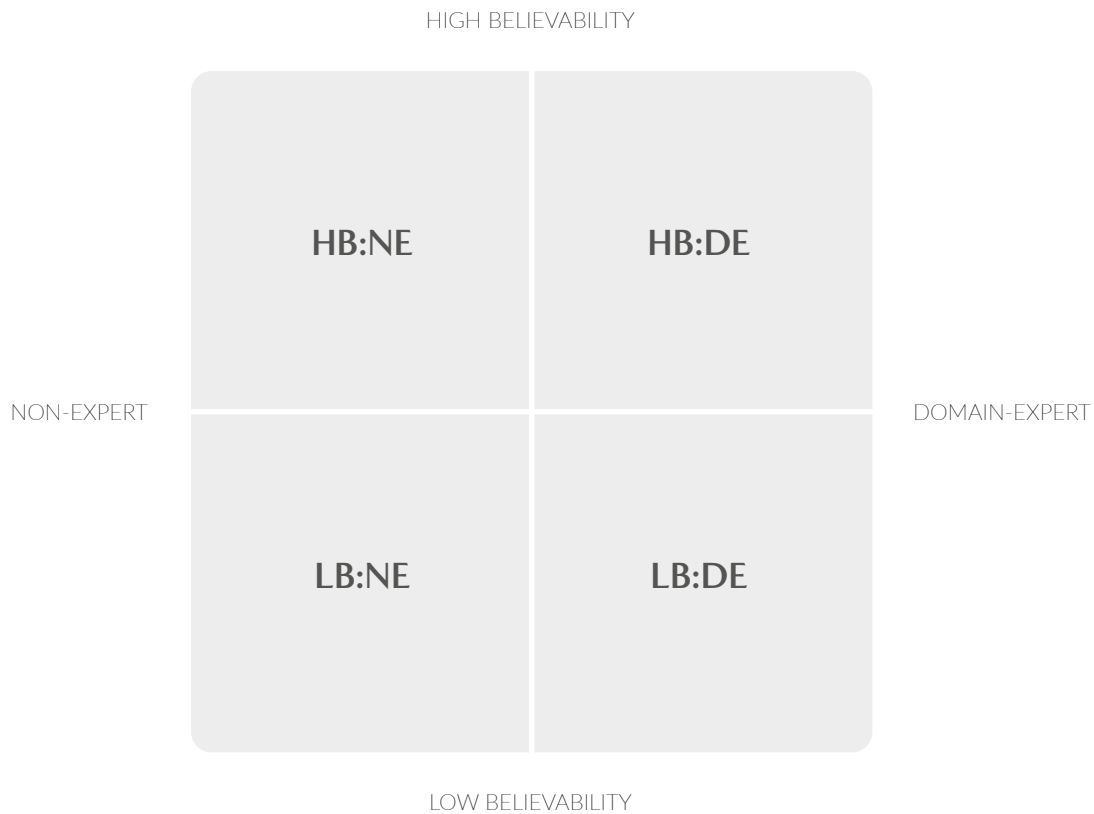




DYNAMIC BELIEVABILITY MATRIX™

Dynamic Believability Matrix Overview

DB Matrices are used to process, sort, and categorize information and the individuals providing it. Leaders can isolate the most relevant information for further analysis by quickly and systematically ranking suggestions, opinions, and/or conflicting views.



- **HB:DE** - Individual is highly credible and a domain expert.
- **LB:DE** - Individual has low believability but is a domain expert.
- **LB:NE** - Individual has low believability and little or no domain expertise.
- **HB:NE** - Individual has high believability and little or no domain expertise.

Believability Range

HB/LB is based on an individual's overall track record relating to projects, initiatives, and other outcomes relative to their stated positions. Scores can/will change over time and should be viewed as a metric of measurement and improvement.

Domain Expertise

DE/NE domain expertise is a function of the individual's role, education, specialization, and/or domain experience.