Whole Brain® WalkAround:

Analyzing Business Decisions in a Crisis

The Whole Brain® WalkAround is a diagnostic tool for understanding; **prompting, diagnosing, charting or planning different approaches based on the four quadrants of the Whole Brain Thinking Model**. Using it will ensure you engage all the thinking needed providing you with a **cognitively diverse approach** and ensuring better outcomes and increased innovation.

Each quadrant of the Whole Brain® Thinking Model represents a different perspective on any problem, decision or challenge you are exploring. Our thinking preferences (or the situation itself) often predispose us to look through the lenses of our preferred thinking styles, while quadrants of lesser preference may be overlooked. **In order to ensure you have a cognitively diverse approach, ask yourself these questions.** This process will help ensure you are bringing in different perspectives, ensuring a more cognitively diverse approach.

Note: When working with a group or team, it is recommended that each individual do this process first, and then share their findings with others.

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Instructions:

Evaluate any major decision by answering the four questions in the Analyzing Business Decisions in a Crisis WalkAround to ensure you have considered all perspectives. Adjust your decision accordingly.

If necessary, you may want to reach out to others outside your team to get clear and appropriate answers for each quadrant.

WalkAround: Analyzing Business Decisions in a Crisis (The Whole Brain® Way)

Purpose

Analyze the benefits as well as the costs and downsides of the decision and any impact on efficiency and performance.

Possibilities

Review your decision within the context of the current environment as well as the mid and long term strategy and vision, and look for fit and implications.

Assess and evaluate execution options as you get organized, understanding impact on policies, resources and timing and making sure you build in flexibility to adapt as necessary.

Process

Look at the implications for all stakeholders (employees, customers, board, vendors, etc.), including stress and morale, communicating with transparency and frequency so all know where they stand.

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