



# 5 BENEFITS

of *WHOLE BRAIN*® *THINKING*  
& *HBDI*® *ASSESSMENTS* for  
personal & organizational  
success.



LEARN MORE

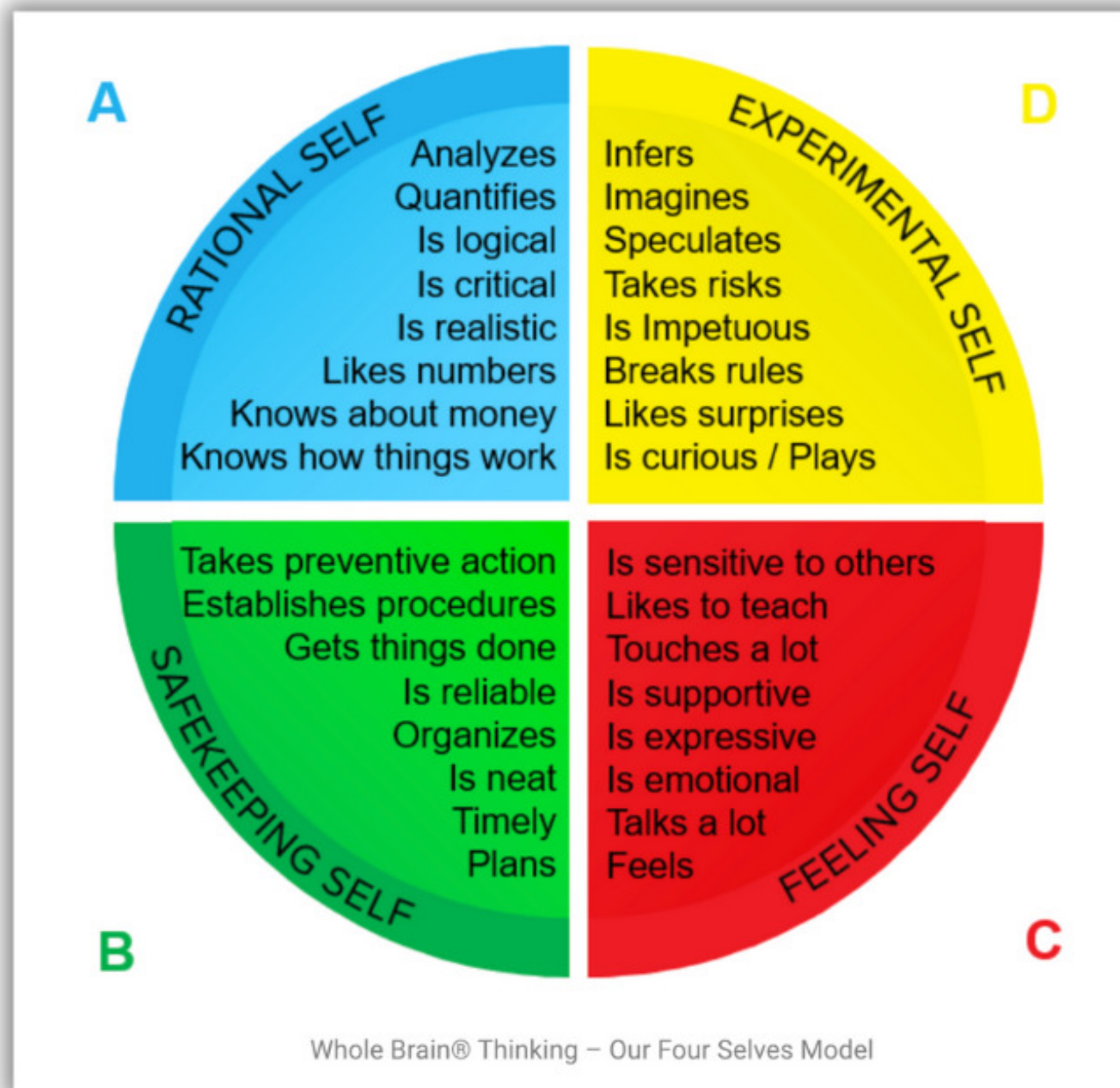


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# THE WHOLE BRAIN® MODEL

The **Whole Brain® Model** is a 4-quadrant metaphor representing a combination of our thinking preferences:





# WHAT IS HBDI®

The **Herrmann Brain Dominance Instrument (HBDI)®** is a powerful tool to unlock the potential of individuals and teams and significantly enhance productivity.

In today's rapidly evolving business landscape, where competition is fierce and innovation is critical, leveraging every available team member to **maximize their potential** is vital for success.

The **HBDI® assessment** offers a **unique insight** into individuals' thinking preferences and cognitive styles, allowing us to tap into their natural strengths and improve overall decision-making abilities.



# THE 5 BENEFITS

## 1 Enhanced Self-Awareness

By understanding their thinking preferences, managers and team members gain valuable insights into their cognitive strengths and potential blind spots.

This self-awareness empowers them to make informed decisions, communicate effectively, and adapt their leadership style to meet individual & business needs.



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## 2 Improved Communication and Collaboration

Whole Brain® Thinking provides a common language, enabling managers to communicate clearly and bridge potential communication gaps within their teams.

This enhanced understanding fosters a culture of collaboration, leading to improved problem-solving, creativity, and innovation.



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## 3 Developing Leadership

HBDI® assessments identify the unique thinking styles of managers and leaders.

This enlightening information is a foundation for designing customized leadership development programs that empower them to become effective leaders and mentors.



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## 4 Effective Team Building

By integrating individual & team HBDI® assessments, we can strategically select teams with diverse thinking styles, encouraging complementary problem-solving approaches.

This diversity of thought leads to increased creativity, comprehensive decision-making, and optimal utilization of the team's collective intelligence.



# THE 5 BENEFITS

## 5 Greater Productivity and Results

Harnessing the power of Whole Brain® Thinking & HBDI® assessments at all management levels will unlock the untapped potential within your organization.

By aligning individual and teams thinking preferences with their responsibilities, we create an environment where productivity flourishes and achieve exceptional results through high-performing teams.





# GET IN TOUCH

For more information on how to supercharge your Management and their Teams during 2024, visit:

***[transformationalmetacoaching.com](https://transformationalmetacoaching.com)***

Seize this opportunity and unlock the full potential of your management team to drive productivity, and achieve exceptional business results.

## **WAYNE ASPELING**



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