

Product Proposal

**Bring Your Whole Brain[®] To Work
and Build Highly Effective Teams**

Herrmann has been helping people at the world's best-performing organizations bring their Whole Brain to work for more than 40 years with an evolving suite of assessment, employee engagement, and talent intelligence solutions. The Whole Brain[®] Thinking framework serves as a powerful, science-backed operating system for building team intelligence, eliminating strategic blindspots, and harnessing cognitive diversity in the flow of work.

thinkherrmann.com



Key Benefits

Our suite of assessment, employee engagement, and talent intelligence solutions is backed by science and is built for the enterprise. With our suite of solutions, you will be able to:



Build Your Team's Intelligence

Apply what you learn about everyone's thinking preferences to work more productively and inclusively in person, remote or hybrid.



Eliminate Blindspots

Reduce both unproductive conflict and groupthink by empowering your executives, managers, and individual contributors to apply everyone's thinking preferences to swiftly identify threats and compete in a fast-changing environment.



Harness Cognitive Diversity in the Flow of Work

Improve communication and accelerate knowledge transfer through easy-to-use integrations.



Gain Visibility in How Your Teams Think and Work Best

Access insights on decision-making styles across your organization at scale safeguarded with enterprise-ready security features.

Your Subscription Includes:



Unlimited use of the
Herrmann Platform



Leadership & Management
Capabilities



Team Effectiveness
Solution



Internal
Capability
Building



Herrmann Platform
Implementation

Your subscription contract provides online access to the HBDI® Assessment, Thinker Portal, Practitioner Portal, courses in the Learning Portal, data access, and a variety of tools during the duration of your contract period.

Unlimited use of the Herrmann Platform for each individual Thinker (Thinker Portal) included in the subscription:

- The HBDI® Assessment
- Journey – Self-Paced Learning on Whole Brain® Thinking
- Teams for teams to use in meetings and other workplace scenarios
- Team Effectiveness Dashboard

Team Effectiveness Solution:

- Team Effectiveness roadmap in LearnUpon
- Team Accelerator Tools
- Pulse Survey

Leadership & Management Capabilities:

- Sharing – Tools to personalize, share and compare profiles
- Teams – Tools for managers and teams to apply Whole Brain® Thinking
- HBDI® Pair Reports
- HBDI® Team Reports

- Organizational Agility on the Herrmann Platform:
- Professional Service Hours

Internal Capability Building:

- HBDI® Certification
- Practitioner Portal
- Certified Practitioner in Practice Workshops (CPIP)
- Community of Practice (COP) Communications
- Whole Brain Champion Program

Herrmann Platform Implementation:

- Organizational Data Structure set up
- Herrmann Platform Education

*Additional access seats to Herrmann Platform are available upon request and will be invoiced upon activation

1.Herrmann Platform

Unlimited use of the Herrmann Platform for each individual Thinker.



The HBDI® Assessment

The HBDI® (Herrmann Brain Dominance Instrument) is an assessment that is backed by over 40 years of brain-based global research and scientific validation. 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.

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

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.

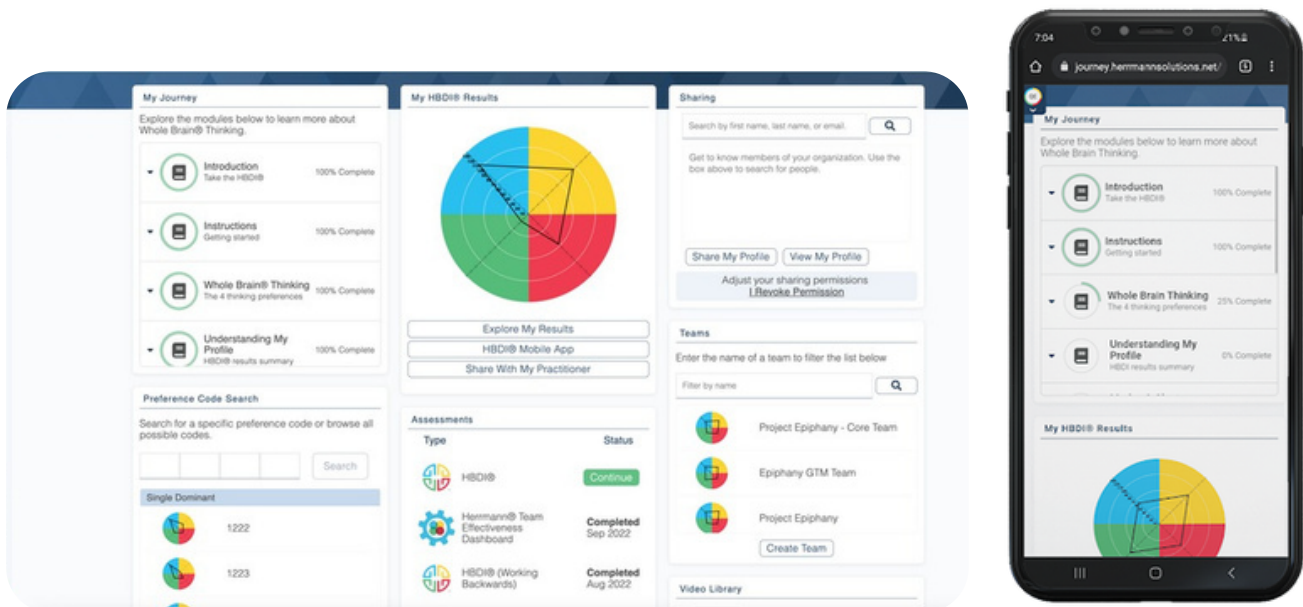
Results are available via HBDI® Digital and HBDI® Mobile App.



Journey

Journey is a self-paced Whole Brain® Thinking learning journey within the Thinker Portal, which provides content required for an HBDI® debrief. Our online digital platform provides on-demand learning and can be accessed from your computer, laptop, or any mobile device. Perfect for learning on-the-go. Average user takes about 90 minutes to complete, which can be completed in one sitting or in phases. Includes:

- Multimedia modules providing a comprehensive debrief of the HBDI® Profile, private and shared reflection, knowledge checks, and shared profile creation



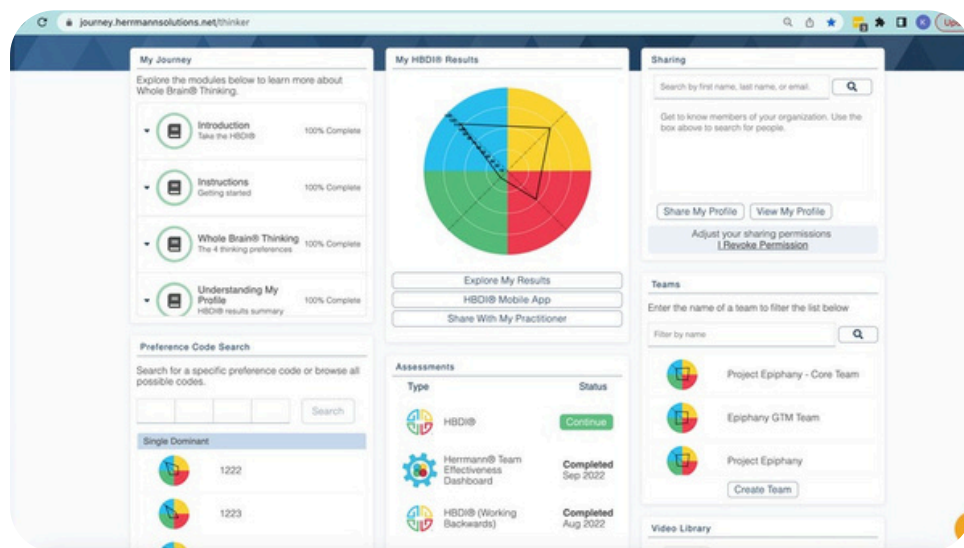
2. Leadership & Management Capabilities

Managers and teams can gain greater efficiencies through the use of Whole Brain® Thinking through the ongoing use of Sharing or Teams.



Sharing

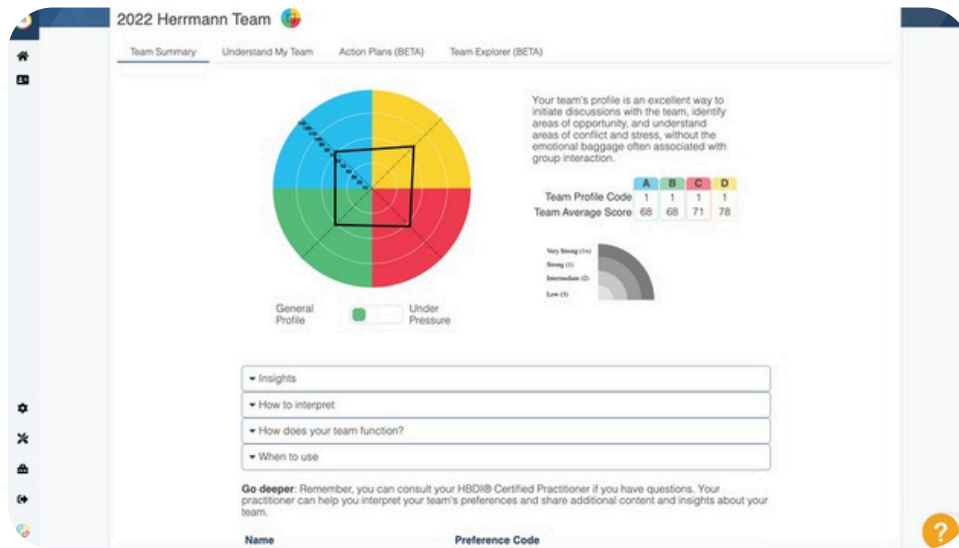
Sharing provides individuals and teams with the ability to personalize, share, and compare HBDI® profiles easily within the Herrmann platform. Improve transparency between team members by sharing profile insights for better communication and trust-building.





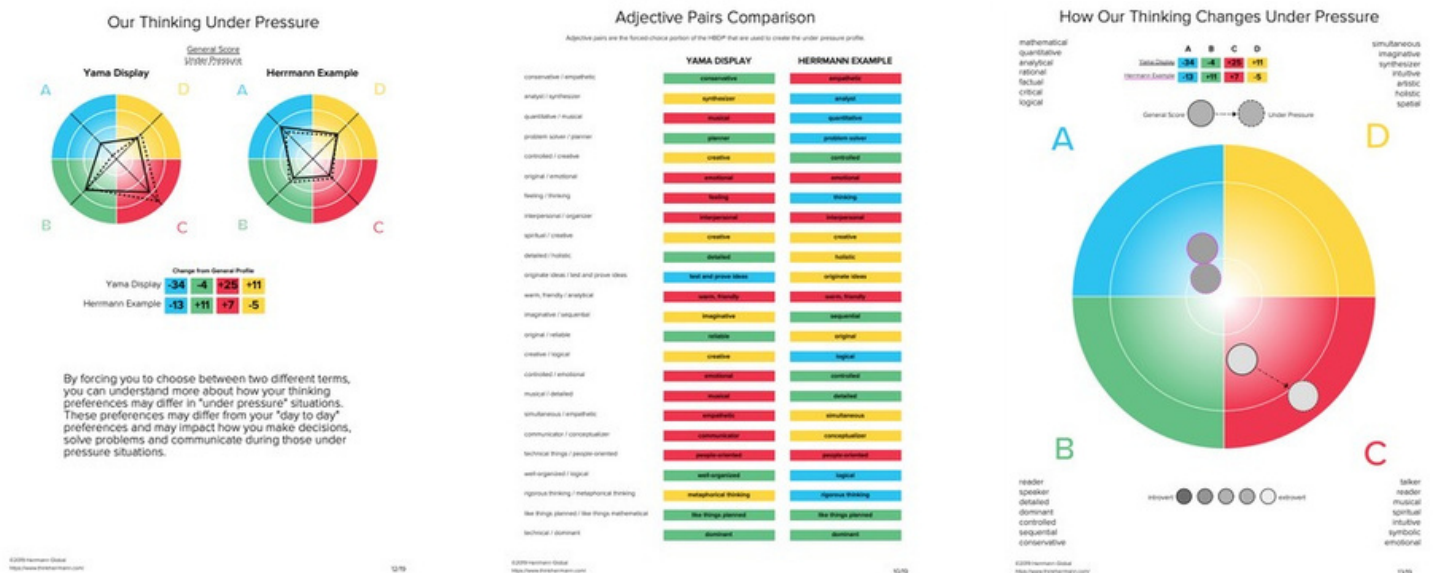
Teams

Teams provides managers and teams with the ability to view their team's HBDI® profiles and apply Whole Brain® Thinking to help solve collaboration challenges.



HBDI® Pair Reports

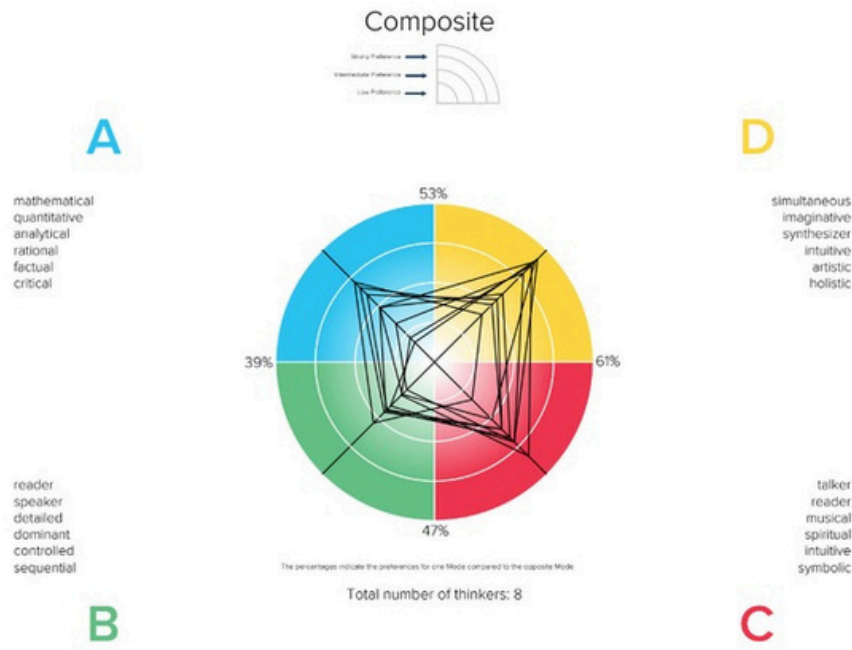
Our pair reports are detailed comparative reports which include a comparison between two HBDI® profiles. These reports can be accessed online and can also be saved as a PDF for printing purposes.





HBDI® Team Reports

Our team reports are detailed comparative reports of a team's HBDI® profiles. Gain insight on the strengths and weaknesses of your team in advance of team projects to avoid possible blind spots.



Herrmann Team Effectiveness Dashboard

Our Team Effectiveness Dashboard is a complementary tool to the HBDI® team report, allowing the team to share.



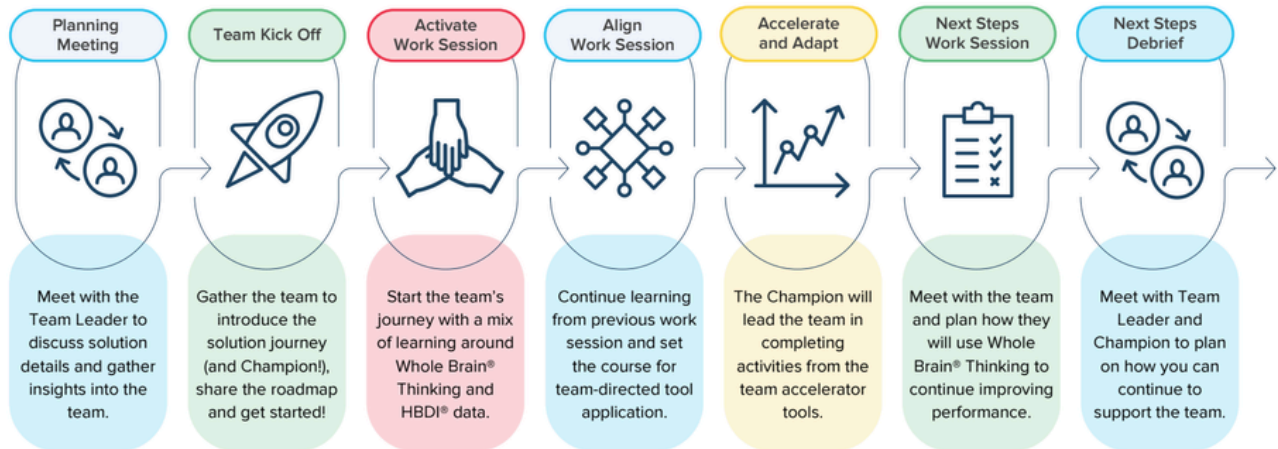
3. Team Effectiveness Solution

These connected tools create a solution that combats team dysfunction by improving team collaboration, problem-solving and decision making.



Team Effectiveness roadmap

The Team Effectiveness Roadmap is a comprehensive guide that intelligently integrates the Whole Brain Thinking methodology with all the necessary resources to lead your team through work sessions that allow you to customize your journey.





Team Accelerator Tools

The Team Accelerator Tools are four stages of resources to help leaders better understand individual and team thinking preferences, with actions to apply Whole Brain® Thinking for exceptional results.



Activate

Establish baselines for team dynamics and performance.



Align

Build a foundation of trust while prioritizing goals to focus on what matters most.



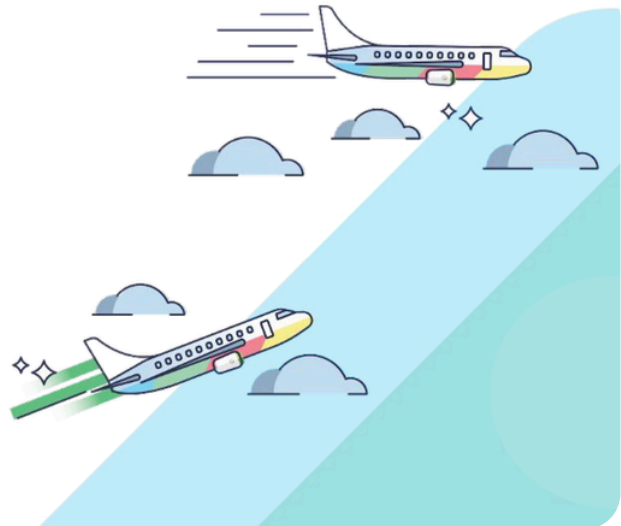
Accelerate

Drive ongoing performance improvement by clarifying goals and providing better feedback.



Adapt

Navigate disruptions with resilience so your team can emerge stronger than before.



The Pulse Survey

The Pulse Survey creates a baseline measurement and ensures the regular checking of progress to help teams understand where to focus.



Team Pulse Check Survey for Herrmann Marketing

To evaluate our team's process, please take a few minutes and share your perspective on how you think your team is doing.

By clicking start, I agree to the [privacy policy](#) and [terms and conditions](#), and I consent to the processing of my personal data as described therein.

● Takes 45 sec

Start

press Enter ↵

4. Internal Capability Building



HBDI® Certification

HBDI® Certification is a three-day program that offers comprehensive Whole Brain® Thinking training to a selected individual(s) as selected within the agreement. As a certified practitioner, you will become trained on how to best utilize Whole Brain® Thinking within your organization, including the ability to deliver HBDI® debriefs with your users. This helps them to understand their individual profiles and how to best utilize all that the program can offer.



Practitioner Portal

Certified practitioners have access to an online library of facilitator resources including guides, walkarounds, case studies, and more.



Certified Practitioner in Practice Workshops (CPiP)

Gain access to free Certified Practitioners in Practice online workshops where you can build your Whole Brain® Catalyst skills by learning more about Herrmann assessments, application tools, and facilitation best practices.



Community of Practice (COP) Communications

As a member of our global network of professionals, you'll receive support and inspiration from other practitioners as they share their experiences helping individuals, teams and organizations think better and work better using the Whole Brain® Model.



Whole Brain® Champions

The Whole Brain® Champion program is designed for anyone interested in igniting new possibilities and ideas for themselves and others by applying proven and practical Whole Brain® tools to engaged and energized teams.

Whole Brain® Champions help implement tools and resources to elevate teams skills, and support Certified Practitioners in building learning plans.

5. Herrmann Platform Implementation

Herrmann platform implementation sets you up for success by getting your organizational data structure in place, as well as providing you the platform education on how to utilize the product.

- Organizational Data Structure set up
- Herrmann Platform Education

To maintain access to your data each year, you'll need to renew your licenses for existing users and for any new licenses needed.



Professional Service Hours

Professional Services are ad-hoc training or individualized post-sale support to help the client develop Whole Brain® Thinking content to utilize in the client's programs or any assistance preparing/designing workshop content to be used by the client.

Examples of things Herrmann provides that would count against these hours:

- Workshop & Organizational design — Helping design/integrate WBT into data/reporting, workshop sessions, processes/initiatives and overall organizational strategy
- Consulting — Advising/Coaching on organizational initiatives including change management, strategic planning, culture change, teams, project management, lean process, organizational alignment
- Advanced Implementation — Supporting a client to ensure optimal organizational data structure, to help them fulfill their business objectives, plans & people development strategy