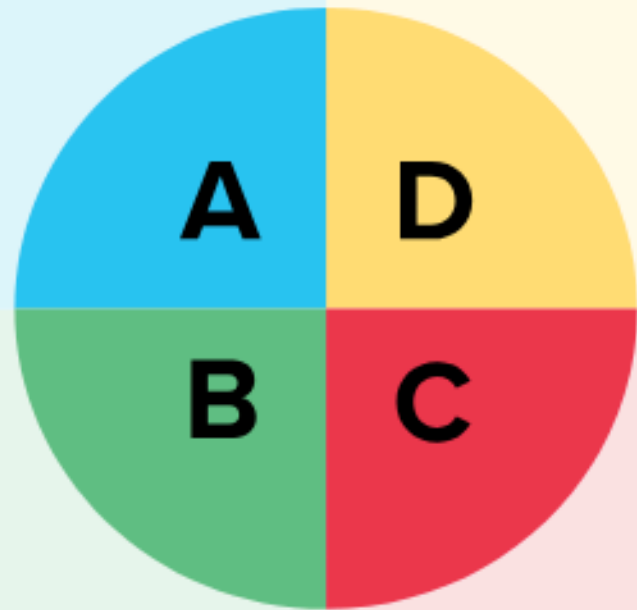


Whole Brain® Thinking

OVERVIEW OF SOLUTION



The Whole Brain® Thinking model is a trademark of Herrmann Global LLC

Leveraging the power of thinking preferences to unlock team performance, innovation, and better outcomes.

What is the first thing you consider when going on vacation? The cost of the trip? How will you get there? Who will go with you? What will you do when you arrive? Your answer reflects the concept of thinking style preference—our preferred cognitivemethod for navigating and approaching the world.

Thinking style preferences impact how we communicate, how we show up to others, and how we process information. Fortunately for teams, leaders, and individual contributors, we can leverage the full cognitive framework of each of our colleagues to achieve Whole Brain® Thinking and enhance performance and business results by deeply understanding individual thinking style preferences.

Through taking the HBDI® Assessment, a 116-question, highly validated diagnostic survey, participants will better understand both their personal and team integrated systems of thinking preferences: Blue or A-quadrant thinking, characterized by analytical preferences; Green or B-quadrant thinking, characterized by practical preferences; Red or C-quadrant thinking, characterized by relational preferences; and Yellow or D-quadrant thinking, characterized by experimental preferences.

While each of us has competency in all four areas, understanding our preferences—where we gravitate first in our thinking—enables us to more effectively communicate, collaborate, and problem-solve with others.