

## 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™.

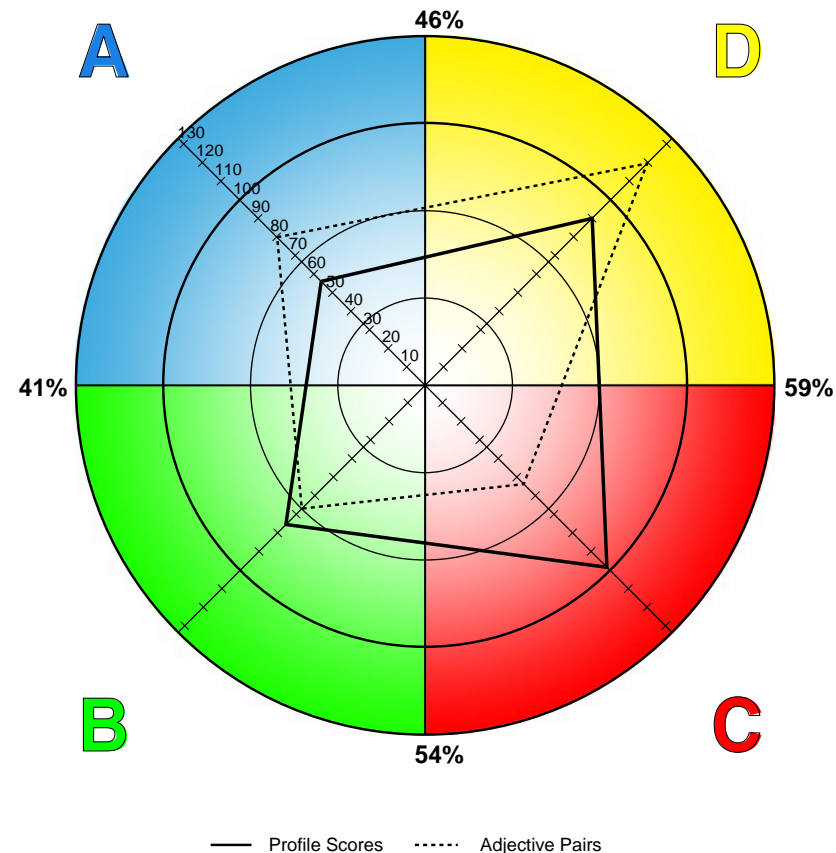
Over two-million people worldwide have undergone HBDI™ analysis. It is used by over one third of all Fortune 100 companies.

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.