you Behave Intelligently! Check out our expansive line of shirts, hats, mugs, accessories, and more.



TRAINING

Empower your team! Our Behavioral Elements Training focuses on applying the system to critical thinking skills such as sales, negotiations, leadership, communication, and more!

**If you are working with one of our Certified Behavioral Elements Guides, they will be in touch shortly.**

If you have general questions for the Behavioral Elements team or would like to be connected with a guide in your area, please contact [info@behavioralelements.com](mailto:info@behavioralelements.com) or visit us at [www.behavioralelements.com](http://www.behavioralelements.com)