

Transform your
thinking using
a proven and
validated system.

Whole Brain[®] **Thinking**

About Herrmann

At Herrmann we help organisations adapt to today's technological advances and economic changes through Transformative Thinking.

We deliver proven, highly validated tools and systems that increase thinking agility and diversity so that you can achieve higher levels of performance. Our practical, easy-to-apply programs and methods help you achieve success in a volatile, uncertain, complex and ambiguous world.

Because thinking influences everything you do, you must understand your thinking to apply it for better productivity, communication, collaboration and innovation.

Our history

A history of innovation in business.

Ned Herrmann, founder of Herrmann International and originator of Whole Brain® Thinking, first pioneered the study of the brain in the field of business while in charge of Management Education at General Electric Corporation's world-class corporate university, Crotonville. He published his initial research as a two-part series in TR+D Magazine in 1981-1982 (The Creative Brain, Parts I & II).

His first widely acclaimed book, 'The Creative Brain', traced the scientific and historical roots of his innovative Whole Brain® Thinking approach. In 1995, his ground breaking 'The Whole Brain® Business Book' (McGraw Hill) created a new benchmark in thinking styles research specifically as it applies to critical business areas such as leadership, productivity, sales and teamwork.



The pioneering work, research and spirit of Ned Herrmann continue to drive the company three decades later. Ned viewed the Whole Brain® Model as a metaphor for an organising principle of how the brain works and as clients and practitioners around the world demonstrate every day, the exponential applications of one simple model have created a system that can improve virtually all aspects of individual and organisational performance.

Why Whole Brain® Thinking

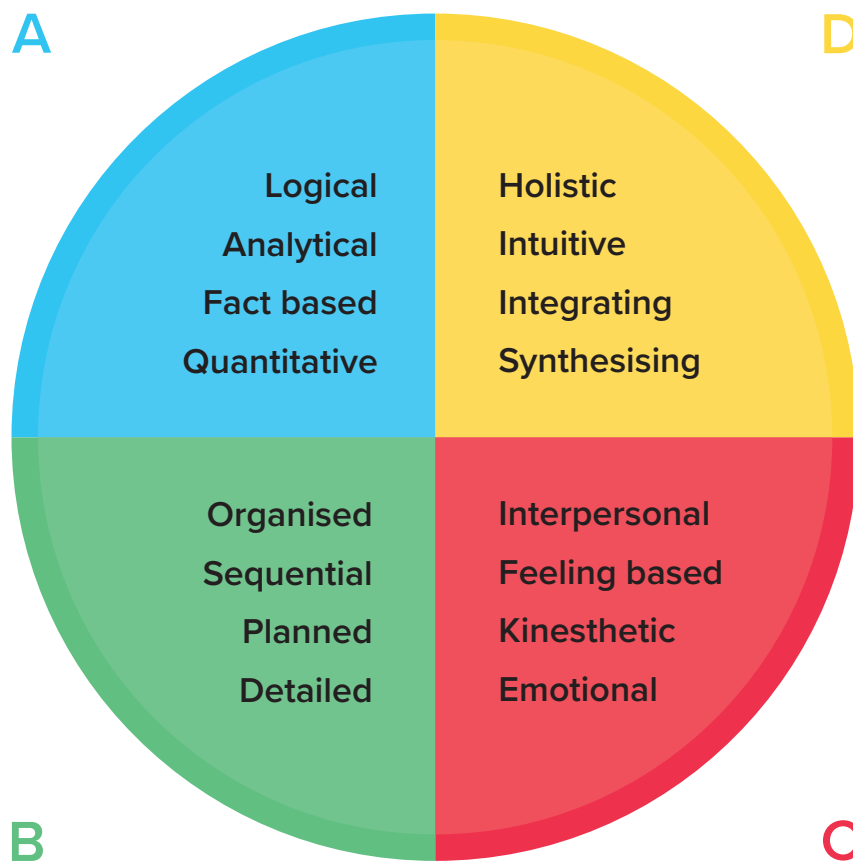
The way an individual, team or even an entire organisation thinks, has a profound impact on the results it achieves. Whole Brain® Thinking allows you to adapt and leverage different styles rather than relying solely on the ones you are most comfortable with.

The concept of Whole Brain® Thinking is easy to learn and apply. It creates better results by improving decision making, problem solving and communication—immediately!

The same approach can be applied across every business area, from sales, customer service and marketing to product development, HR and operations.

The Whole Brain® Model

Ned Herrmann's research shows that there are four different thinking preferences which he used to create the Whole Brain® Model.



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What are thinking preferences?

Thinking preferences have an impact on virtually everything we do, including communication, decision making, problem solving and managing styles.

Understanding your thinking preferences will give you a new perspective of yourself and people you deal with everyday.

What is the HBDI®?

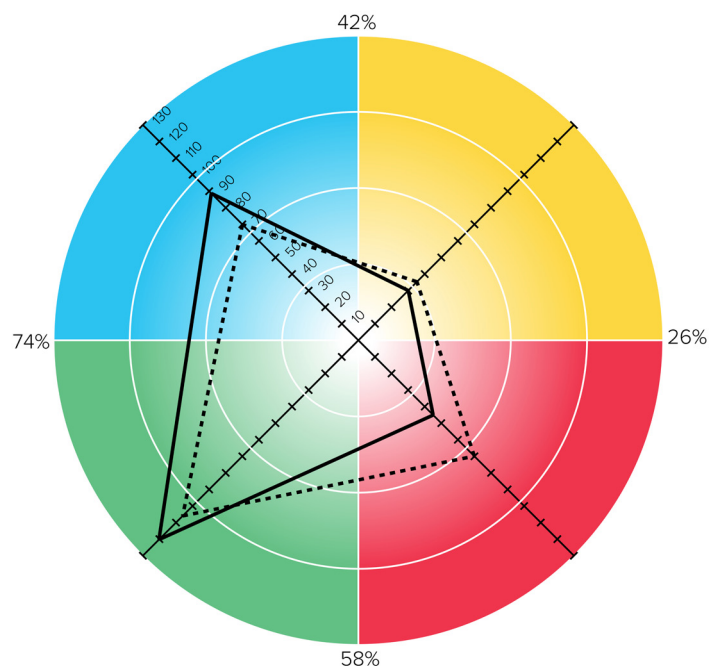
The Herrmann Brain Dominance Instrument® (HBDI®) is the world's leading Thinking Styles assessment tool. It identifies your preferred approach to emotional, analytical, structural and strategic thinking. It also provides individuals with a significantly increased level of personal understanding.

The HBDI was developed by Ned Herrmann in the 1970s. More than 3 decades of research and innovation stand behind the validity of the HBDI.

Over 2.5 million people worldwide have undergone HBDI analysis. It is used by over 97% of all Fortune 100 companies.

The HBDI is not just another assessment tool—it picks up where other assessment tools leave off.

Where most assessments end with a single report, the HBDI offers a valuable range of applications. Identifying your thinking preferences is only the first step.



How does it work?

The HBDI identifies an individual's degree of preference for each of the four distinct thinking preferences, based on Ned Herrmann's Whole Brain® Model.

The model evolved from a physiological understanding of our brain, the Whole Brain® Model is actually a metaphor for the way we think and is the basis upon which the HBDI was developed.

The HBDI, through its series of questions, is capable of measuring the degree of preference between each of the four individual Thinking Styles (quadrants) and each of the four paired structures (modes). This results in a four quadrant profile, which displays the degree of preference for each of the four quadrants—your HBDI Profile.

Scoring results are free of value judgement and cultural bias. Because it is a self-analysis, most people immediately recognise their results as accurate.

The HBDI Profile package includes a full colour profile, accompanying interpretation booklet that explains the profile and scores in detail, and a discussion of the implications that your results have for business and personal life.

The HBDI at work

The HBDI is a tool for organisational development, leadership development, personal growth and innovation. It helps organisations to:

- improve individual and team effectiveness, productivity and communication
- increase creativity that will keep you light years ahead of your competition
- consequently increase performance and bottom-line results.

Once an individual or group has their HBDI Profile, they are better able to understand their Thinking Styles and more importantly, the impact their Thinking Styles have on the way they learn, communicate and problem solve. Experience over the last 20 years has shown that individual and group applications of the HBDI and Whole Brain® Technology are limitless.

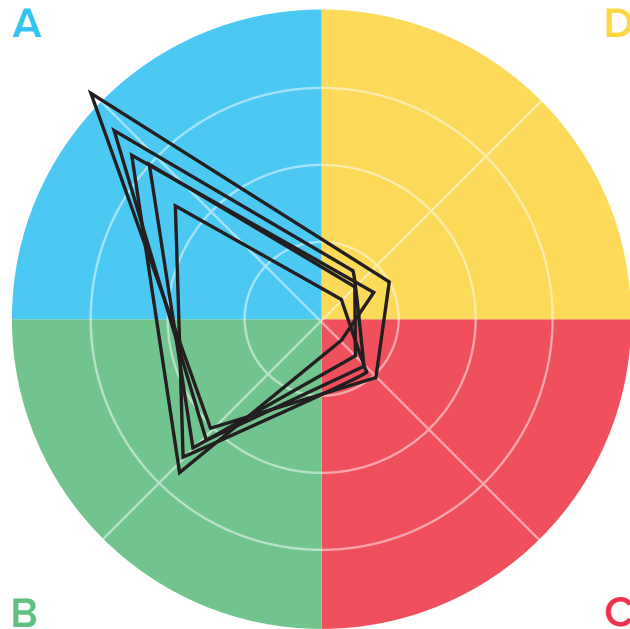
Some specific business applications

Team effectiveness/Team cohesion

Encourage team building through a better understanding of individual thinking preferences and an exploration of how these thinking preferences impact behaviour, and ultimately team effectiveness. Understand and value what each individual brings to a team and the contributions they can make.

Composite one: homogeneous team

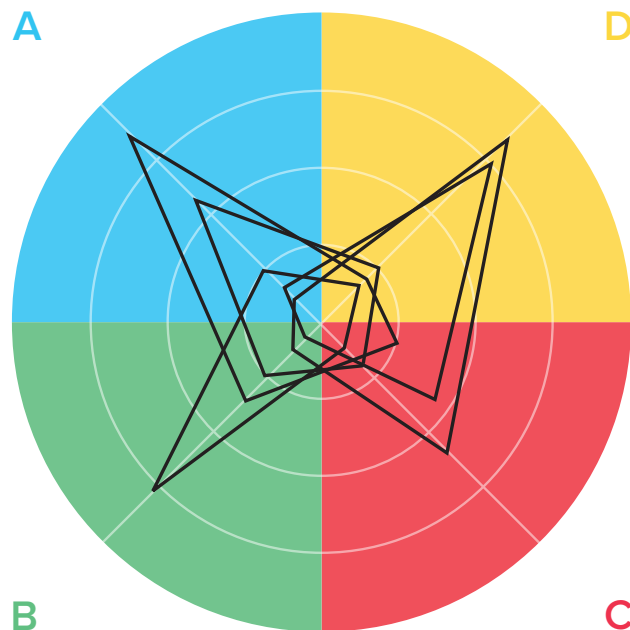
The chart shows that each member of this group (all are engineers) approaches problems and challenges with the same emphasis on correctness. They have their own ways of doing things, and they reject variations from set standards. The members are difficult to work with although the quality of their work is excellent.



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Composite two: heterogeneous team

This group includes managers from information technology, the mail room, and the cafeteria. Although the members share such goals as an orientation toward quality, they have experienced a wide range of business problems. Members regard one another as resources, enjoy the group's diversity, and take great pride in teamwork.



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Career development

Increase job fit. Decrease turnover and job dissatisfaction. Scan for high-potential leaders and factor thinking preferences into their career paths.

Communication/Conflict resolution

Analyse your messages and their match to the Thinking Styles of your internal/ external target audiences. Diversify and balance your communications to reach all audience segments. Reduce conflicts stemming from contrasting communication styles. Ensure effective communication with anyone, about anything, at any time.

Sales and marketing effectiveness

Apply Thinking Styles to shape market research, gain new insights into target markets and analyse trends. Factor customers' tendencies and preferences into sales/ negotiation methods.

Culture change/Organisational learning

Assess Thinking Styles across learning populations. Tailor learning to match learner preferences. Factor Thinking Styles™ into your strategies for managing culture change, mergers and acquisitions.

Strategy development

Map Thinking Styles of executives who shape strategy. Tailor strategy development process to turn differences from a liability into an advantage. Enhance clarity, confidence and consensus.

Creativity and innovation

Compose R&D groups, task forces and other groups to blend out-of-the-box thinkers and risk-takers with those demonstrating preferences toward analysis, planning and implementation.

Clients

Air New Zealand	Fonterra Co-Operative Group Ltd	Plant and Food Research
Ambulance Victoria	Fossil	Priceline
American Express	Foxtel	Procter and Gamble
AMP Services Limited	Frucor Suntory	PwC Australia
ANZ Banking Group Ltd	Go Healthy	Qantas
API Consumer Brands	Guardian Life	QBE
Aust Federal, State & Local Government Departments	Hugo Boss	QSuper
Australia Post	IBM	Queensland Fire and Emergency Services
Australian Bureau of Statistics (ABS)	Insead – Singapore	RACV
Australian Federal Police (AFP)	Johnson & Johnson	Red Balloon
Australian Taxation Office (ATO)	LaunchSpace Academy	SA Water
Bank Indonesia Institute	Macquarie Group	Sanford Fisheries
Bank of America	Macquarie University	Shell Oil
Bendigo Bank	McDonald's New Zealand	St George Bank
Blue Cross Blue Shield	Microsoft	Suncorp Australia
BMW	Ministry of Education	Swinburne University
Boeing	Monash College	Swisse Wellness Pty Ltd
BT Financial Group	Moose Toys	Transurban
Cisco	MTV Networks	UnitingCare Queensland
Coca Cola	NAB and MLC	US Navy
Commonwealth Bank of Australia	NBN Co	Vinnies
CPA Australia	Nespresso	Vitaco
Crown Holding Limited	Nestlé	Watercare
Deakin University	NIB Health Funds Limited	Westpac Banking Corporation
Disney University	Nortel Networks	Wharton School of Business
DuPont	Novartis	Woolworths New Zealand
	Pandora Jewelry	Xerox
	Paspaley	Zespri
	People's Choice Credit Union	



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