

Whole Brain® Thinking System – Application Principles*

General:

1. Whole Brain® Thinking is a metaphor.
2. The Whole Brain® Thinking System is meant to help you improve your life, not fix people.
3. Each quadrant is different and of equal importance; respect them all.
4. We are a mixture of nature and nurture.
5. Preferences can change, but it's usually due to a life-changing event.

Personal:

6. Leverage your strengths, deal with your challenges.
7. Plan for differences. Everyone's brain and thinking is unique and different.
8. There's a difference between skills and preferences.
9. Your everyday behavior, background, and language choices all represent clues to your thinking style and preferences.
10. Don't use preferences as an excuse for unsuccessful outcomes.

Interaction with Others:

11. Beware! Your preferences impact the assumptions you make.
12. Your own preferences will affect the clues you notice or don't notice in others.
13. First impressions are often misleading.
14. Do not over-simplify or stereotype others.
15. Most people are multi-dominant; do not refer to them as colors (e.g., a red person).
16. People with similar thinking styles don't necessarily get along. (In fact, similarities can lead to competition and friction.)

HBDI® Guiding Principles

1. The purpose of the HBDI® Profile is not to change you.
2. The HBDI® Assessment is not a test or a selection tool.
3. There are no good or bad, right or wrong profiles.
4. The HBDI® Assessment measures preference not competency.
5. The HBDI® Profile is a picture of your natural inclinations; don't sweat the scores.
6. Your HBDI® Assessment scores are not set in stone; your thinking is flexible and can adapt to situations.
7. Your profile is private, however, you get the best results from sharing your HBDI® Profile with others to help them better work with you.

* Formerly known as the Whole Brain® Guiding Principles