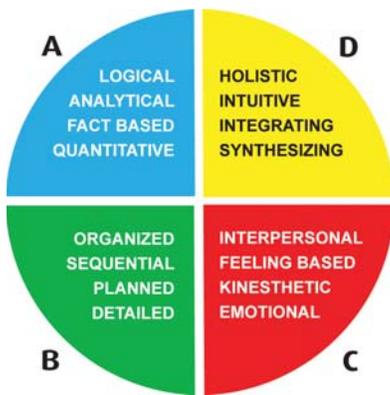


The Herrmann Brain Dominance Instrument® (HBDI®)

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 1-828-625-9153 or info@hbdi.com, or visit us online at www.HerrmannSolutions.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, factor thinking preferences into 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

What are thinking preferences?

Thinking preferences have an impact on virtually everything we do, including communication, decision making, problem solving and managing styles.

Understanding your thinking style preferences will give you a new perspective of yourself and people you deal with everyday.

What is the HBDI™?

The Herrmann Brain Dominance Instrument (HBDI™) is the world's leading thinking styles assessment tool. It identifies your preferred approach to emotional, analytical, structural and strategic thinking. It also provides individuals with a significantly increased level of personal understanding.

The HBDI™ was developed by Ned Herrmann in the 1970s. Twenty years of research and innovation stand behind the validity of the HBDI™.

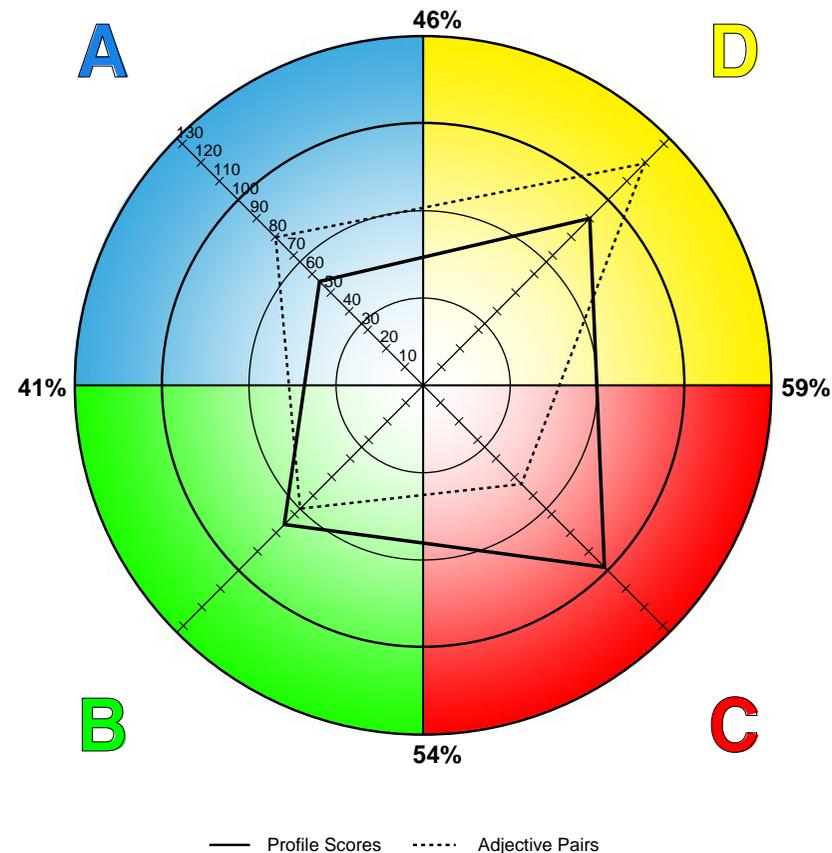
Over two-million people worldwide have undergone HBDI™ analysis. It is used by over one third of all Fortune 100 companies.

The HBDI™ is not just another assessment tool—it picks up where other assessment tools leave off.

Where most assessments end with a single report, the HBDI™ offers a valuable range of applications. Identifying your thinking style preferences is only the first step.

How does it work?

The HBDI™ identifies and measures the strength of preference for each of the four distinct thinking styles. These correspond to the cerebral hemispheres and the limbic system of the brain.



The two left side structures combine to represent what is popularly called left brain thinking. The two right side structures combine to represent right brain thinking. The two cerebral structures combine to represent cerebral thinking and the two limbic structures combine to represent limbic thinking.

The HBDI™, through its series of 120 questions, is capable of measuring the degree of preference between each of the four individual thinking structures (quadrants) and each of the four paired structures (modes). This results in a four quadrant profile, which displays the degree of preference for each of the four quadrants—your HBDI™ Profile.

Scoring results are free of value judgement and cultural bias. Because it is a self-analysis, most people immediately recognise their results as accurate.

The HBDI™ Profile package includes a full colour profile, accompanying interpretation booklets that explain the profile and scores in detail, and a discussion of the implications that your results have for business and personal life.

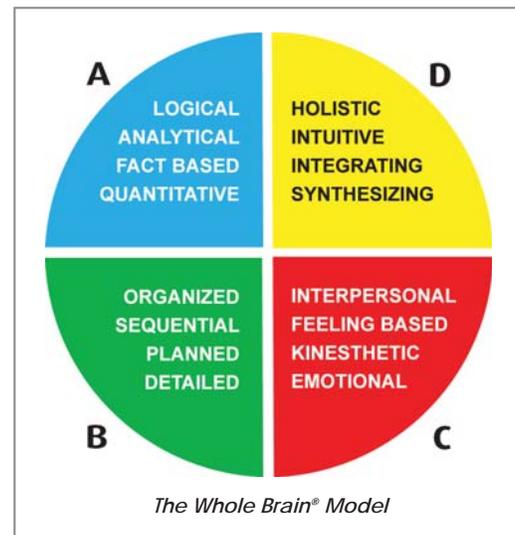
Where thinking meets the bottom line

The Whole Brain® Advantage

Your organization's results depend on its brainpower. Don't waste a bit of it.

Results drive success. The faster—and smarter—you can reach your critical organizational goals, the quicker you'll see a return on your efforts. But if your organization isn't putting every aspect of its intelligence to work—from problem solving and creativity to technical expertise and management discipline—you won't have the advantage you need to compete effectively in today's challenging environment.

Herrmann International's Whole Brain® methodology is based on proven research into how people think and communicate. By drawing on the combined analytic, detailed, strategic and interpersonal skills it takes to succeed today, organizations are able to harness their full brainpower to outthink, outpace and outperform the competition. **That's the Whole Brain® Advantage.**



Essential results fueled by Whole Brain® Thinking

<ul style="list-style-type: none"> • 13% increase in the number of customers • 21% increase in after-tax profits • Increase in revenue from \$80K to \$450K 	<ul style="list-style-type: none"> • Increase in strategic capacity of HR Business Practice Leaders (\$1.5 million saved due to new internal capabilities) • Competitive differentiation achieved through 'Whole Brain®' client service approach
<ul style="list-style-type: none"> • 50% reduction in attrition • Decrease in job mastery time from 24 months to 7 months) • Improved safety numbers (hit target) 	<ul style="list-style-type: none"> • 66% improvement in team effectiveness • 98% of pairs 'sticking' in mentor program vs. 50%

The Whole Brain® framework gives organizations and people an easy-to-apply system for approaching problems, communications, planning, processes and customers more effectively. By understanding how thinking impacts results and learning how to adapt thinking to the situation, leaders, individuals and teams are able to unleash the collective intelligence necessary to sell more, waste less, innovate faster, and develop and retain top talent.

Nine out of ten of the Fortune 100 rely on the Herrmann Whole Brain® Advantage as a strategic approach that helps them remain successful and nimble, even while the competition is grappling with turmoil and upheaval. Their results show the power of Whole Brain® Thinking at work.

To find out how you can get the Whole Brain® Advantage in your organization, contact us at 1-828-625-9153, or visit us online at www.HerrmannSolutions.com.

better results through better thinking

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About Herrmann International

What secret do the world’s most successful organizations share? How do they get more from their talent, stay ahead of the competition and reach breakthrough results?

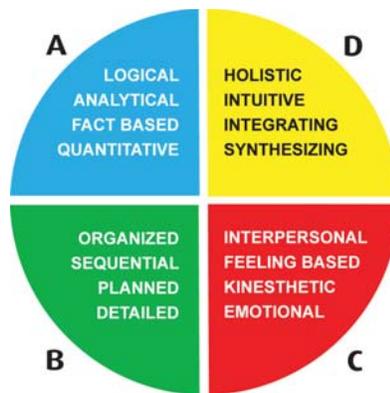
They run on the power of Whole Brain® Thinking.

Nine out of ten of the Fortune 100 and countless other successful organizations of all industries and sizes have learned how to tap into their collective brainpower with the help of Herrmann International's award-winning Whole Brain® Technology, tools and programs. With better thinking, they get better results across every business area, from sales, customer service and marketing to product development, HR and operations.

We help people discover their thinking preferences, understand how their own and others' thinking styles impact business results, and then learn how to harness Whole Brain® Thinking to reach the best outcomes – for themselves, their teams, their organizations and their customers.

Herrmann International's founder, Ned Herrmann, began his groundbreaking study of the brain, creative human development and learning while in charge of Management Education at General Electric. This research would result in the creation of the Herrmann Brain Dominance® Instrument (HBDI®), the thinking styles assessment tool at the heart of Whole Brain® Thinking; it has since been completed by more than two million people around the globe.

For three decades the HBDI®, which profiles learning and thinking preferences through the framework of the Whole Brain® Model, has been the instrument of choice for driving performance at many of the world's most admired organizations.



The Whole Brain® Model

A distinguished global network of certified practitioners uses our Whole Brain® tools, job aids and innovative online and instructor-led learning to help organizations:

- Increase leadership effectiveness
- Develop and retain hi-potentials
- Increase innovation
- Accelerate learning
- Leverage diverse thinking
- Fully engage talent
- Improve productivity, communication, teamwork and efficiencies

REAL-WORLD RESULTS THROUGH WHOLE BRAIN® THINKING

Some of the dramatic results Herrmann International clients attribute to Whole Brain Thinking® include:

- 21% increase after tax profits
- 13% increase in customers
- 50% reduction in attrition
- 66% reduction in calls to supervisor
- Decrease in job mastery time from 24 to 7 months
- Increase in revenue from \$80,000 to \$450,000
- 98% success rate of mentoring program pairs (up from 50%)
- Move from tactical to strategic thinking in HR leaders
- Elimination of costs associated with product breakage
- 66% improvement in team effectiveness
- 25% reduction in costs

No matter what business you're in, success demands Whole Brain® Thinking.

Contact Herrmann International today at 1-828-625-9153 or info@hbdi.com to learn how we can help you get a full return on the intelligence of your workforce so you can start getting better results through better thinking.

better results through better thinking