



Spotlight Series

# Whole Brain <sup>®</sup> Thinking

ANGELA BEHRENDT PhD | 2020  
[angela@gps-innovation.com](mailto:angela@gps-innovation.com)

Spotlight Series: Whole Brain Thinking  
Copyright©2020 GPSinnovation



# Whole Brain® Thinking.

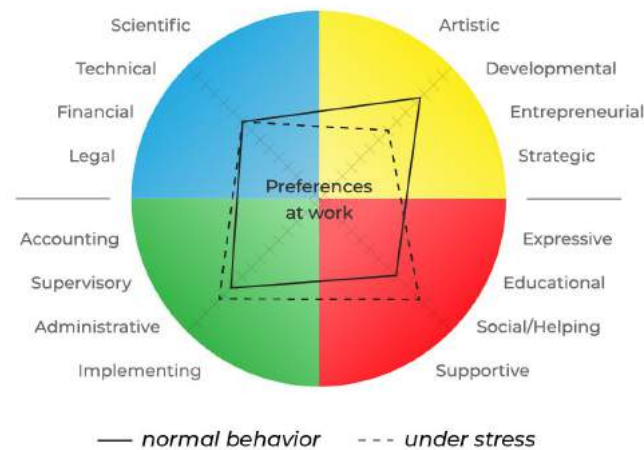
## A Framework for Transformation.

Ned Herrmann (1922-1999) created the Whole Brain® Thinking Model, a metaphor or framework that allows companies to harness thinking diversity. Our brain works in four ways - we work in four ways. The Herrmann Brain Dominance Instrument ®(HBDI®) is a thinking preference profile. It identifies the degree of preference for analytical, structural, emotional or strategic thinking. How we think affects how we make decisions, communicate, solve problems, manage and work with others. The HBDI helps us identify areas of lesser preference to develop as well as helps us harness our preferred thinking styles. It is extremely valuable as it measures how we act/ work under pressure or in a crisis situation. This powerful assessment is a catalyst for team alignment, productivity, efficiency, creative thinking and collaboration.

---

# Better Thinking for Better Management

Everyone is capable of flexing to less preferred thinking styles and learning the necessary skills to diagnose and adapt. By presenting information in a way that recognizes, respects and is compatible with different preferences, organizations achieve better communication and increased thinking agility.





**GPS**  
innovation  
Think and create future

## Seed the future. Stay ahead.

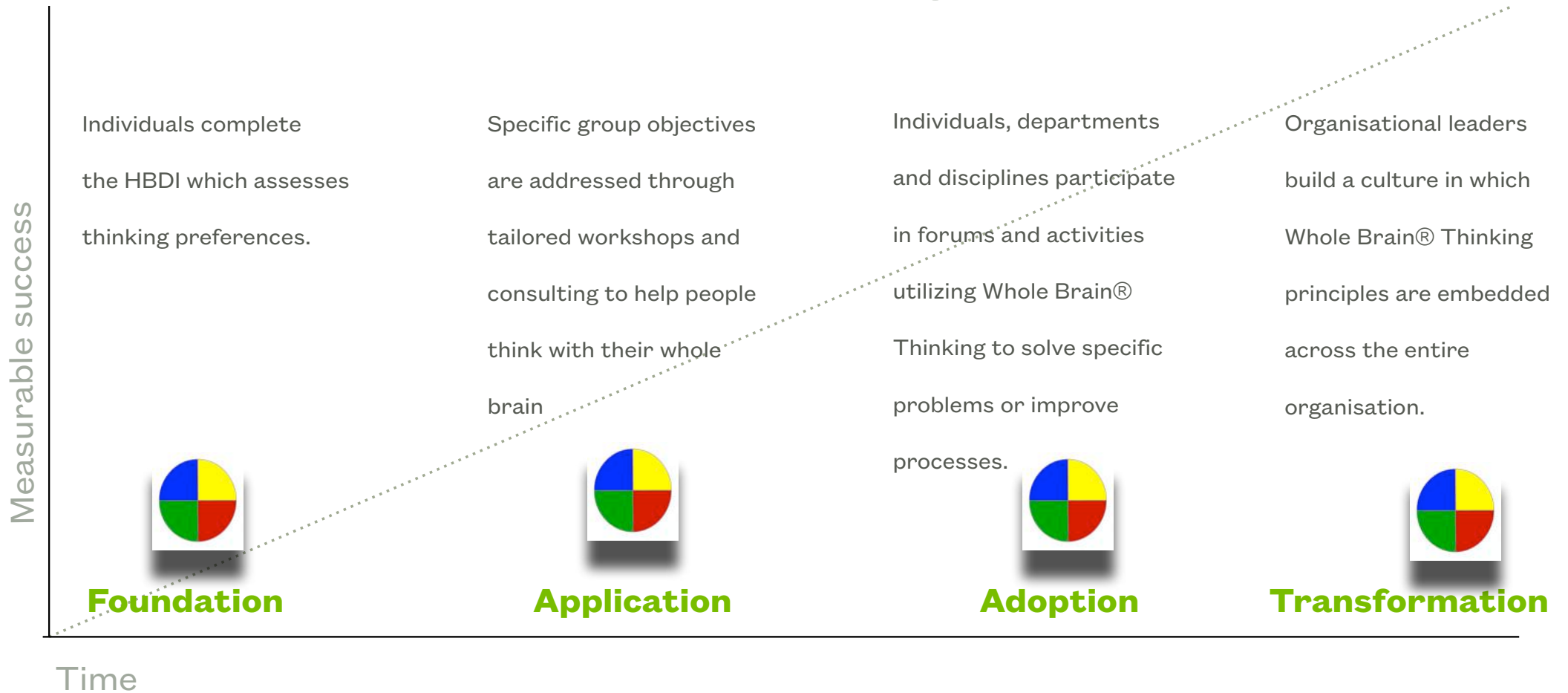
We assess and improve teams, increase innovation agility, promote diversity and inclusion, master change in today's complex business challenges...

- Improving Problem solving and Decision-making Processes
- Creating Productive and engaged Cross-functional Teams
- Transforming Leadership
- Driving Culture of Safety and Health
- Improving Complex Projects Productivity
- Realigning Innovation and Growth

Spotlight Series: **Whole Brain Thinking**

Copyright©2020 GPSinnovation

## Seed the future. Stay ahead. Whole Brain® 4-stage model of transformation.



 innovation  
Think and create future



A team is not a group of people who work together. A team is a group of people who trust each other.  
- Simon Sinek -

---

# 97% of Fortune 100 Companies Have Used the Whole Brain® Model



The Business School  
for the World®





The Whole Brain® Thinking Model is used by some of the largest global companies.

Truly agile, high-performing companies work in teams, manage diversity, innovate.

This is what we do. Simple. Let's get going.