

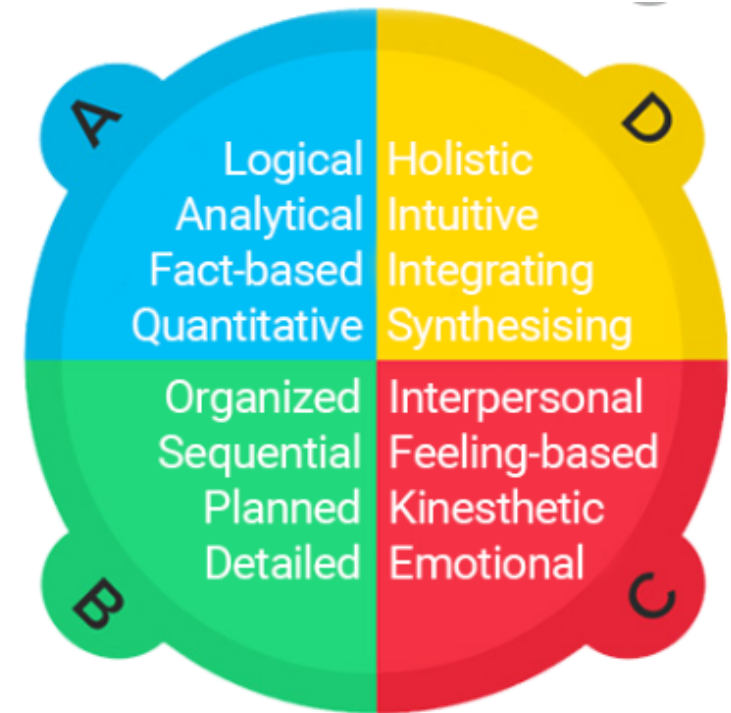
WHAT IS HBDI WHOLE BRAIN THINKING?

HBDI (Hermann Brain Dominance Instrument) is a system to measure and describe thinking preferences in people, developed by William "Ned" Herrmann while leading management education at General Electric's Crotonville facility.

HBDI® is the world's leading thinking styles assessment tool, delivered via an online questionnaire.

It identifies your preferred approach to emotional, analytical, structural, and strategic thinking as well as providing you with a visual representation of your preferred thinking and communicating style.

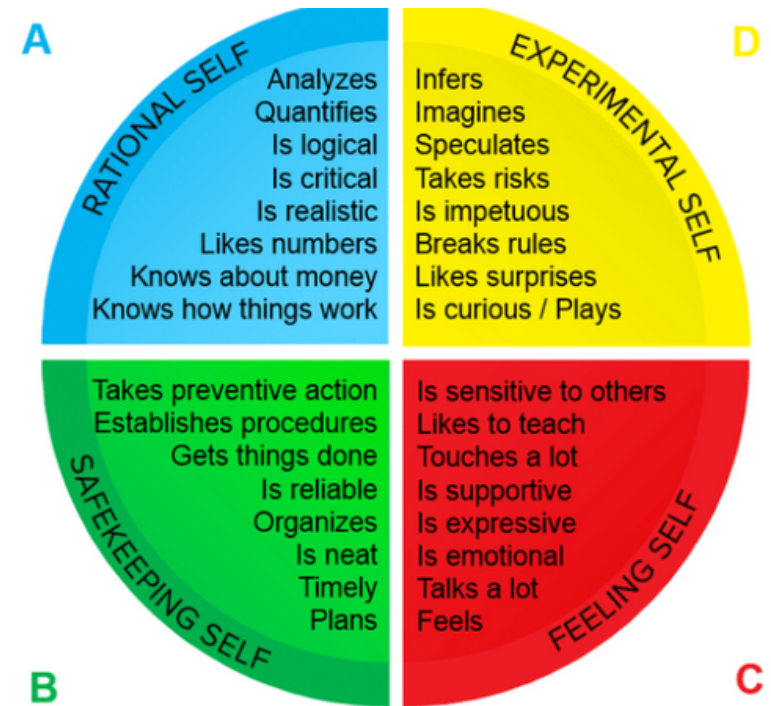
Used by Microsoft, Cadbury, Netflix, Siemens, AT&T and many others



WHAT ARE THE BENEFITS TO MY BUSINESS?

- Personal Growth- Learn own thinking preferences with personal digital profile report
- Empower managers to identify other preferences particularly useful with clients and customers
- Encourages diversity of thinking and effective decision making
- Communication improves and acts as a game changer in teams as they understand each other better

https://www.thinkherrmann.com/who-needs-herrmann#for_orgs



IMAGINE IF...

You understood how your brain worked, how you make decisions, why you react under pressure and stress in the way you do and why you like to communicate in the style you do. Interesting?

Now imagine if you could identify those aspects in others just by seeing, speaking, or emailing them - if you could identify how a client prefers to communicate you can then mirror that style when interacting with them (not focusing on your preference but theirs!).

The result -



- increase in productivity
- client relationships improve
- improved confidence in interactions/negotiations
- increased agility in innovations
- strong team understanding



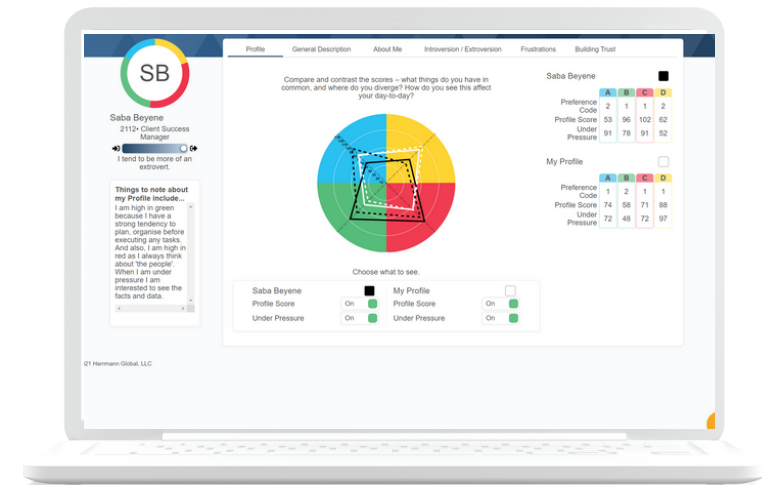
WHAT DO WE DO AND WHAT DO WE GET?

Each person will receive an email containing the link to the questionnaire. This takes around 20mins to complete.

Once completed they will receive access via email to their individual dashboard displaying their results.

The digital dashboard is home to several videos and extra resources that explain the results and areas of strength and development.

As a certified practitioner of HBDI Anne East from Easterlywinds Consulting will arrange a 1:1 debrief or team session to facilitate the team awareness and bring the profile data to life.



HBDI® Profile

Most / Least Preferred

Under Pressure Profile


Modes


Clusters

Dashboard

How To Apply

Frequently Asked Questions


 Print Summary


 Ask your CP


Profile scores are what determine your degree of preference in each quadrant. Generally, how people see themselves is accurate and informative: it captures a point of view which can be invisible to others. Remember, your profile is unique and reflects your preferences - not your abilities !

Review your results below and consider where you may have seen your preferences play out in your daily life.

You'll also be able to explore more nuanced insights about your profile, including your Clusters, Modes and Dashboard, as well as the answers to the most frequently asked questions about the HBDI® Profile.


	A	B	C	D
Preference Code	1	2	1	1
Profile Score	74	58	71	88

A

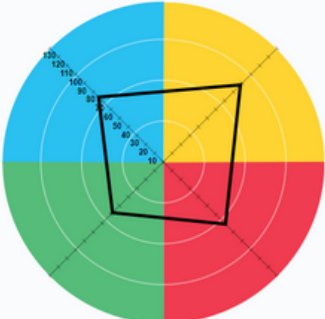


quantitative, fact based,
analytical, logical


D



synthesizing, integrating,
intuitive, holistic




B



organized, sequential,
planned, detailed

C



interpersonal, feeling
based, kinesthetic,
emotional

Profile Description

Digital dashboard allowing for managers to receive their profiles and learning around the globe . Assessments can also be in different languages