PapilioNovare

Whole Brain Model™

Herrmann International Asia

A	D
Logical	Holistic
Analytical	Intuitive

B	C
Sequential	Feeling based
Planned	Kinesthetic
Detailed	Emotional

Brain Dominance & Preference

Left or right brain dominance

Left or right ear dominance

Left or right eye dominance

Left or right hand dominance

Left or right leg dominance
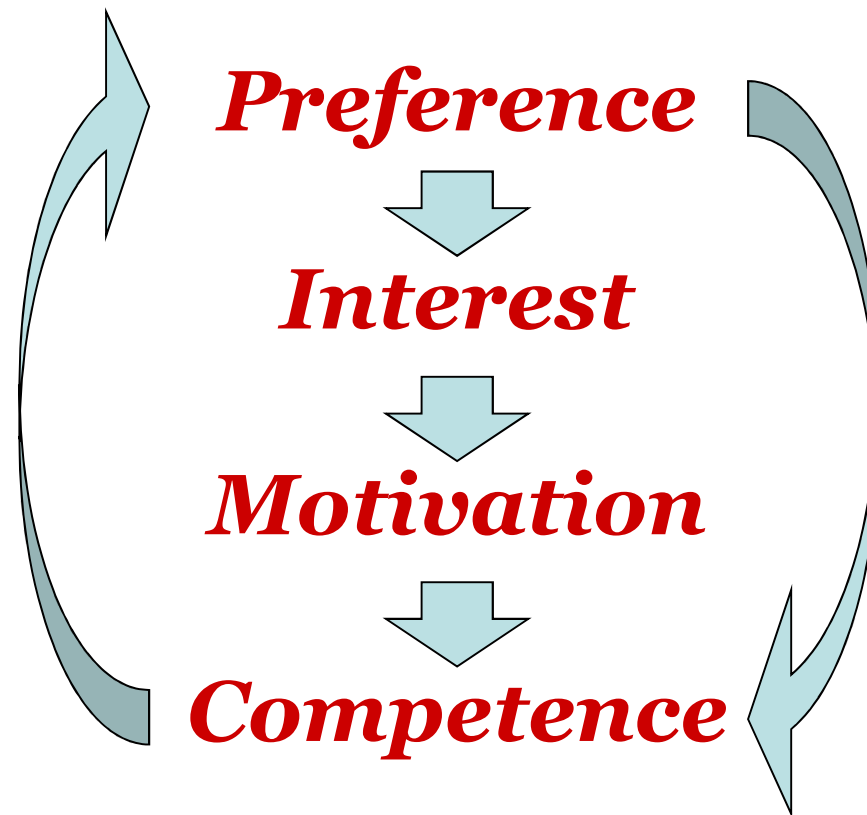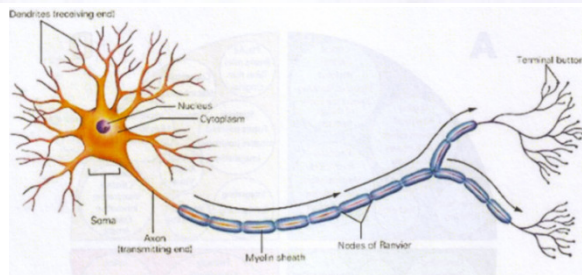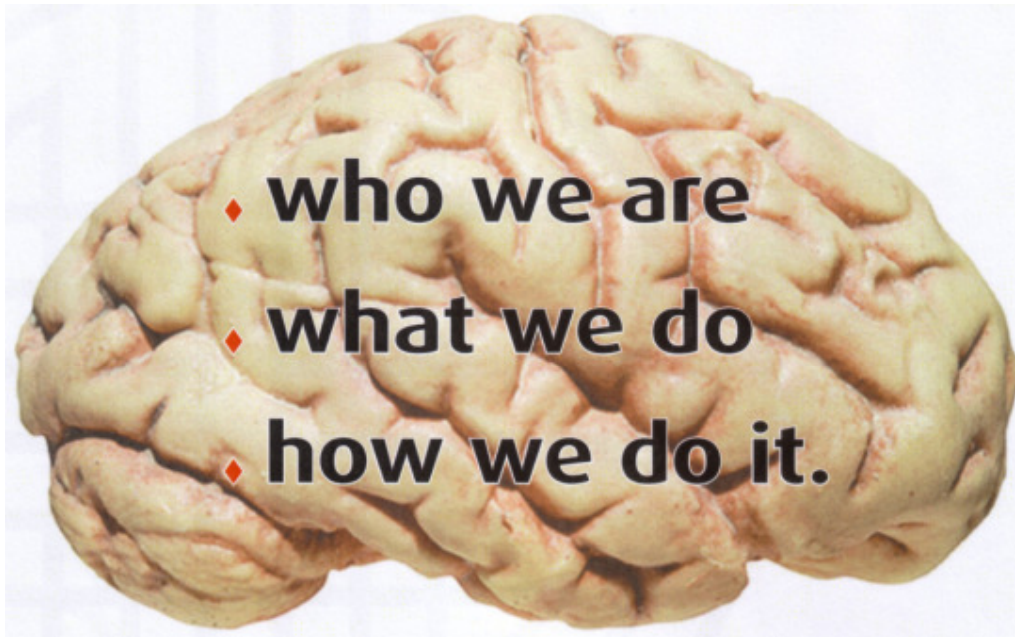
Preference vs. Competence

A **preference** for certain mental activities and the **competence** to perform them are **two different things**.

But there is a definite link between thinking preference and competence development.

Preference

⬇

Interest

⬇

Motivation

⬇

Competence

The Brain is the source of...

Some 'brain' facts:

- It weights only **1.4 kg**.

- Contains **12 trillion neurons**.

- Each neuron can make **connections with 100.000 other neurons**.

- Total connections possible, a **'1' followed by 10.5 million kilometers** of zeros!

The potential of the brain is unlimited!
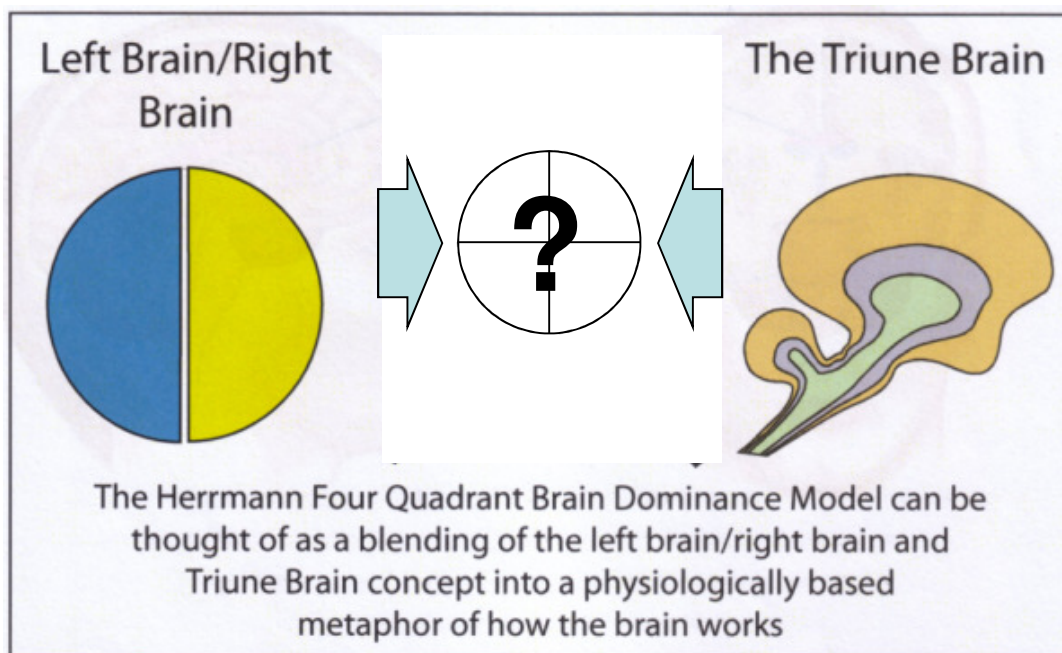
Historical perspective...

- Split brain operation to "cure" epilepsy, William van Wagenen, 1940.
- Roger Sperry, Nobel prize in Physiology/Medicine 1981.

Each hemisphere is indeed a conscious system in its own right, perceiving, thinking, remembering, reasoning, willing, and emoting, all at a characteristically human level, and . . . both the left and the right hemisphere may be conscious simultaneously in different, even in mutually conflicting, mental experiences that run along in parallel — Roger Wolcott Sperry, 1974
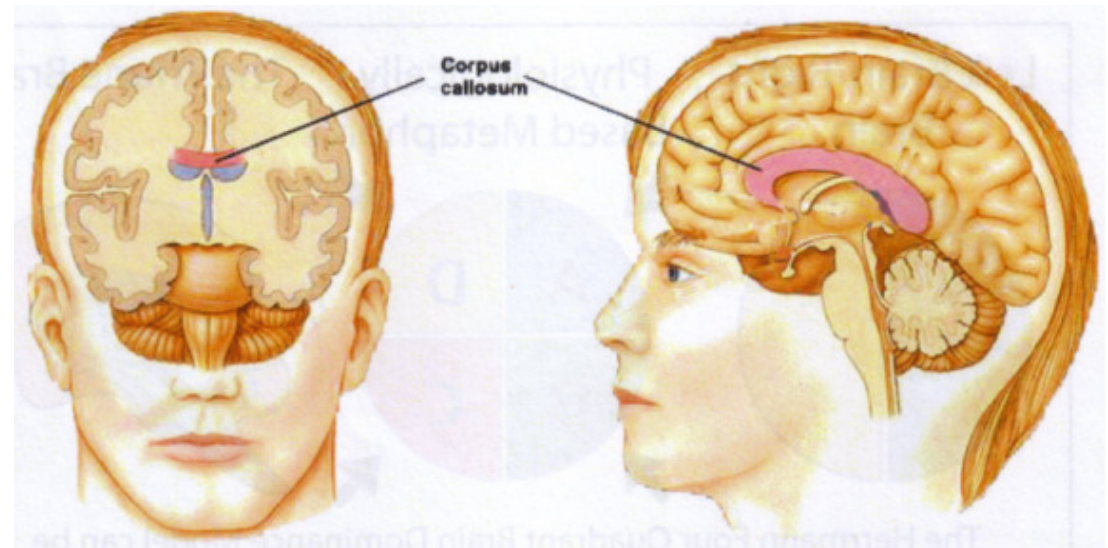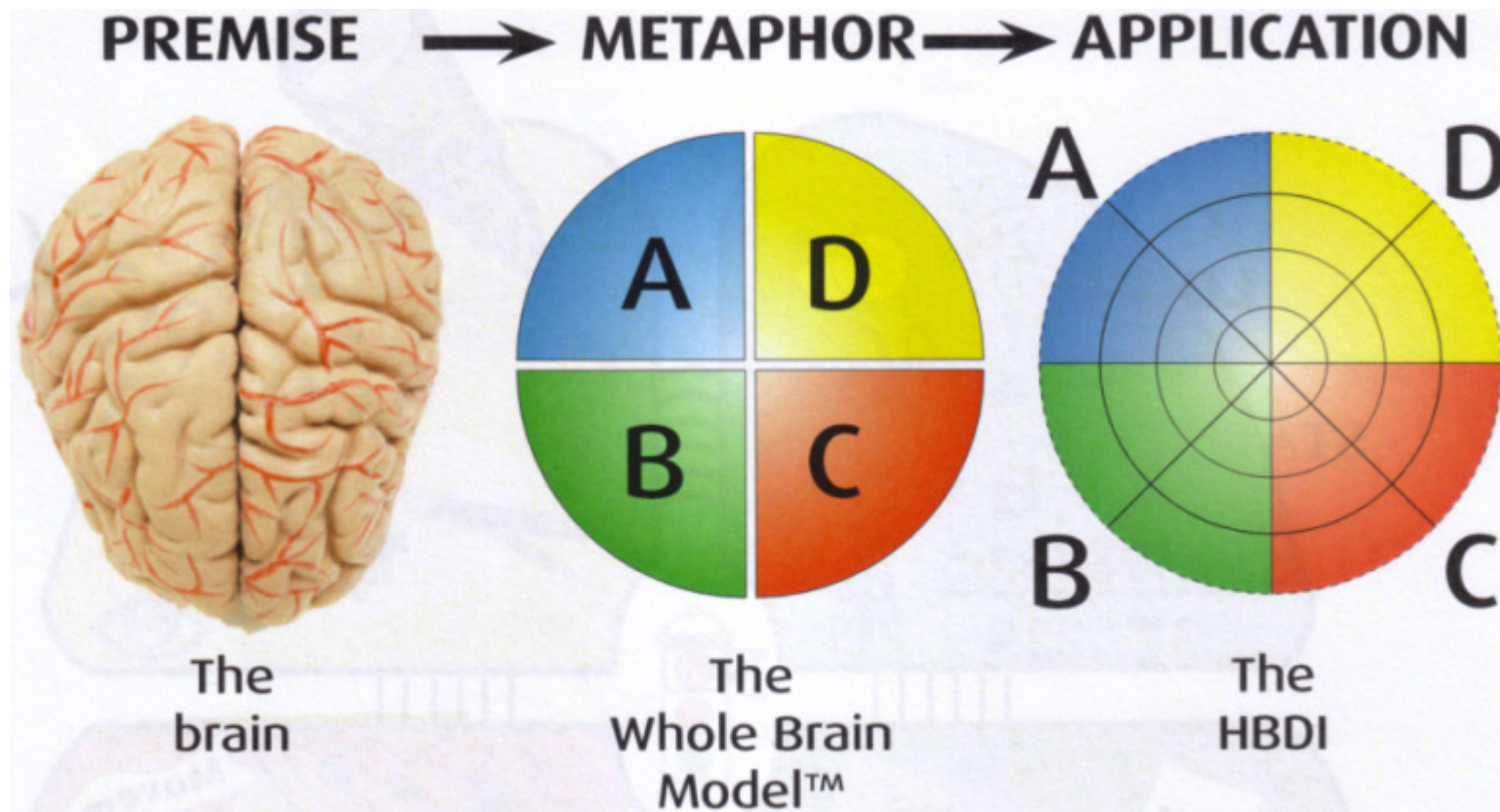
An inside look: Triune Brain

- Three brains in every human being.

- Theory: "Path of empathy" could connect all three brains.

- Vertical connection is crucial for the well-being of the individual and the next evolutionary leap into higher consciousness.

Left Brain/Right Brain

The Triune Brain

The Herrmann Four Quadrant Brain Dominance Model can be thought of as a blending of the left brain/right brain and Triune Brain concept into a physiologically based metaphor of how the brain works

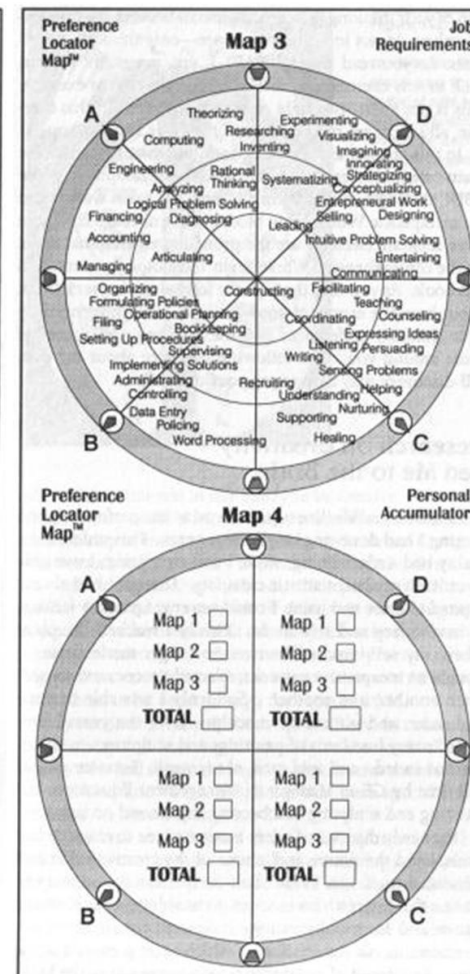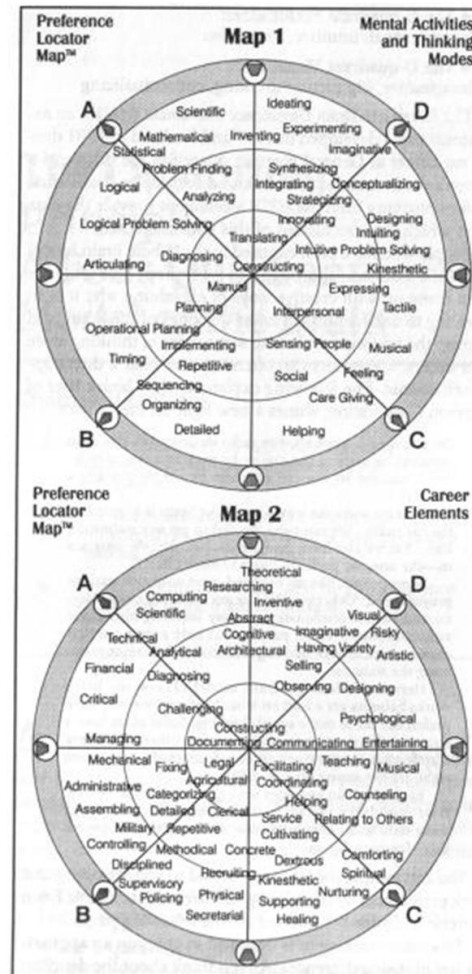| The Triune Brain	Function:
1. Reptilian Brain	Biological/Physical
2. Mammalian Brain or Limbic System	Social/Emotional
3. Neo-cortex	Conceptual/Intellectual

The organising principle

PREMISE → METAPHOR → APPLICATION

The brain

The Whole Brain Model™

The HBDI

Preference Indicator Exercise

Metaphoric Whole Brain Model®
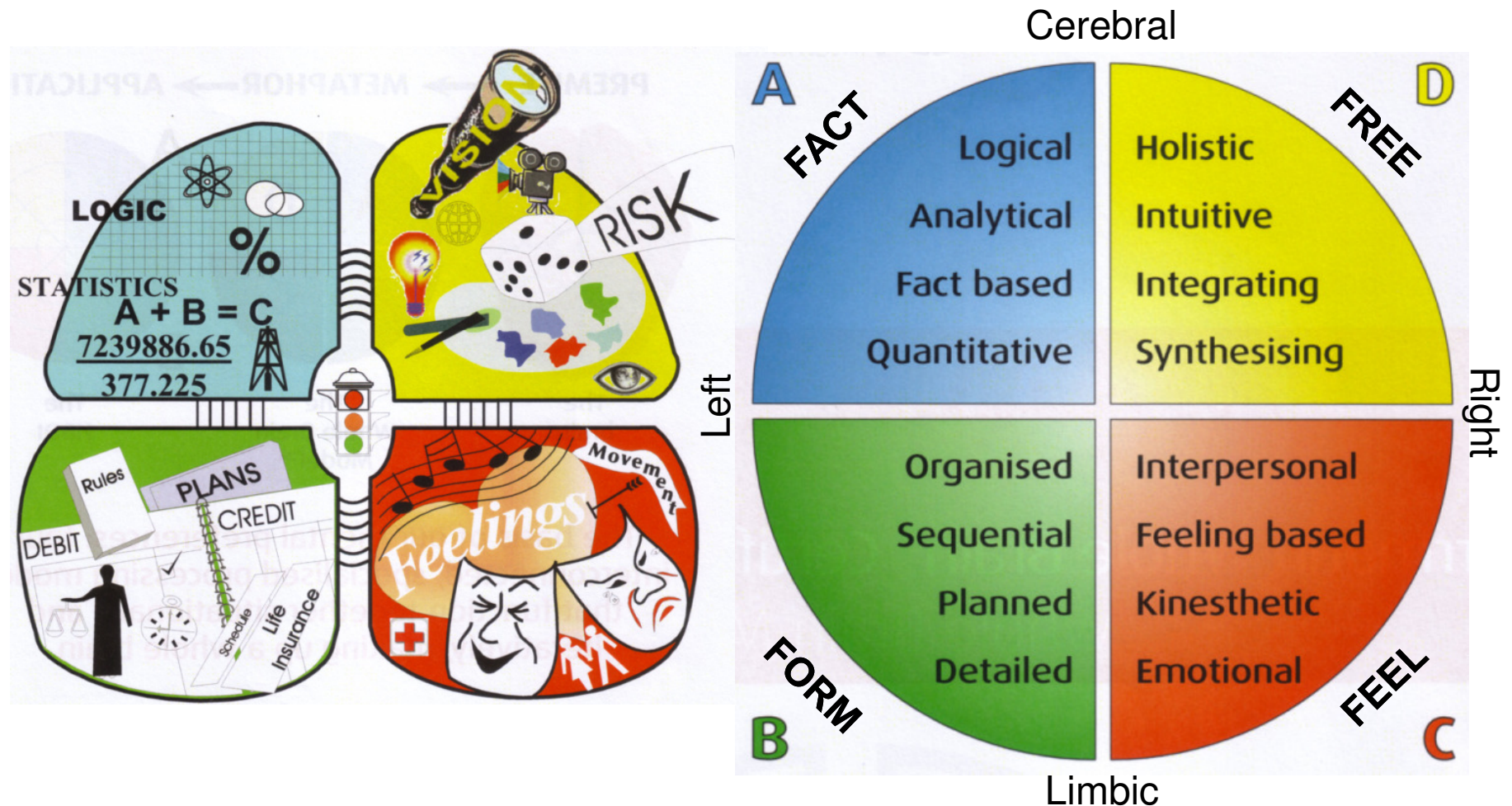
The HBDI®

HBDI® package

Some HBDI facts:

- More then 2 million profiles in Herrmann's central database.

- ±20.000 profiles per year in Asia.

- HBDI available in over 20 countries and in 20 languages.

- Validated model and instrument, more than 60 Doctoral dissertations.

- 93% of Fortune 100 as client.

Some research results

- Although there are 81 profile combinations of preference possible, 12 profiles comprise over 80% of the population.

- Everyone has at least one primary preference.

- Majority is multi-dominant: 7% single, 60% double, 30% triple, 3% quadruple.

- Preferences and avoidances are equally important.

- People tend to behave in predictable ways based on there profile of preference regarding to e.g. time, creativity, dress, problem solving, decision making and intuition.

- Individuals with similar profiles tend to communicate better with each other, even cross cultural.

- People with similar profiles tend to gather into tribes with the related behaviour (positive and negative), including shutting people out and making war.

- Problems in groups can often be resolved when people understand their profiles, as well as the tribal tendencies and opportunities that lie in diversity.

- Many occupational norms cross cultural boundaries (i.e. mental demands are equal)

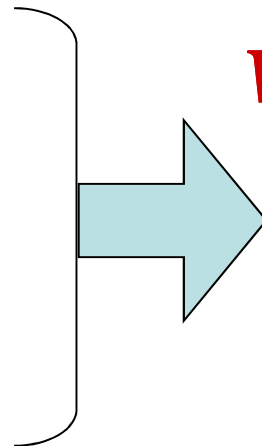# Productivity & Performance

What **'turns us on'** to what we do, how we do it, and why, helps define who we are…

The answer for 'knowledge' workers is mental not physical. Significant productivity losses can result from mismatches in:

- Job fit
- Job content
- Job training
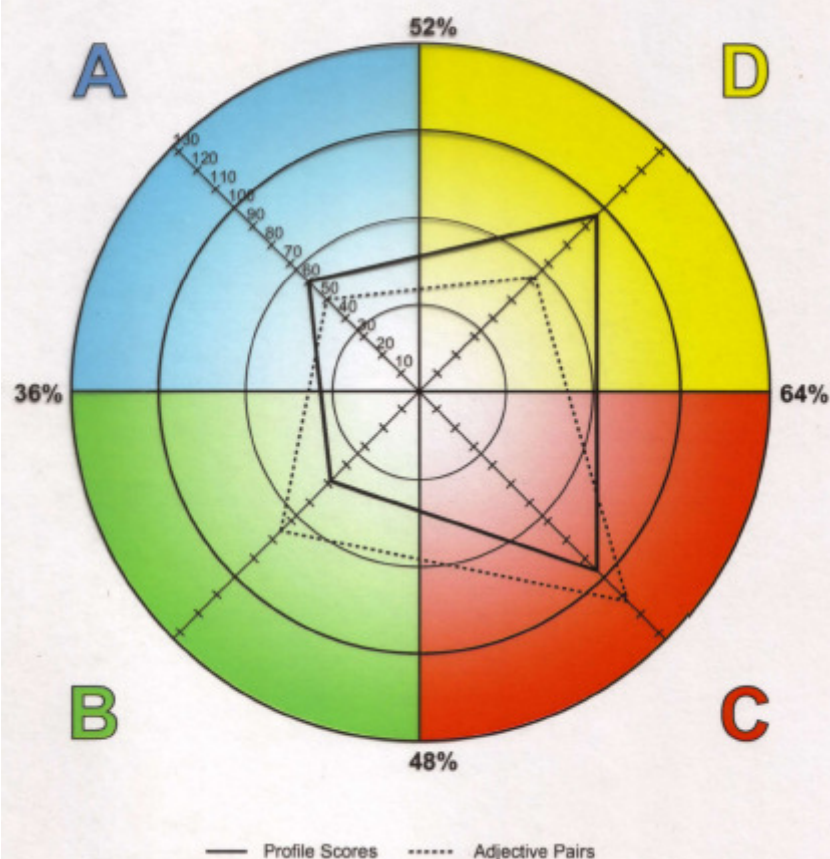- Communication
- Organisational climate

Whole Brain Model® can explain these mismatches and offer solutions for alignment.

Quadrant :	A	B	C	D
Preference Code :	2	2	1	1
Adjective Pairs :	4	6	9	5
Profile Scores :	60	48	96	96

A
D
B
C

52%
36%
64%
48%

130 120 110 100 90 80 70 60 50 40 30 20 10

—— Profile Scores   ······ Adjective Pairs

NAME	VINCENT BOUW		GENDER	M	GROUP	101916
OCCUPATION	Management Consultant & Coach				DATE	01 10 2009

	COLUMN A UPPER LEFT	COLUMN B LOWER LEFT	COLUMN C LOWER RIGHT	COLUMN D UPPER RIGHT
PROFILE SCORES	60	48	96	96
PREFERENCE CODE	2	2	1	1
ADJECTIVE PAIRS	4	6	9	5

KEY DESCRIPTORS
(*MOST DESCRIPTIVE)

COLUMN A	COLUMN B	COLUMN C	COLUMN D
factual	conservative	emotional x	imaginative x
quantitative	controlled	musical	artistic
critical	sequential	spiritual *	intuitive x
rational	detailed	symbolic	holistic
mathematical	dominant	intuitive x	synthesiser
logical x	speaker x	talker x	simultaneous
analytical x	reader	reader	spatial x

WORK ELEMENTS

COLUMN A		COLUMN B		COLUMN C		COLUMN D	
analytical	4	organisation	3	teaching	3	integration	4
technical	2	planning	2	writing	3	conceptualising	3
problem solving	5	administrative	1	expressing	4	creative	5
financial	4	implementation	2	interpersonal	5	innovating	5

ADOLESCENT EDUCATION
EDUCATIONAL FOCUS
OCCUPATION
HOBBIES

	right		left	
primarily right	some left	mixed	some right	primarily left

HAND DOMINANCE — X (primarily right)

day	equal	night

ENERGY LEVEL — X (equal)

none	some	frequent

MOTION SICKNESS — X (frequent)

introverted						extroverted

INTROVERT/EXTROVERT — X
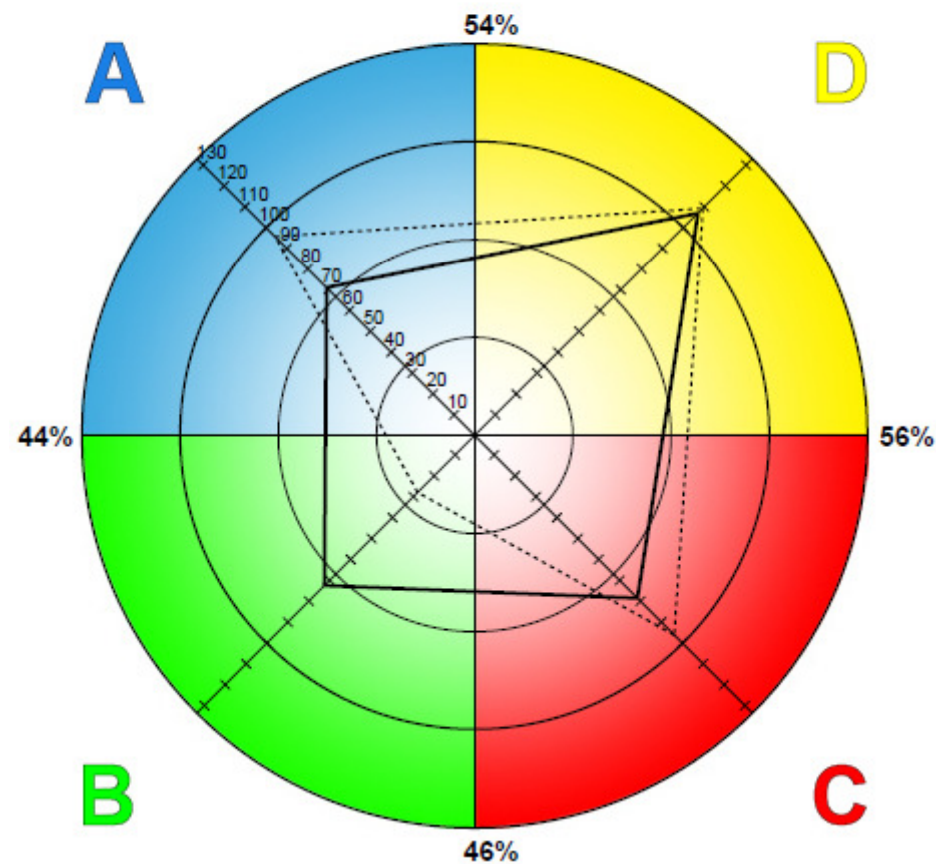
Quadrant :   A   B   C   D
Preference Code : 1   1   1   2
Adjective Pairs : 7   8   8   1
Profile Scores : 77   93   78   36
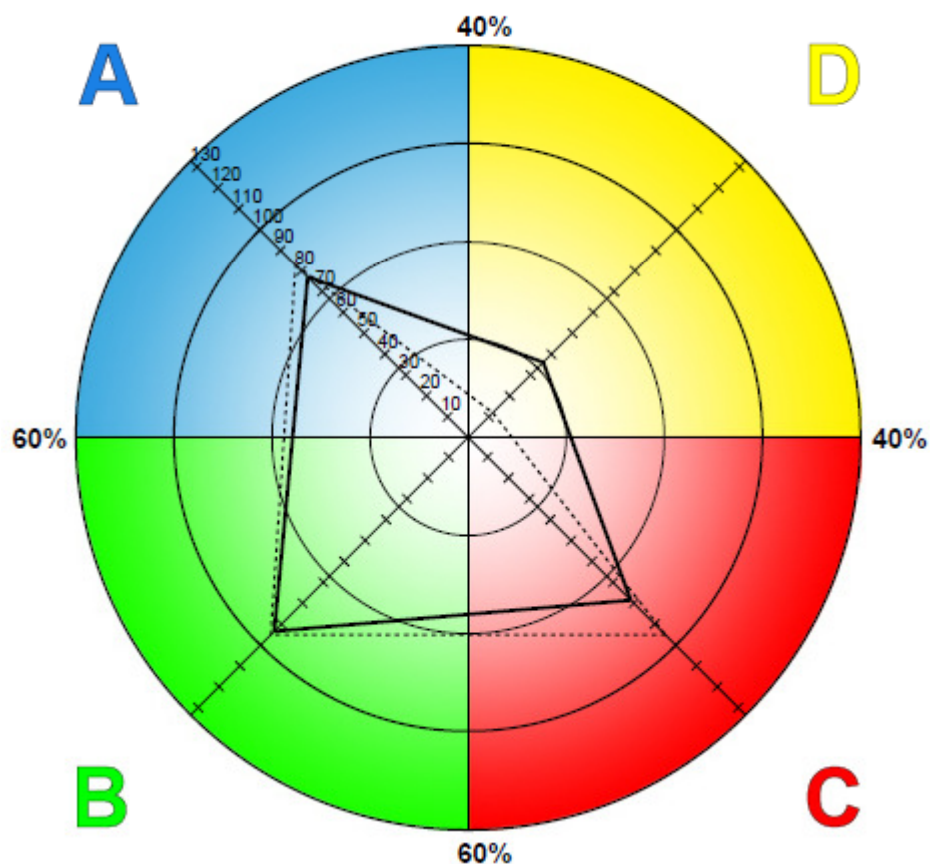
Quadrant :   A   B   C   D
Preference Code : 1   1   1   1
Adjective Pairs : 7   2   7   8
Profile Scores : 71   72   78   107

A   40%   D
60%   40%
B   60%   C

A   54%   D
44%   56%
B   46%   C

Whole Brain Model® Applied

Level 1: Awareness, Individual and Team discovery

Level 2: Application, The Business Of Thinking (e.g.
ThinkAbout Teams, Clients, Problem Solving, Decision Making,
Creative Thinking, Communication)

Level 3: Adoption, whole function adopting the Whole
Brain Model (e.g. Whole Brain Manager, Sales, Project
Manager, etc.)

Level 4: Organisational Transformation, Whole Brain
Thinking as an operating philosophy

Whole Brain Model® Business Applications

Increasing individual and organisational productivity and performance, e.g.:

→ Design jobs with thinking preferences in mind.

→ Reassign people to job that matches their preferences.

→ Assign work, based on people's preferences.

→ Train sales people to recognise preferences in potential client for effective relationship building and selling.

Whole Brain Model®
Business Applications

Increasing management and leadership effectiveness, by training managers/leaders in Whole Brain Thinking, e.g.:

→ To effectively motivate/engage/communicate with employees.

→ To delegate effectively by understand the mental demands of certain work.

→ To stretch themselves outside their own preferences.

→ Training managers in effective problem solving and decision making.

→ To increase creative thinking and innovative abilities in the organisation.

→ HBDI pair profile, identify synergy/conflict e.g. between manager/employee, coach/coachee and mentor/mentee.

Whole Brain Model® Business Applications

Increasing team performance, e.g.:

→ Herrmann team profiling will highlight team's thinking preferences, strengths/weaknesses and developmental areas.

→ Understanding each others preferences will lead to more effective communication and work assignment.

→ By using task mapping; mapping the mental demands to execute the various steps of a task in the Whole Brain Model

→ By mapping project timeline in Whole Brain Model, based on mental demands of the various phases.

PapilioNovare

Enabling Human Performance

Contact us for further information on

Whole Brain Technology®

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