

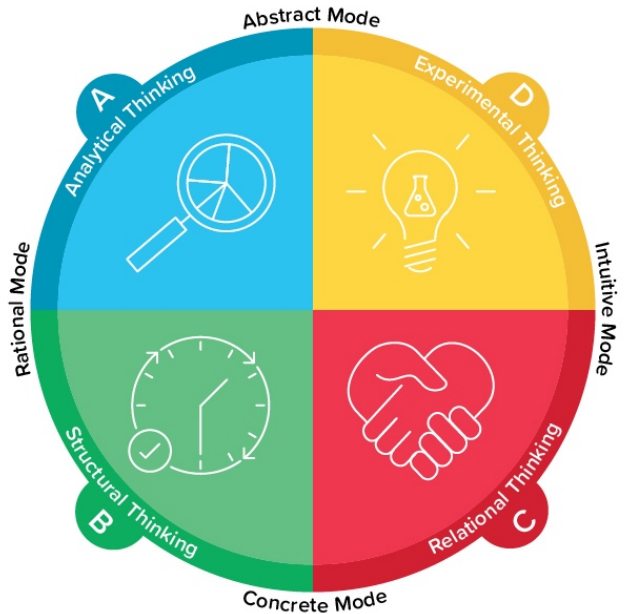
WHY THE HBDI® & WHOLE BRAIN® THINKING?

Better results start with better thinking

THINKING PREFERENCES

Understanding your thinking – *the cognition that shapes your personality and behavior* – is critical to improving effectiveness and engagement in individuals, teams and organizations.

Instead of putting you “in a box,” our tools focus on how to harness cognitive diversity and stretch your thinking agility to keep up with accelerating change.



UNMATCHED VERSATILITY

The simple, effective Whole Brain® framework serves as a powerful common language across the broadest scope of application areas, from communication and team collaboration to decision-making, strategy, innovation, customer insights and diversity & inclusion.

A BLENDED LEARNING JOURNEY

Unlike other options that are ‘one-and-done’, our integrated suite of sticky digital apps and blended learning products provide an ongoing journey that reinforces the learning and creates greater ROI for individuals, pairs, teams and entire organizations.

DEVELOPMENT ROOTED IN SCIENCE

The HBDI® and Whole Brain® Thinking are based on the science of neuroplasticity, teaching that we all have the capacity to stretch our thinking. This creates a positive, inclusive learning experience without pigeonholing or non-productive labelling.



WHAT	HBDI® assessment + Whole Brain® Thinking	 	More versatility, stickiness, and backing in science	WHY
	Profiles, workshops, digital apps & reinforcement tools	 	Employees & managers pairs, teams and Orgs.	
HOW				WHO