

Where thinking meets the bottom line

# The Whole Brain<sup>®</sup> Advantage

Your organization's results depend on its brainpower. Don't waste a bit of it.

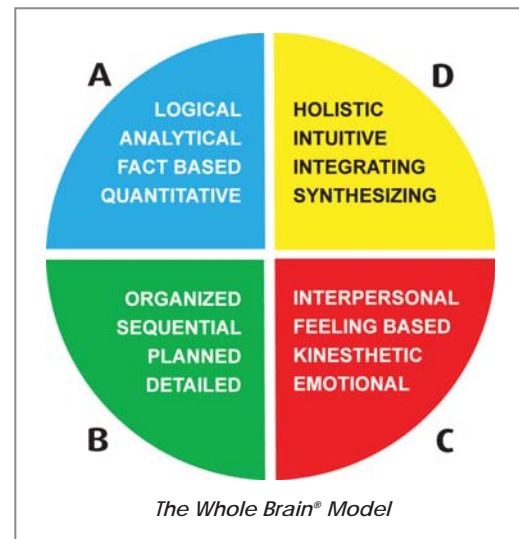
Results drive success. The faster—and smarter—you can reach your critical organizational goals, the quicker you'll see a return on your efforts. But if your organization isn't putting every aspect of its intelligence to work—from problem solving and creativity to technical expertise and management discipline—you won't have the advantage you need to compete effectively in today's challenging environment.

Herrmann International's Whole Brain<sup>®</sup> methodology is based on proven research into how people think and communicate. By drawing on the combined analytic, detailed, strategic and interpersonal skills it takes to succeed today, organizations are able to harness their full brainpower to outthink, outpace and outperform the competition.

**That's the Whole Brain<sup>®</sup> Advantage.**

## Essential results fueled by Whole Brain<sup>®</sup> Thinking

<ul style="list-style-type: none"> <li>• 13% increase in the number of customers</li> <li>• 21% increase in after-tax profits</li> <li>• Increase in revenue from \$80K to \$450K</li> </ul>	<ul style="list-style-type: none"> <li>• Increase in strategic capacity of HR Business Practice Leaders (\$1.5 million saved due to new internal capabilities)</li> <li>• Competitive differentiation achieved through 'Whole Brain<sup>®</sup>' client service approach</li> </ul>
<ul style="list-style-type: none"> <li>• 50% reduction in attrition</li> <li>• Decrease in job mastery time from 24 months to 7 months)</li> <li>• Improved safety numbers (hit target)</li> </ul>	<ul style="list-style-type: none"> <li>• 66% improvement in team effectiveness</li> <li>• 98% of pairs 'sticking' in mentor program vs. 50%</li> </ul>



The Whole Brain<sup>®</sup> framework gives organizations and people an easy-to-apply system for approaching problems, communications, planning, processes and customers more effectively. By understanding how thinking impacts results and learning how to adapt thinking to the situation, leaders, individuals and teams are able to unleash the collective intelligence necessary to sell more, waste less, innovate faster, and develop and retain top talent.

Nine out of ten of the Fortune 100 rely on the Herrmann Whole Brain<sup>®</sup> Advantage as a strategic approach that helps them remain successful and nimble, even while the competition is grappling with turmoil and upheaval. Their results show the power of Whole Brain Thinking<sup>®</sup> at work.

*To find out how you can get the Whole Brain<sup>®</sup> Advantage in your organization, contact us at 800-432-4234, or visit us online at [www.hbdi.com](http://www.hbdi.com).*

**better results through better thinking**