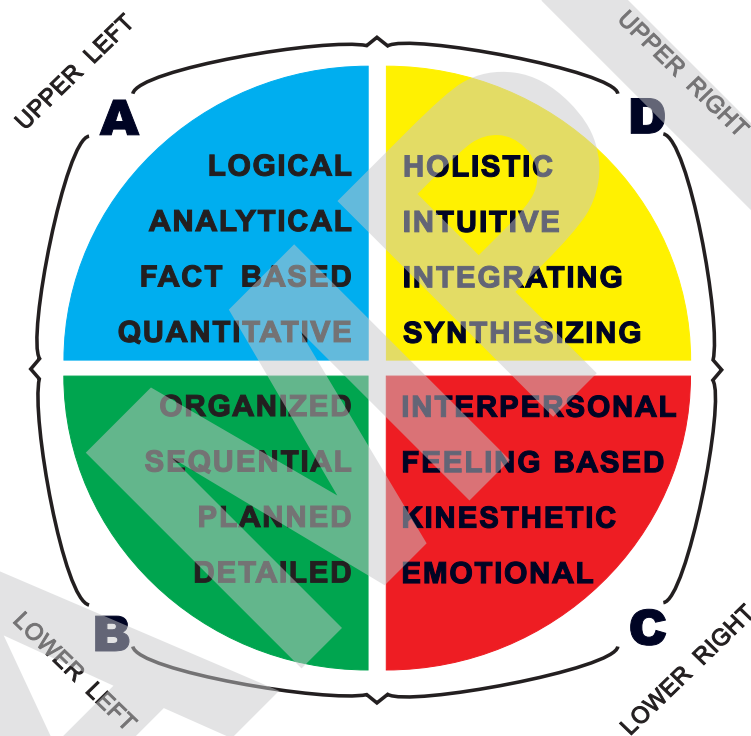




# THE BUSINESS OF THINKING

## THE HERRMANN WHOLE BRAIN MODEL



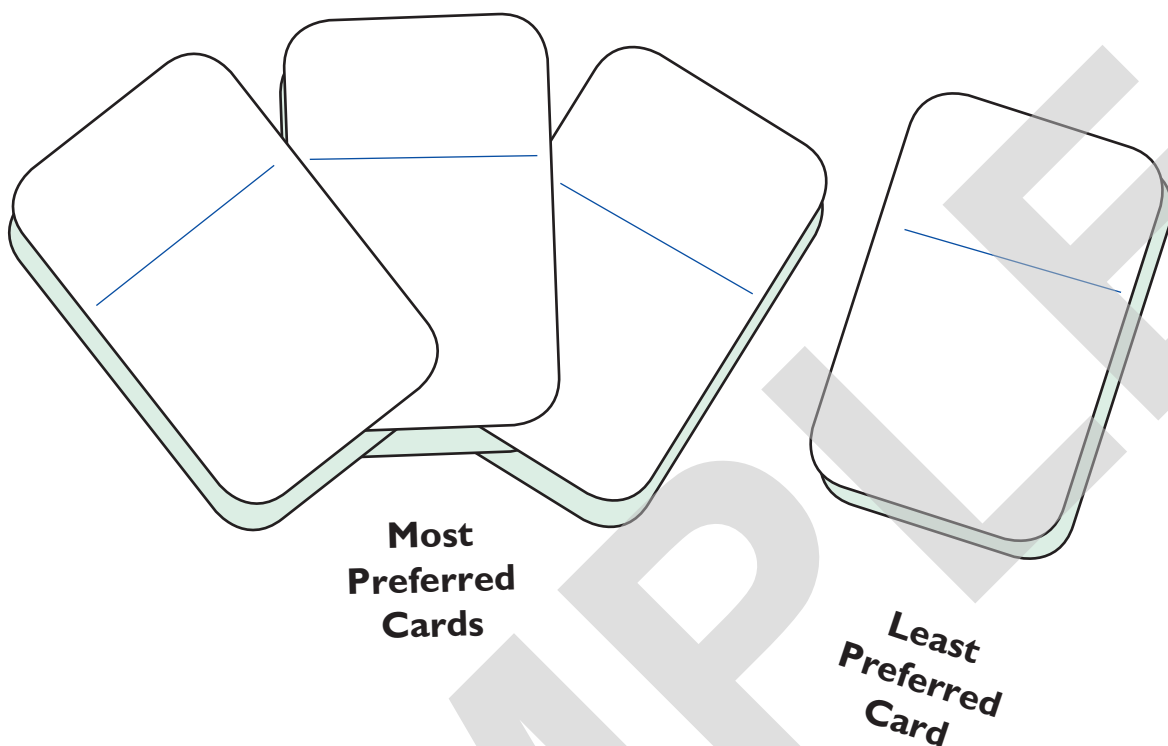
## START THINKING

PARTICIPANT WORKBOOK

Version 2.A

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## DIVERSITY



In the space below, describe a recent situation when you have actually used all 3 cards you selected. Describe a real life situation. Be as specific as possible.

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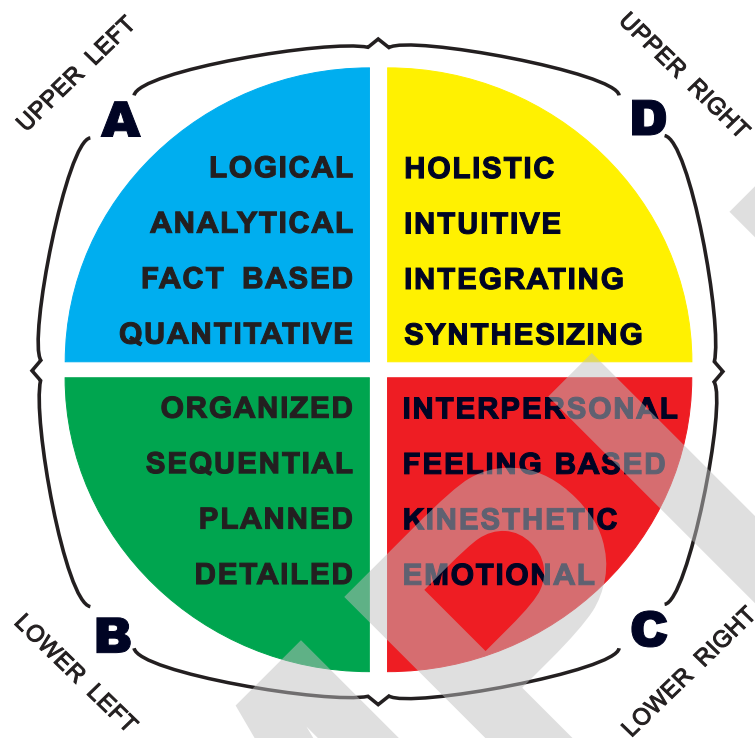
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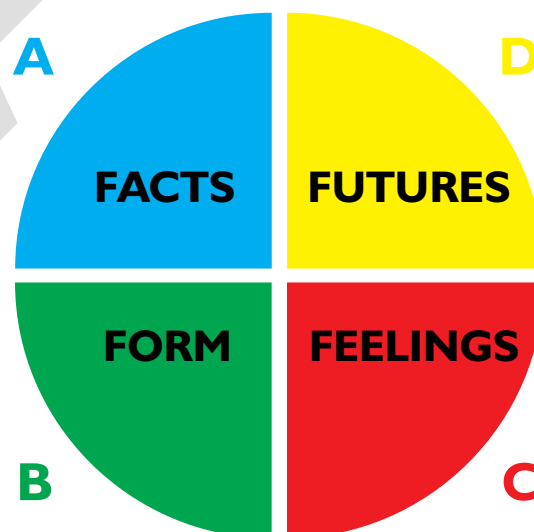
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## WHOLE BRAIN MODEL



## FOUR F's



A

**A Quadrant:  
The Rational Self**

**At School:** Maths, Science, Computers

**At Work:** Finance, Engineer, Chemist,  
Technician

**Decision Making:** Gathers Facts,  
Argues Rationally

**Problem Solving:** Forms Theories,  
Solves Logically, Measures Precisely

**Hobbies:** Model Making, Home  
Improvements, Computer Games

**RATIONAL SELF**

Analyzes  
Quantifies  
Is Logical  
Is Critical  
Is Realistic  
Likes Numbers  
Knows About Money  
Knows How Things Work

**B Quadrant:**

**The Safekeeping Self**

**At School:** Geography, History, Language  
(grammar)

**At Work:** Manager, Administrator, Project  
Management, Travel Agent

**Decision Making:** Stands Firm, Conservative,  
Procedural

**Problem Solving:** Approaches Problems Practically

**Hobbies:** Travel, Fishing, Camping, Spectator Sports, Golf,  
Reading

**SAFEKEEPING SELF**

Takes Preventive Action  
Establishes Procedures  
Gets Things Done  
Is Reliable  
Organizes  
Is Neat  
Timely  
Plans

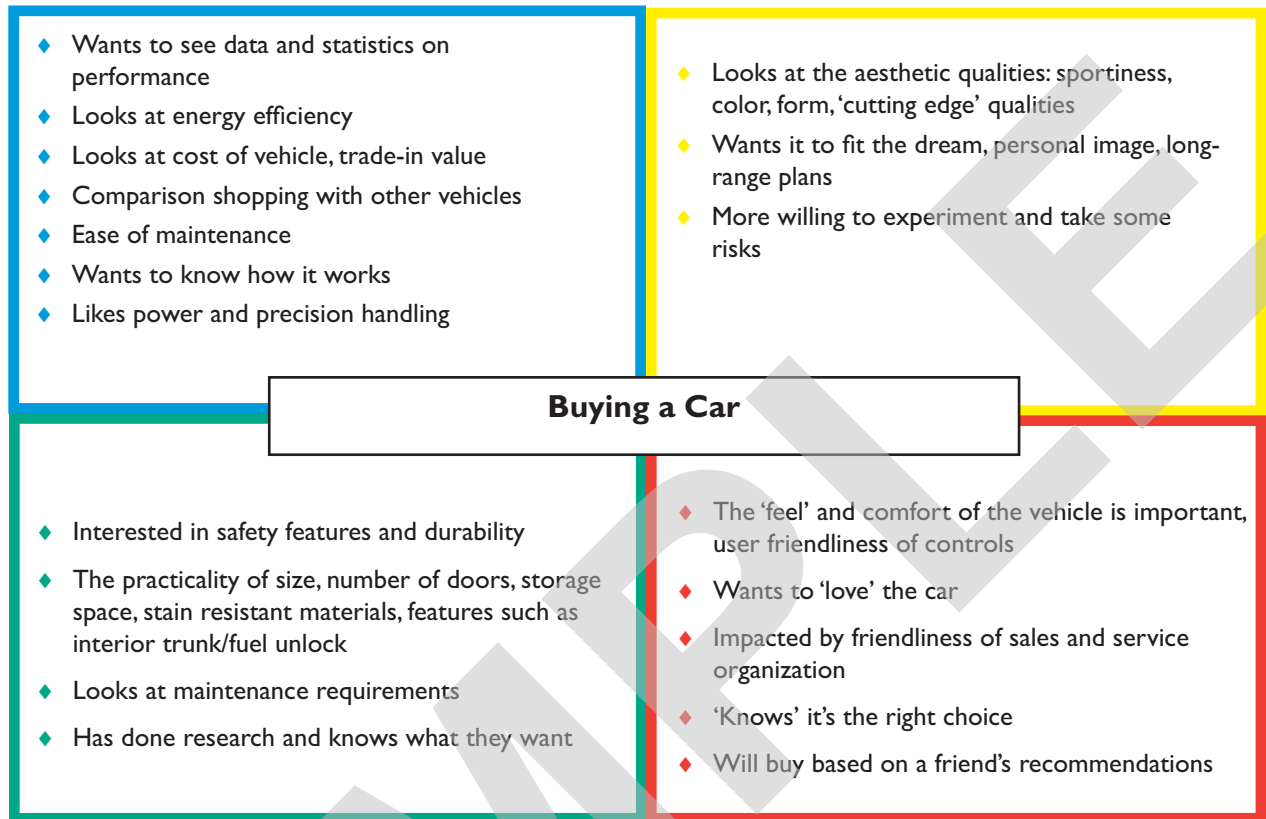
B

# DIFFERENT SELVES

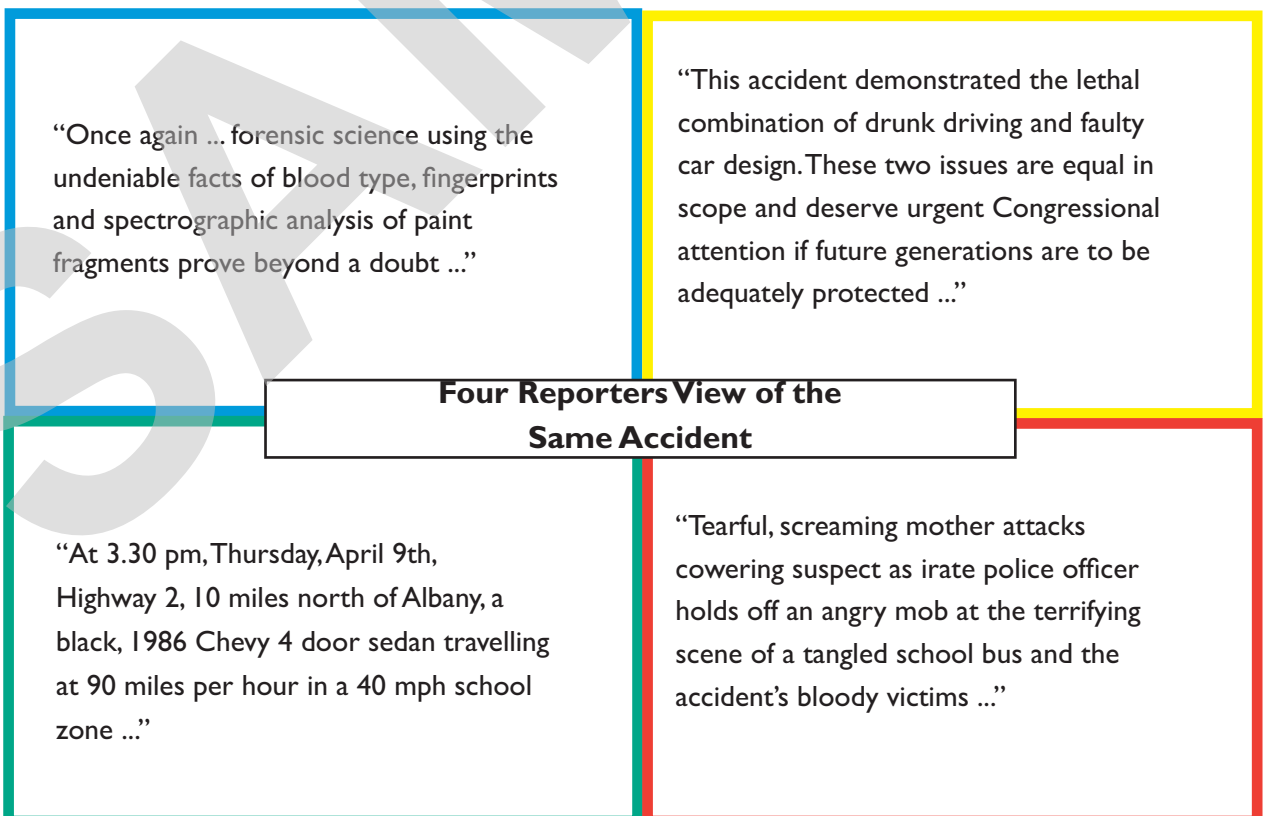


## EVERYDAY THINKING

### Buying a Car



### The News



## MOVIES — TV — BOOKS

Look at the examples below. Add any of your own in the ThinkAbouts on the right.



### The Movies

<i>All the President's Men</i> <i>Apollo 13</i> <i>Wall Street</i>	<i>Star Wars</i> <i>The Matrix</i> <i>Total Recall</i>
<i>A Few Good Men</i> <i>The Last Emperor</i> <i>Gandhi</i>	<i>Hope Floats</i> <i>Notting Hill</i> <i>Sleepless in Seattle</i>

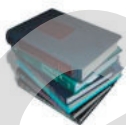
### Your Movies




### Television

<i>Business Sunday</i> <i>The Financial News</i> <i>The Science Show</i>	<i>3rd Rock from the Sun</i> <i>The Royal Family</i>
<i>Documentaries</i> <i>Discovery Wild Life Shows</i>	<i>Midday Shows</i> <i>Young &amp; Restless</i>

### Your Television

### Books and Magazines

<i>Bureau of Statistics Annual Review</i> <i>Tom Clancy Books</i> <hr/> <i>Business Review Weekly</i>	<i>Alice in Wonderland</i> <i>Hitchhikers Guide to the Galaxy</i> <hr/> <i>OMNI</i>
<i>Do It Yourself Manuals</i> <i>The Book of Lists</i> <i>Personal Investment</i> <i>Collector's Tractable</i>	<i>The Horse Whisperer</i> <i>Circle of Friends</i> <hr/> <i>Who</i> <i>Women's Weekly</i>

### Your Books and Magazines


## CLUES

### What Clues Do You Leave Behind?

What clues do you leave behind you? What clues do your friends leave?

#### ThinkAbout Clues


What Clues Do You Leave Behind?

#### Real Stories About Real People

George bought a house for the family on price alone. He did not consider its location, convenience, layout or design. It was a	Michael bought a car without checking if his golf clubs would fit in the
Betty kept everything in her pantry in alphabetical order or Therese, who took her vacuum cleaner	Alison travelled everywhere with her 3 teddy bears. When asked why, she explained "One hotel room looks the same as any other. At least



## PEOPLE CLOSE TO ME

### Instructions

Think of the people close to you. What clues do they leave behind? What are their thinking preferences? Write their names under either A, B, C or D, in the spaces provided. If you think they have an equal preference in 2 or 3 quadrants, put their names in more than one place. Start by placing yourself.

<b>A</b> Factual Logical Rational Theoretical Mathematical	<b>B</b> Detailed Ordered Sequential Controlled Conservative	<b>C</b> Musical Spiritual Talkative Emotional Empathetic	<b>D</b> Artistic Holistic Flexible Imaginative Synthesizing
		Self	
		Partner	
		Parents	
		Brothers & Sisters	
		Children	
		Friends	
		Teachers/Mentors	

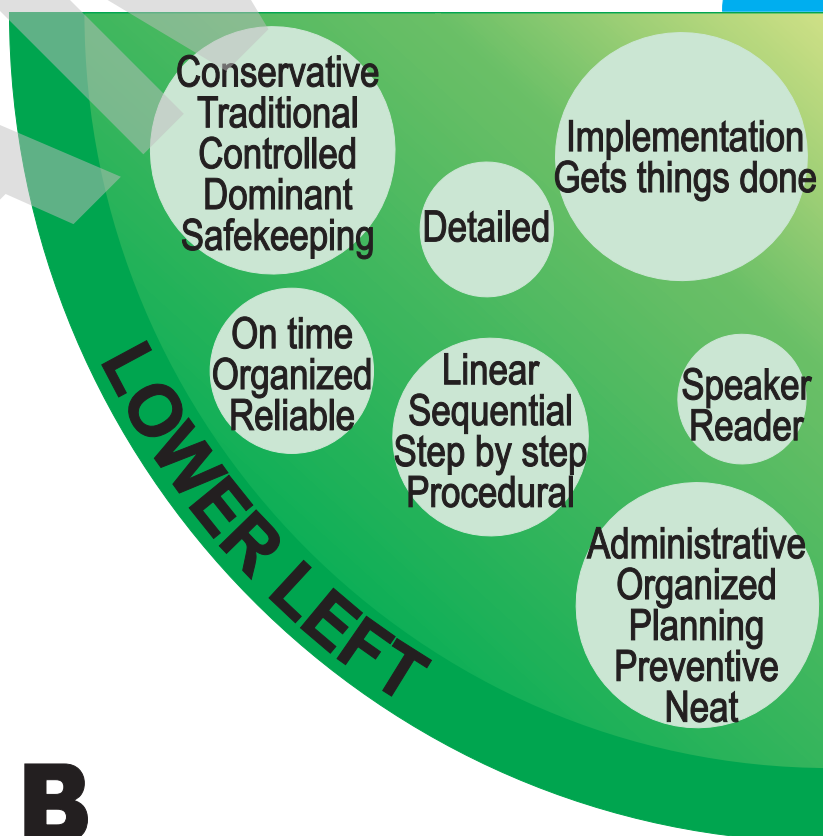
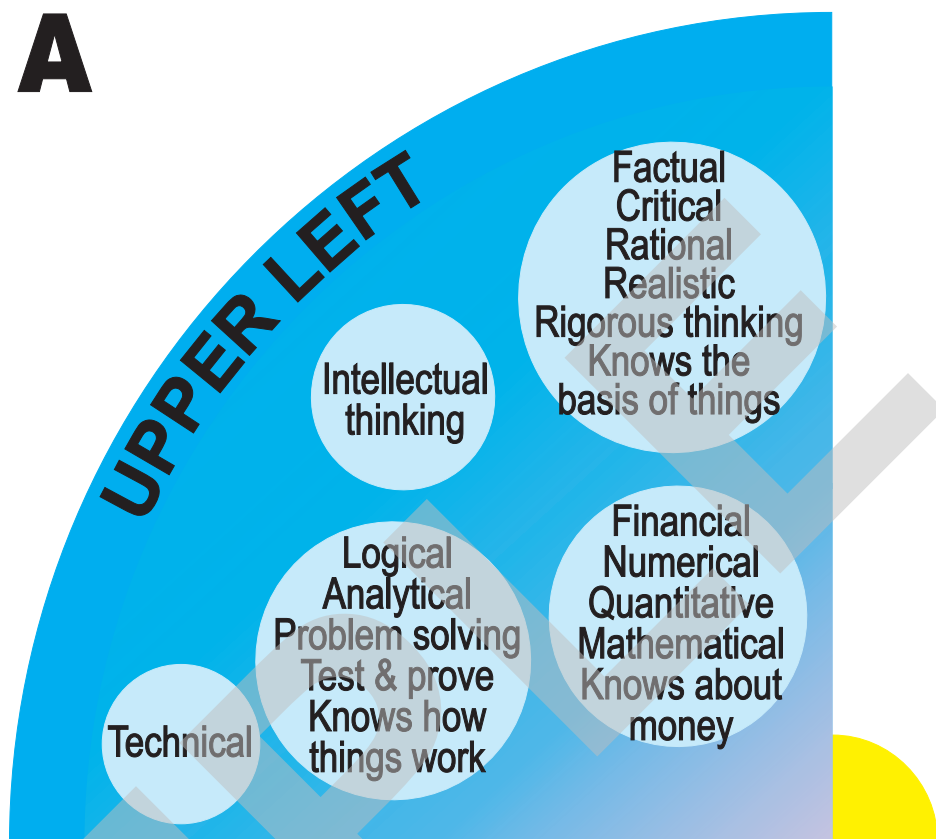
## STORIES ABOUT PEOPLE I KNOW

### Instructions

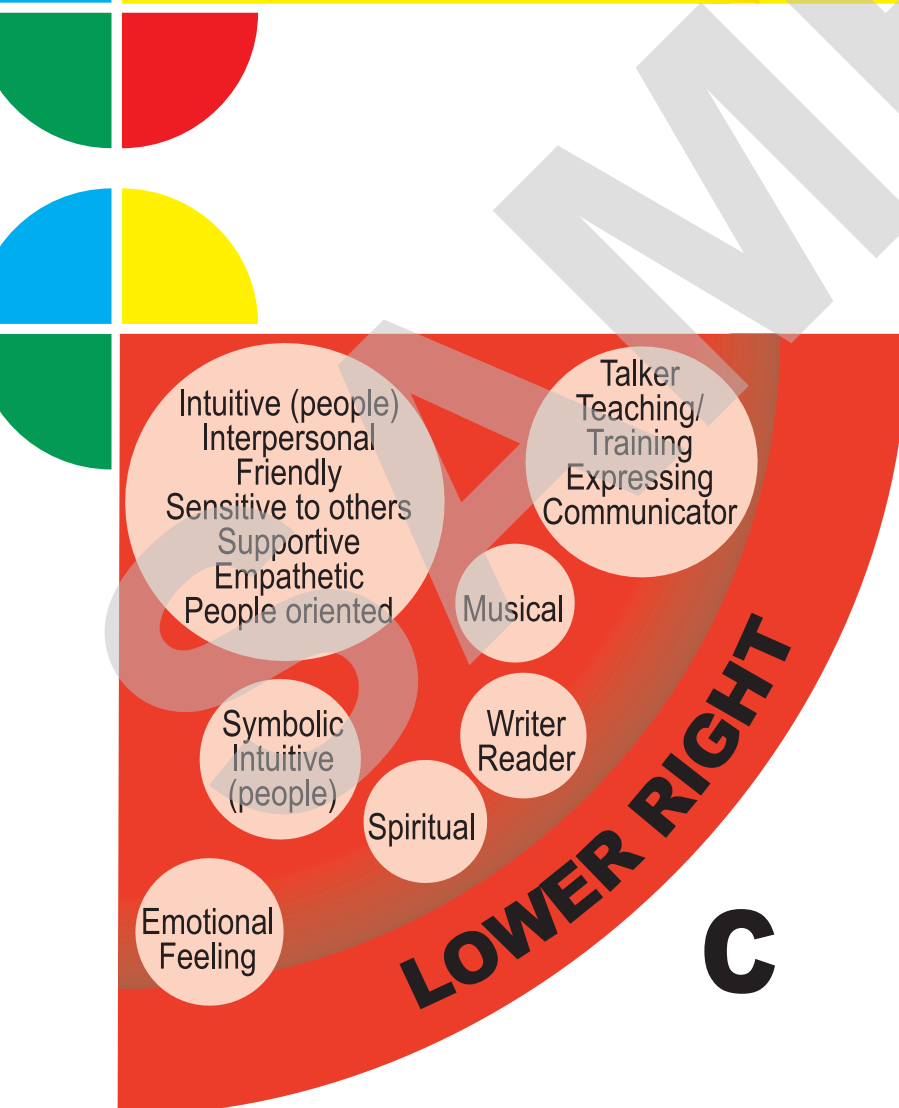
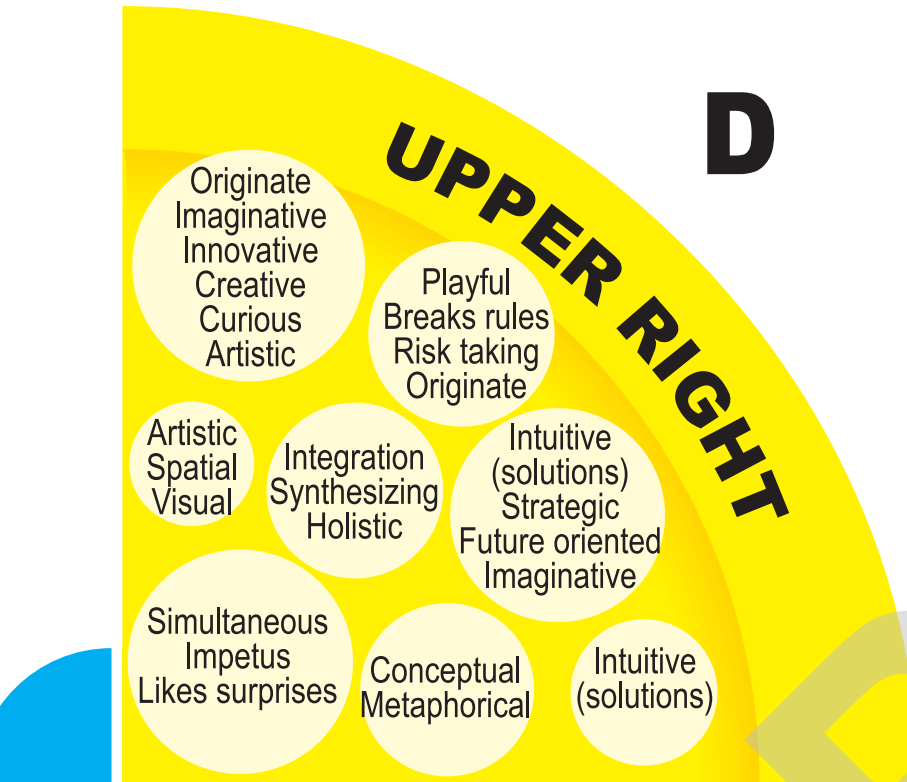
In the exercise above, why have you put them where you have? In the space below, write any example of what they do, the way they think, the clues they leave. If you need an example, refer to 'Real Stories About Real People' opposite.


## QUADRANT CLUSTERS

# A

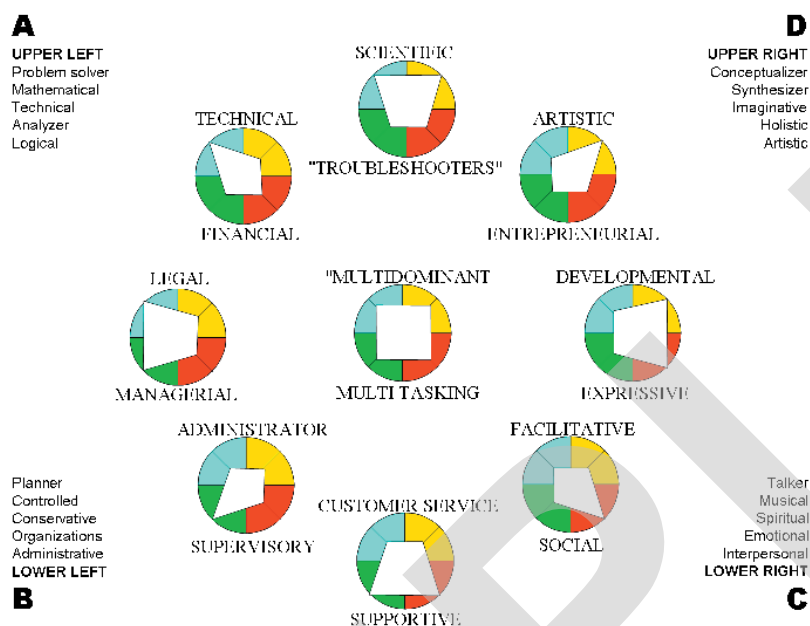


# B

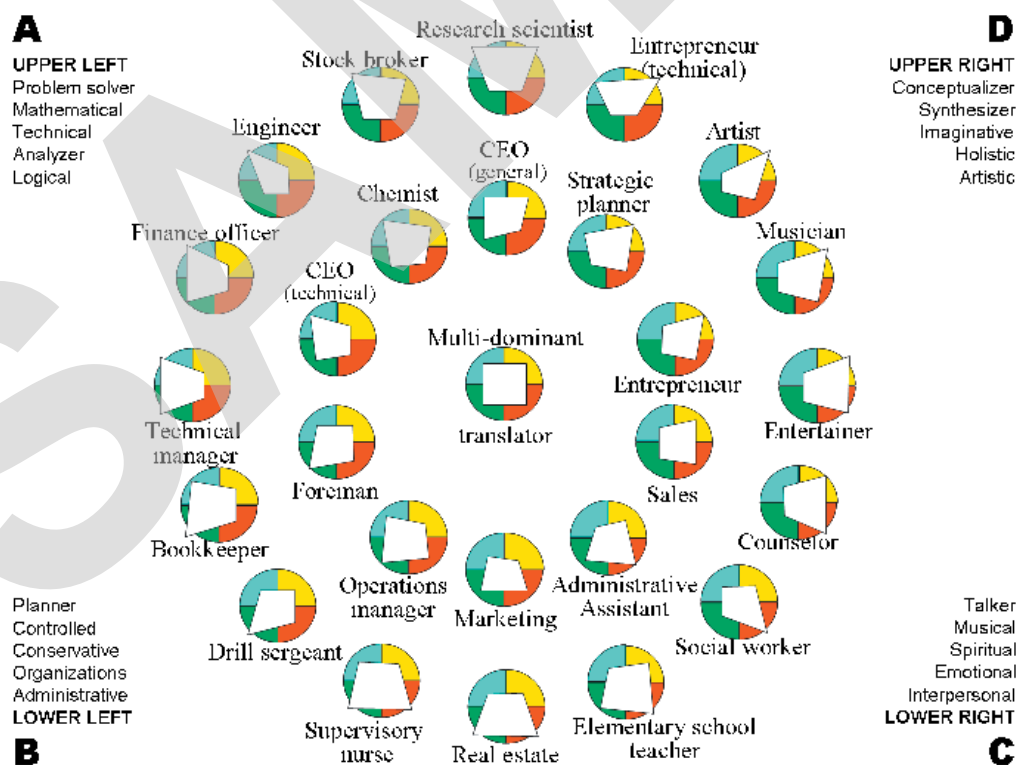


## PROFORMA PROFILES

### Proforma Profiles of Successful Occupational Categories



### Proforma Profiles of the Mentality of Representative Occupations



## STRENGTHS

<b>A UPPER LEFT</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Gathering Facts</li> <li><input type="checkbox"/> Analysis issues</li> <li><input type="checkbox"/> Arguing rationally</li> <li><input type="checkbox"/> Forming theories</li> <li><input type="checkbox"/> Measuring precisely</li> <li><input type="checkbox"/> Problem solving logically</li> <li><input type="checkbox"/> Financial analysis and decision making</li> <li><input type="checkbox"/> Understanding technical elements</li> <li><input type="checkbox"/> Critical analysis</li> <li><input type="checkbox"/> Working with numbers, statistics, data and precision</li> </ul>	<b>UPPER RIGHT D</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Reading the signs of coming change</li> <li><input type="checkbox"/> Seeing the 'big picture'</li> <li><input type="checkbox"/> Recognizing new possibilities</li> <li><input type="checkbox"/> Tolerating ambiguity</li> <li><input type="checkbox"/> Integrating ideas and concepts</li> <li><input type="checkbox"/> Challenging established policies</li> <li><input type="checkbox"/> Synthesizing unlike elements into a new whole</li> <li><input type="checkbox"/> Inventing innovative solutions to problems</li> <li><input type="checkbox"/> Problem solving in intuitive ways</li> <li><input type="checkbox"/> Simultaneous processing of different input</li> </ul>
<b>B LOWER LEFT</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Finding overlooked flaws</li> <li><input type="checkbox"/> Approaching problems practically</li> <li><input type="checkbox"/> Standing firm on issues</li> <li><input type="checkbox"/> Maintain a standard of consistency</li> <li><input type="checkbox"/> Providing stable leadership and supervision</li> <li><input type="checkbox"/> Reading fine print in documents/contracts</li> <li><input type="checkbox"/> Organizing and keeping track of data</li> <li><input type="checkbox"/> Developing detailed plans and procedures</li> <li><input type="checkbox"/> Articulating plans in an orderly way</li> <li><input type="checkbox"/> Keeping financial records straight</li> </ul>	<b>LOWER RIGHT C</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Recognizing interpersonal difficulties</li> <li><input type="checkbox"/> Anticipating how others will feel</li> <li><input type="checkbox"/> Intuitively understanding how others feel</li> <li><input type="checkbox"/> Picking up the non-verbal cues of interpersonal stress</li> <li><input type="checkbox"/> Engendering enthusiasm</li> <li><input type="checkbox"/> Persuading, conciliating</li> <li><input type="checkbox"/> Teaching</li> <li><input type="checkbox"/> Sharing</li> <li><input type="checkbox"/> Understanding emotional elements</li> <li><input type="checkbox"/> Considering values</li> </ul>

## FRUSTRATIONS

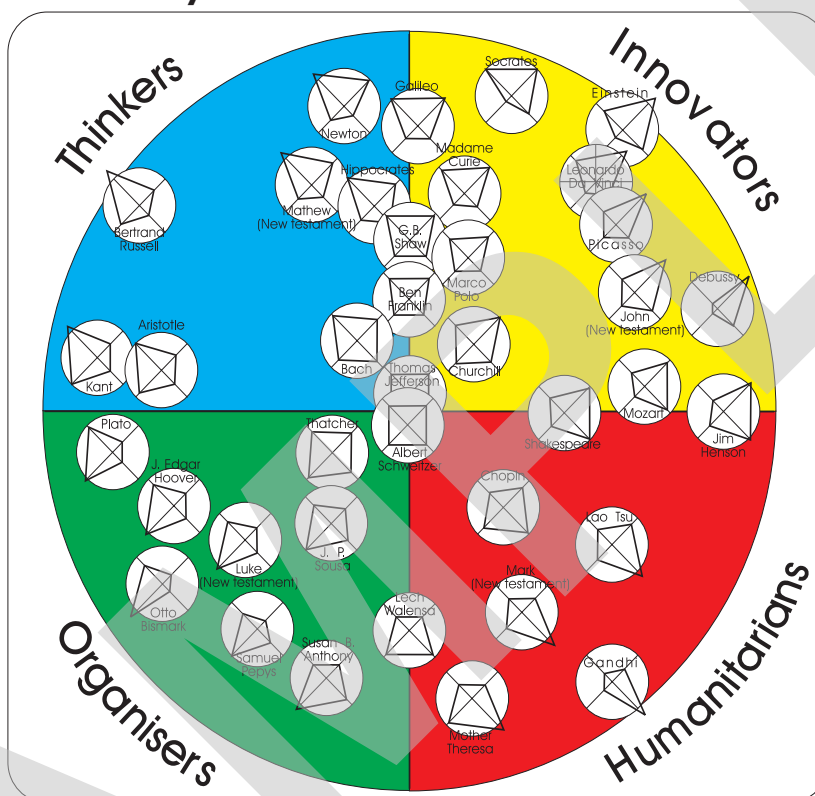
<b>A UPPER LEFT</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Inarticulate, 'off the track' communication</li> <li><input type="checkbox"/> Excessive 'chatter'</li> <li><input type="checkbox"/> Vague, ambiguous approaches or instructions</li> <li><input type="checkbox"/> Illogical comments</li> <li><input type="checkbox"/> Inefficient use of time</li> <li><input type="checkbox"/> Lack of facts or data</li> <li><input type="checkbox"/> Inappropriate informality</li> <li><input type="checkbox"/> Overt sharing of personal feelings</li> <li><input type="checkbox"/> Impression of not knowing the 'right' answer</li> <li><input type="checkbox"/> Fear of challenge or debate</li> </ul>	<b>UPPER RIGHT D</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Repetition</li> <li><input type="checkbox"/> Too slow paced</li> <li><input type="checkbox"/> 'Playing it safe' or 'by the book'</li> <li><input type="checkbox"/> Overly structured, predictable</li> <li><input type="checkbox"/> Absence of humor and fun</li> <li><input type="checkbox"/> Lack of flexibility, too rigid</li> <li><input type="checkbox"/> Inability to get concepts or metaphors</li> <li><input type="checkbox"/> Drowning in detail</li> <li><input type="checkbox"/> Too many numbers</li> <li><input type="checkbox"/> Dry boring topic or style</li> </ul>
<b>B LOWER LEFT</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Unknown or absence of a clear agenda</li> <li><input type="checkbox"/> Disorganized</li> <li><input type="checkbox"/> Hopping around from subject to subject</li> <li><input type="checkbox"/> Too many ideas at once</li> <li><input type="checkbox"/> Unpredictable</li> <li><input type="checkbox"/> Too fast paced</li> <li><input type="checkbox"/> Unclear instructions or language</li> <li><input type="checkbox"/> Too much beating around the bush</li> <li><input type="checkbox"/> Incomplete sentences</li> <li><input type="checkbox"/> Lack of closure</li> </ul>	<b>LOWER RIGHT C</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Lack of interaction</li> <li><input type="checkbox"/> No eye contact</li> <li><input type="checkbox"/> Impersonal approach or examples</li> <li><input type="checkbox"/> Dry or 'cold' un-enthusiastic interaction</li> <li><input type="checkbox"/> Insensitive comments</li> <li><input type="checkbox"/> No time for personal sharing</li> <li><input type="checkbox"/> All data, no nonsense</li> <li><input type="checkbox"/> Lack of respect for feelings</li> <li><input type="checkbox"/> Overly direct or brusque dialogue</li> <li><input type="checkbox"/> Critical</li> </ul>

## YOU CAN BE GREAT WHOEVER YOU ARE ...

### We Are All Pure Potential

Whoever we are, whatever our profile is, we all have the ability to be great brains in history. We didn't actually get each of the people below to complete a survey, but have used a technique called Proforma Profiling to estimate what their profile may have been.

### Great Brains in History



HERRMANN BRAIN DOMINANCE PROFORMA PROFILES

### Answer the Following Questions

My profile is close to the 'Great Brain' of:

\_\_\_\_\_

The qualities that I admire about that person are:

\_\_\_\_\_

\_\_\_\_\_

The qualities that people may admire about me are:

\_\_\_\_\_

\_\_\_\_\_

Other people, living or dead, that I consider to have 'Great Brains' are:

\_\_\_\_\_

\_\_\_\_\_

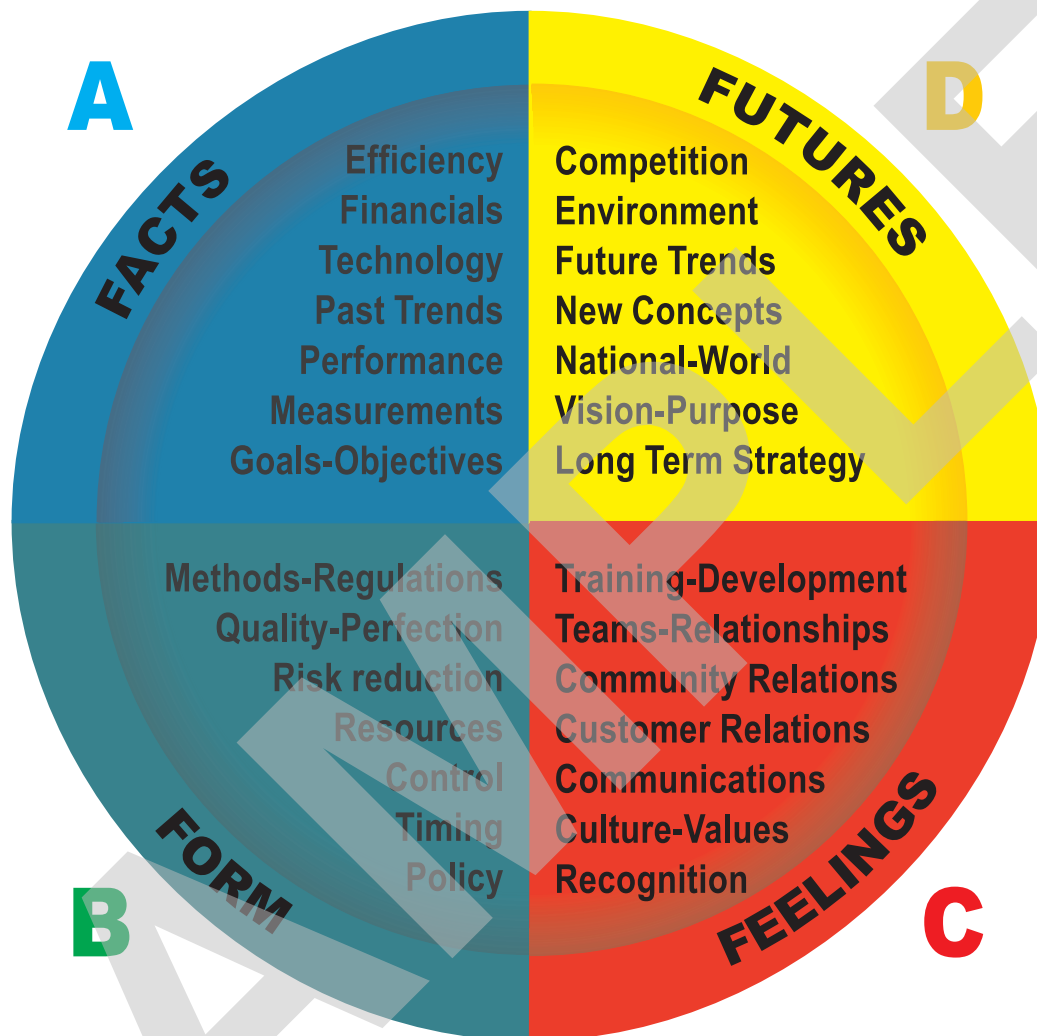
For each of the Great Brains you admire see if you can work out what are their major brain dominances. Do they exhibit A Quadrant Preferences, B, C or D, or a combination?

\_\_\_\_\_

\_\_\_\_\_

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## BUSINESS THINKING TOOL





Herrmann International Europe

3, quai de la République - 78700 Conflans-Sainte-Honorine

Tél. : +33 1 39 77 20 00 - Fax : +33 1 39 77 20 01

Email : [herrmann@herrmann-france.com](mailto:herrmann@herrmann-france.com)

Web : [www.herrmann-europe.com](http://www.herrmann-europe.com)