



# Whole Brain Thinking®



Better thinking for better results. A powerful, science-backed operating system for decoding and harnessing the thinking differences of individuals, teams, and organizations.

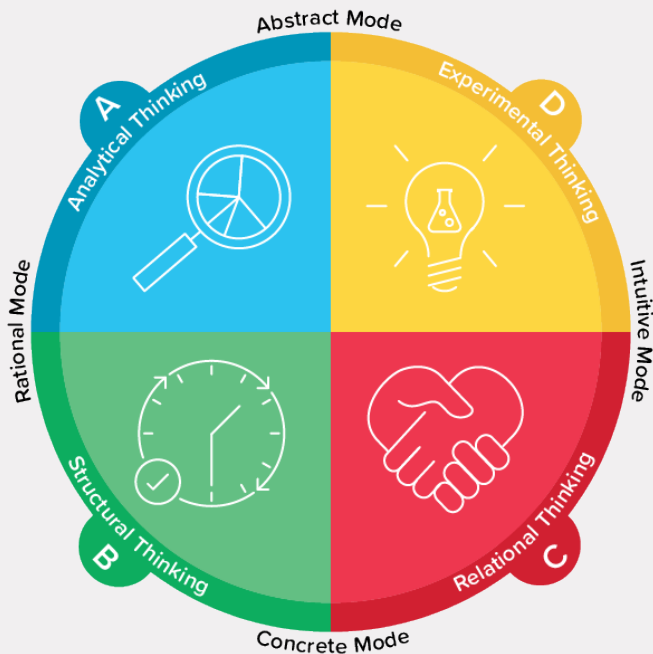


**Herrmann**  
HBDI®  
Certified





# What Is Whole Brain® Thinking?



A science-backed methodology for **decoding and harnessing thinking differences** across individuals, teams, and organizations.

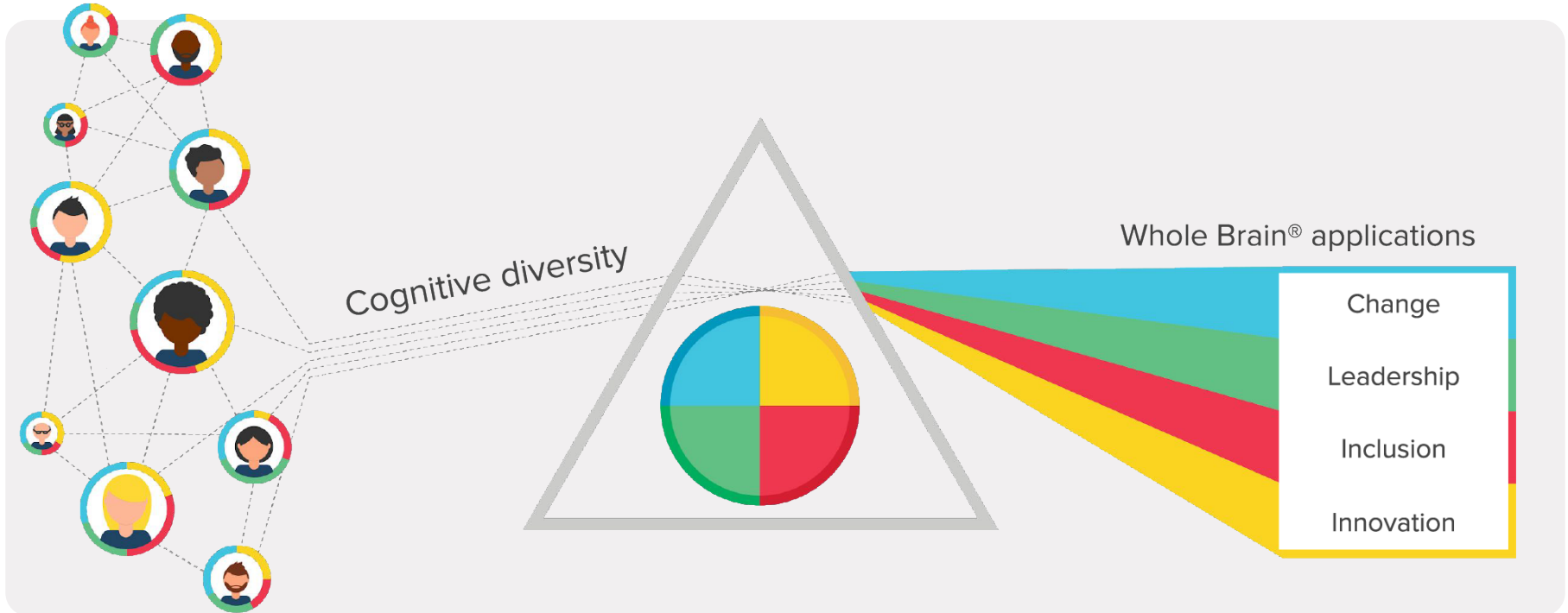
It acts as both a metaphor and a practical tool for improving performance by leveraging different thinking preferences across:

- **Problem-Solving & Decision-Making**
- **Innovation & Collaboration**
- **Leadership & More**



# Application Tools on the Herrmann Platform

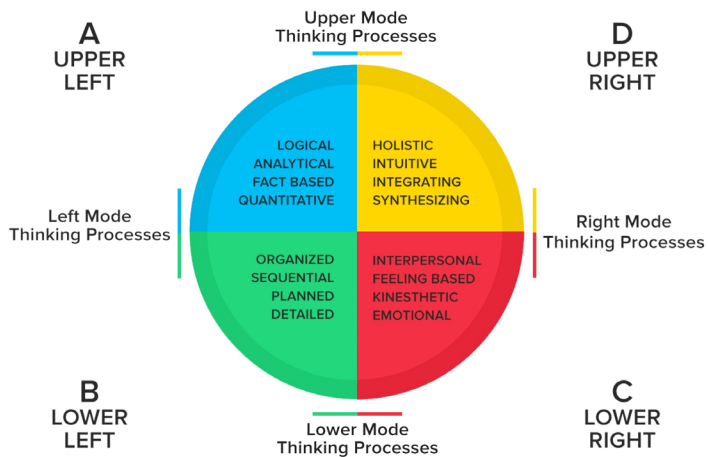
Extending Whole Brain® Thinking into everyday application





# The Whole Brain® Model

## The Whole Brain® Model



The four-color, four-quadrant graphic and Whole Brain® are registered trademarks of Herrmann Global, LLC. © 2016 Herrmann Global, LLC

### A – Analytical

Logical, fact-based, quantitative. Data, analysis, evidence.

### B – Practical

Organized, structured, detailed. Plans, processes, implementation.

### C – Relational

Interpersonal, empathetic. Relationships, collaboration, feelings.

### D – Experimental

Conceptual, imaginative, holistic. Ideas, innovation, future possibilities.

**We can use all four quadrants — but we have clear preferences. Those preferences form the basis of the Whole Brain® model.**



# Benefits of Whole Brain® Thinking



## Enhanced Problem-Solving

Multiple perspectives lead to more innovative, effective solutions.



## Improved Communication

Tailor strategies that resonate with diverse thinking styles.



## Increased Productivity

Balanced approach addresses both creative and practical aspects.

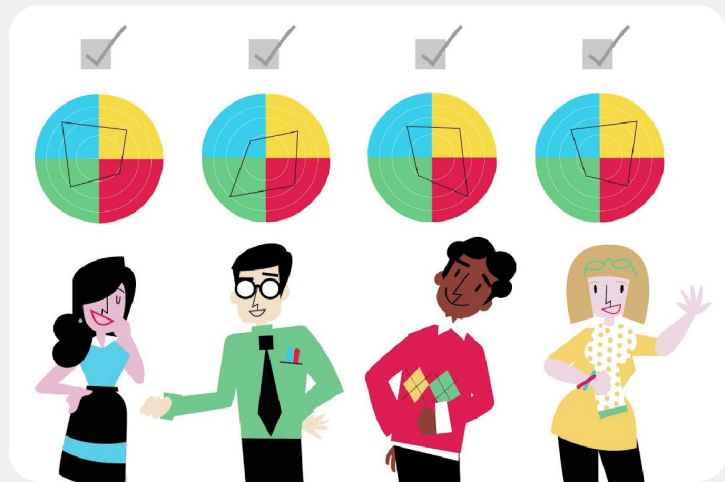


## Fostered Innovation

New ideas are not only generated but effectively implemented.



# The HBDI®: Turning Insight into a Profile



The **Herrmann Brain Dominance Instrument® (HBDI®)** is the world's leading Thinking Styles assessment — completed by **over 4 million people worldwide**, including Fortune 500 leaders.

## What It Measures

Preference across A–D quadrants, left/right tilt, and thinking shifts under pressure.

## What You Get

Visual profile map, preference code, key descriptors, work elements, and energy insights.



# The Herrmann Platform & Extra Tools



## Thinker Portal

Personalized digital space — explore profiles, access bite-sized modules, and build a thinking toolkit anytime, anywhere.

## HBDI® App & Pair/Team Profiles

Access your profile on mobile; gain deeper insights into critical pairs and whole teams.

## Team Dashboard & Workshops

Diagnose team focus vs. needs. Modular workshops on problem-solving, trust, customer service, and more.



[www.ThinkHerrmann.com](http://www.ThinkHerrmann.com)

---