



Bringing the power of Whole Brain® Thinking to your employees, one workshop at a time.

A Series of Workshops Tailored for Your Needs

Based on the Whole Brain® Thinking methodology used by successful organizations around the world, including nine out of ten of the *Fortune 100*, The Business of Thinking® Series encompasses individual half-day workshop modules that can be implemented according to your needs and structure. Participants get hands-on experience applying Whole Brain® Thinking skills to:

- Solve tough revenue or product problems
- Set your organization apart from the competition
- Improve your decision-making, problem-solving and planning skills
- Build effective teams
- Manage mergers and acquisitions
- Change your culture
- Innovate more consistently and effectively

THE BUSINESS OF THINKING® SERIES MODULES

Foundational:

Start Thinking
ThinkAbout Teams *ThinkAbout Communicating*

Supplemental:

ThinkAbout Creative Thinking
ThinkAbout Problem Solving
ThinkAbout Decision Making
ThinkAbout Your Customer

- Based on the highly validated Whole Brain® Model
- Modular workshops addressing specific business-focused competencies
- Techniques and skills to leverage the thinking preferences of individuals and teams for better business outcomes
- Real-world application of Whole Brain® Thinking to everyday business issues
- Mix and match modules according to individual, team or business needs

Workshops must be facilitated by in-house or external HBDI® Certified Practitioners

Business of Thinking®

Workshop Descriptions

Introduction: Start Thinking

Start Thinking is a half-day workshop that lays the foundation for individuals to understand their thinking preferences. In addition to introducing Whole Brain® Thinking concepts and their application to everyday business, it also includes a review of the participant's Herrmann Brain Dominance Instrument® (HBDI®) profile and focuses on thinking preferences.



During the workshop, participants will:

- Define and describe the Whole Brain® Model, which is the basis of the HBDI®
- Examine how preferences affect behaviors in planning, work and communication
- Explore how the participant's behavior reflects these styles
- Receive and understand their HBDI® profile results

Application: Think About Teams

A team is usually formed because one person cannot do it alone, and Whole Brain® teams can bring tremendous value to an organization. In one example, a company found that teams comprising the full spectrum of thinking styles were 66% more effective than homogenous teams. But if it is not structured or managed properly, the "team" can end up being just a collection of people working alone.

While teams succeed or struggle for a variety of reasons, one critical success factor is how well the team takes advantage of its available thinking preferences to take on challenges and tasks. Whole Brain® Thinking can dramatically impact the ability of a team to unleash and combine the best thinking and talents of individual team members so that the team works together as a whole—one that is much greater than the sum of its parts.

During the workshop, participants will:

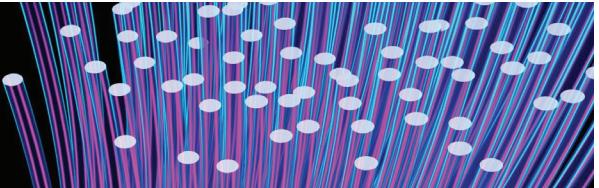
- Explore the advantages of using Whole Brain® Thinking in team situations
- Use the HBDI® Team Profile data to explain the collective strengths and challenges of the team in terms of its interactions with each other and its performance
- Describe what a team needs to have in place to take a Whole Brain® Thinking approach to its interactions and work
- Use a Team Planning Walk-Around tool to identify, sort by quadrant, and assign the action items needed to complete a task or project

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Workshop Descriptions

Application:

ThinkAbout Communicating



Many of the day-to-day business problems we face are communication problems, or are the result of poor communication. In customer-facing as well as internal functions, “getting through to” people of the same and different thinking styles is critical to personal and organizational effectiveness. That’s why a variety of organizations are using Whole Brain® Thinking as the basis for a “common language” to improve communication skills, and they’re reporting such measurable business results as a 66% reduction in calls to a supervisor, a 21% increase in after-tax profits and leading the market in customer satisfaction rates.

During this half-day workshop, participants will discuss the impact their thinking preferences have on the way they

communicate. They will then learn to communicate more effectively using the Whole Brain® Communicator and practice communicating from all four quadrants of the Whole Brain® Model.

During the workshop, participants will:

- Explore the impact thinking preferences have on the way people communicate
- Identify others’ thinking preferences in relation to your preferences and the situation
- Learn how to communicate with anyone, about anything, at any time, with better understanding
- Use the Whole Brain® Communicator to plan your own written and oral communications

Application:

ThinkAbout Decision Making

We tend to make decisions based on our most preferred thinking styles, and this means people with different thinking preferences may reach different decisions. While there is no one right way to make decisions, Whole Brain® Thinking can accelerate the process and lead to more balanced, thorough decisions. The process can have a direct impact on bottom-line results. In one company, applying Whole Brain® methodology to its Value Based Management transformation process ultimately led to a cost savings of over \$10 million per year.

Participants in this half-day workshop will learn how they can apply Whole Brain® Thinking to make decisions that are inclusive of all thinking preferences and, therefore, lead to better outcomes.

During the workshop, participants will:

- Explore the impact thinking preferences have on how individuals make decisions
- Apply a process for considering all four quadrants of the Whole Brain® Model when making decisions
- Use the Whole Brain® Decider to make more balanced and thorough decisions better results through better thinking
- Recognize how decision making may be different when under stress or pressure

Business of Thinking®

Workshop Descriptions



Most people have a preferred way of solving problems, which is often rooted in their preferred thinking styles. The challenge is that “my way” might not always be the “best way.” Organizations have found that a Whole Brain® process can provide the framework and structure for smoother, more productive and faster problem solving, with a direct correlation to business results.

In one telecom organization, call center employees have been able to decrease repeat calls – which were costing the company between \$12 and \$15 million per year – by using Whole Brain® problem solving and communication skills to pick up on customer thinking preference clues and tailor responses to better meet customer needs.

In this half-day workshop, participants will learn how to use the Whole Brain® Problem Solving Process to classify and solve real-world problems, providing the best chance to address the issues permanently.

During the workshop, participants will:

- Examine how thinking preferences impact individuals’ approaches to solving problems
- Utilize various tools and techniques to improve your problem solving skills
- Use the Whole Brain® Problem Solving Process to classify and work through business problems
- Identify actual problems in your organization that can be solved using the Whole Brain® method



Where will your next breakthrough, game-changing idea come from? Innovation is essential for rising above the competition, and in a difficult economy, it can be the key not only to survival but to market dominance.

Creative thinking that leads to innovative ideas is a Whole Brain® process and, given the right tools and techniques, everyone has the ability to contribute to the organization’s creative output.

There are four distinct stages in the creative process and each stage requires thinking from a particular quadrant of the brain. During this half-day workshop, participants will learn to use the Whole Brain® Creator to generate a plethora of new and different ideas—many of which will have immediate value for the business.

During the workshop, participants will:

- Understand what it means to be creative, from all four quadrants of the Whole Brain® Model
- Apply a process involving all quadrants of the brain to spark creativity and manage ongoing implementation of ideas
- Use the Whole Brain® Creator to generate new and different ideas that will have value for the business
- Gain buy-in from an audience with diverse thinking preferences

Business of Thinking®

Workshop Descriptions



Application:

ThinkAbout Your Customer

Understanding a customer's or prospect's thinking preferences and applying a Whole Brain® process to interactions improves not just negotiations and sales, but marketing, customer service and loyalty as well.

The positive impact can be realized throughout the business. In one case, a magazine publisher was able to more than quadruple revenue in two years by realigning the magazine's content and style with the thinking preferences of its readers. In other organizations, better connections between sales professionals and customers are helping them close more deals, more quickly, while improving overall customer satisfaction.

In this half-day workshop, participants will use the Whole Brain® tools to determine their customer's thinking style, identify the features and benefits that will most appeal to the customer, and practice presenting information in the most effective manner possible.

During the workshop, participants will:

- Use clues to determine the thinking style of a customer or prospect
- Understand how various products/services resonate differently with people of different thinking preferences
- Plan and present information to customers using a Whole Brain® approach
- Identify the way others' thinking preferences affect the way they make buying decisions



We help individuals, teams, and organizations understand and apply Whole Brain® Thinking to achieve their desired results.

Our vision is that every thinker—and, by extension, every team and organization—around the world is getting better results through Whole Brain® Thinking.

PROVEN RESULTS OF WHOLE BRAIN® THINKING



350%

reduction in time to job mastery

A leading Pharmaceutical company reduced time to job mastery from 24 months to 7 months by incorporating the HBDI® and Whole Brain® Thinking into its onboarding program.

