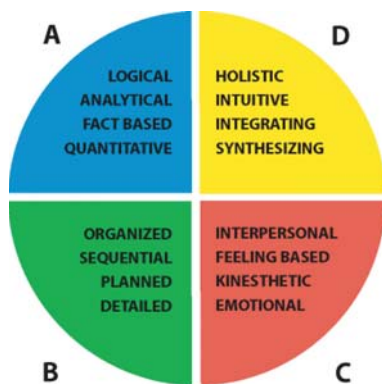


# The Herrmann Brain Dominance Instrument® (HBDI®)

The world's leading thinking styles assessment tool, the Herrmann Brain Dominance Instrument® (HBDI®) is the assessment at the core of Herrmann International's Whole Brain® Thinking approach. Developed in the 1970s by Ned Herrmann, then a manager at General Electric, more than thirty years of research and innovation stand behind the validity of the HBDI®.



*The Whole Brain® Model*

The 120-question HBDI® assessment evaluates and describes the degree of preference individuals have for thinking in each of the four brain quadrants, as depicted by the Herrmann Whole Brain® Model.

Research has shown that everyone is capable of flexing to less preferred thinking styles and learning the skills to diagnose and

adapt to the thinking preferences of others. Presenting information in a way that recognizes, respects and is compatible with different preferences is crucial to meeting colleague and client needs.

The basis of Whole Brain® Thinking and all Herrmann International learning modules, the HBDI® teaches you how to communicate with those who think the same as you and those who think differently than you. Once an individual understands his or her thinking style preferences, the door is open to improved teamwork, leadership, customer relationships, creativity, problem solving, and other aspects of personal and interpersonal development.

Over one million people around the world have taken the HBDI®, witnessing firsthand its value in improving personal, professional and organizational effectiveness. Leading academic institutions and organizations of all sizes and industries, including nine out of 10 of the Fortune 100, are using the HBDI® and Whole Brain® Thinking techniques to get better results in their mission critical areas.

*To learn how you can put the HBDI® to work for your organization, contact us at 800-432-4234, or visit us online at [www.hbdi.com](http://www.hbdi.com).*

## The Assessment at the Core of Whole Brain® Thinking

### THE HBDI® AT WORK

#### Individual and Team Effectiveness

- Increase individual and team success.
- Foster appreciation for the value of diverse thinking styles.
- Overcome thinking-style barriers to cross-team integration.

#### Leadership Development

- Improve and accelerate decision-making and problem solving.
- Communicate better with direct reports, peers and supervisors.
- Increase mentoring success.

#### Talent Management

- Improve job fit and ramp-up time.
- Decrease turnover.
- Increase employee engagement.
- Scan for high-potential leaders and factor thinking preferences into their career paths.

#### Sales, Service, Marketing Effectiveness

- Build stronger customer relationships and increase loyalty.
- Close more deals by adding customer preferences into sales/negotiation methods.
- Apply thinking styles to shape market research and gain insight into target markets.

#### Creativity and Innovation

- Compose R&D groups, task forces and other groups based on an optimum blend of thinking preferences.
- Foster openness and appreciation for diversity of thought.
- Use Whole Brain® tools to spark creativity and breakthrough ideas.

**better results through better thinking**