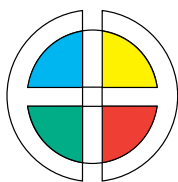
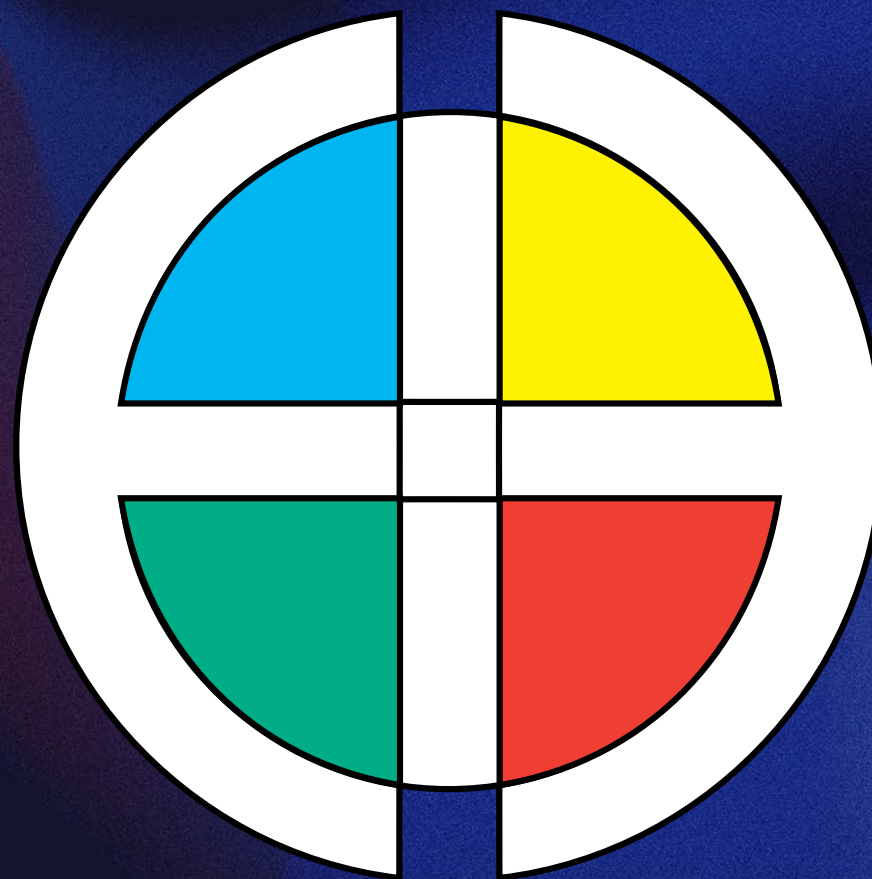


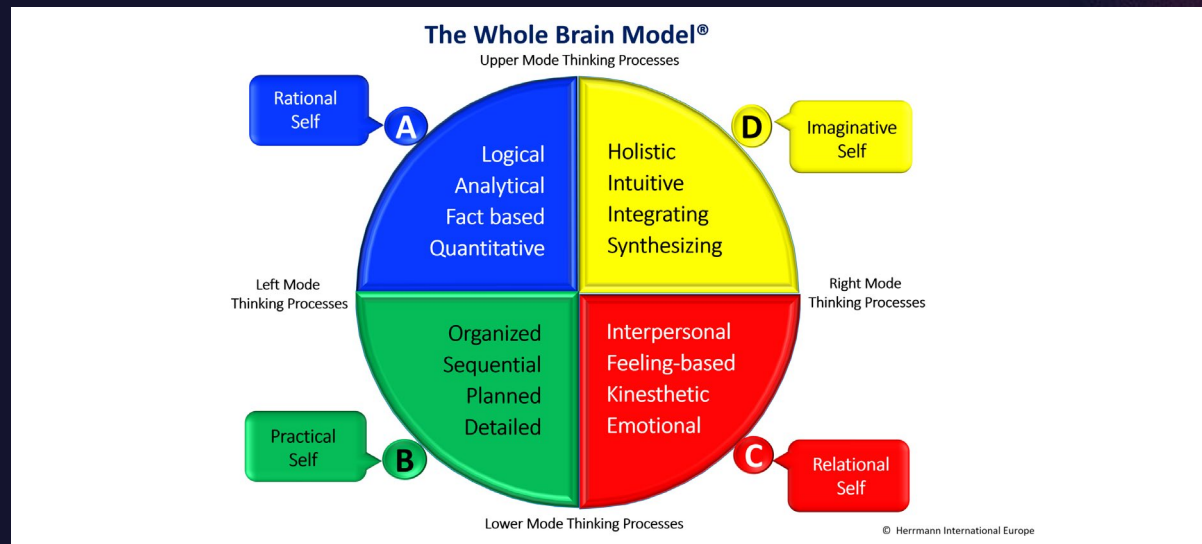
Certification in **Whole Brain Technology®**



HBDI® Certified
Herrmann Brain Dominance Instrument®

WHY is it important?

Whole Brain® Thinking is a methodology designed to help teams and organizations better benefit from all of the thinking available to them. It acknowledges that while different tasks require different mental processes, and different people prefer different kinds of thinking, organizations will get better results when they can strategically leverage the full spectrum of thinking available.



Whole Brain Technology® has been proven to dramatically improve organisational effectiveness, teaming, communication, decision making and problem solving and ultimately business profitability. Whole Brain Technology® can assist you to help your teams, clients:

- Dramatically improve internal and external communication,
- Align individuals, teams and divisions with company values and objectives,
- Build effective teams,
- Embed a culture of creativity and innovation,
- Increase sales by better engaging with clients,
- Manage change,
- Improve employee engagement and career alignment,
- Improve decision making, problem solving, and planning capability.

WHAT is WHOLE BRAIN TECHNOLOGY®?

We all have a set of natural thinking preferences that influence the way we relate to others, solve problems and make decisions. And while there's no 'right' way to think, these long-established patterns often prevent us reaching our full potential.

Whole Brain Technology® releases people from the self-limiting thinking that can stifle productivity, innovation and business growth.

Ned Herrmann's **WHOLE BRAIN THINKING** shows leaders how to use their whole brain and engage the team's whole brain of thinking preferences



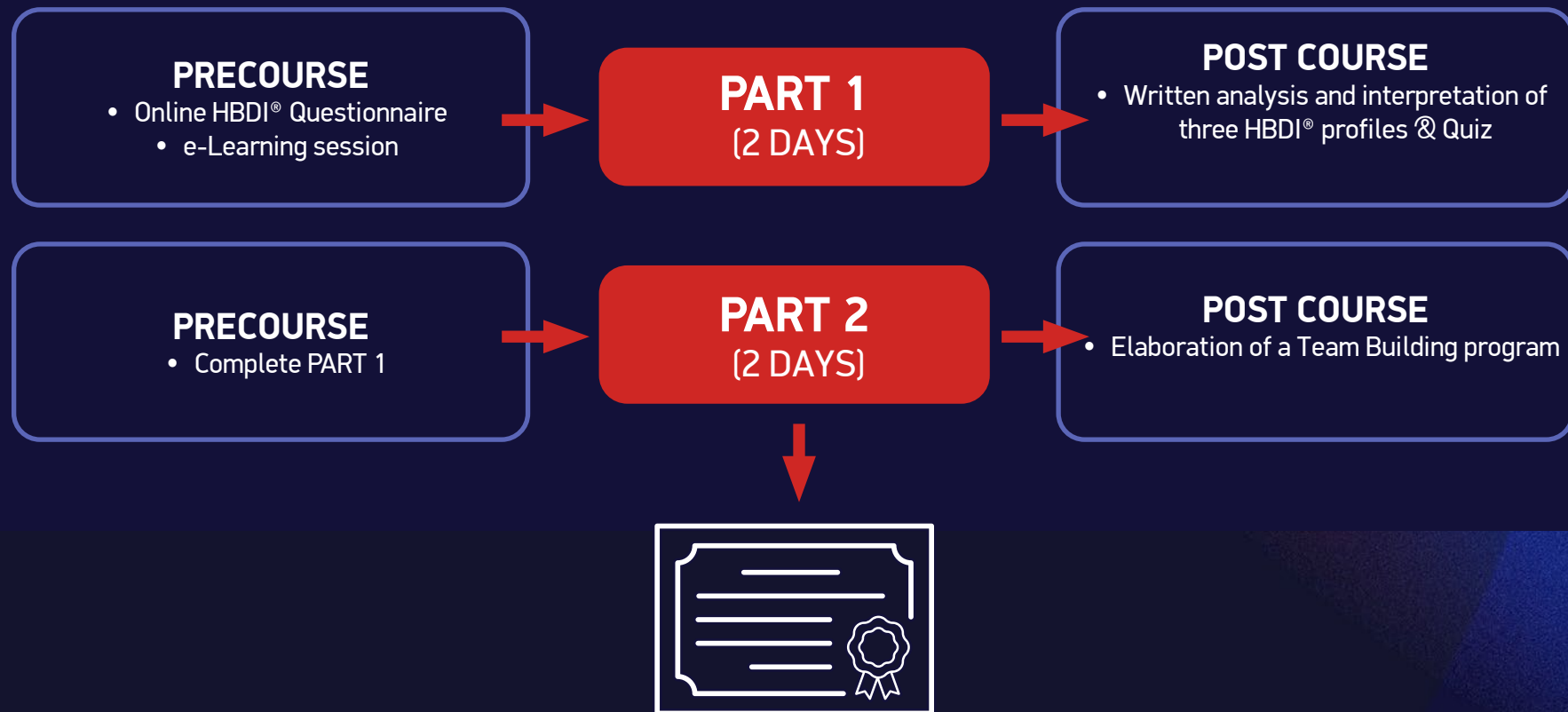
How we do it

Becoming a HBDI® Certified Practitioner

The certification process

We offer certification courses that allow you to apply the Thinking Style approach and to use the Whole Brain Model® for complex problems and situations, such as management, communication, team building, leadership, innovation, learning and pedagogy, sales and change management.

To become a HBDI® Certified Practitioner, the participant needs to complete PART 1 and PART 2 of this journey



How we do it

Becoming a HBDI® Certified Practitioner

Learning Topics

PART 1:

The Whole Brain Model®
and the HBDI®

LEARNING OBJECTIVES:

- Define the principles and understand the foundation of Ned HERRMANN's approach
- Understand your individual Thinking Preference profile, its consequences and define development leads
- Adapt your communication style to the recipient for a maximum effect
- Identify the possible applications for the Ned HERRMANN approach, within companies and position the HBDI® in a process of recruitment or evaluation (Recruitment, Outplacement, Competences, Assessment, Management, Communication, Quality, Training, Orientation, Management of the Innovation, Sales, Marketing and Dynamics of existing teams)
- Debrief the HBDI® within the framework of an individual discussion: debrief and evaluation
- Work out a guide for the discussion
- Define the fields of application and the limits of the HBDI® Profile
- Control the reading and the interpretation of each section
- Manage the profile: checking and managing the anomalies
- Identify the potentials of a person thanks to her profile.

PART 2:

The Whole Brain Technology®
The Herrmann Pair and Team profiles

LEARNING OBJECTIVES:

- Express an offer to solve a team building problem
- Analyse the results of Herrmann team profile in training and consultancy
- Facilitate a team building session
- Make use of Herrmann tools during team building seminars
- Build/optimize teams
- Welcome new colleagues in a team,
- Motivate team members
- Improve communication within a team
- Improve creativity within a team
- Determine the management style that suits a team best.

DURATION AND SCHEDULE – FOUR DAYS

Each Day entails 3 Interactive Segments of 90 minutes each



Learning Process

1

Macro Learning Intervention Options:

- Self Driven Intense Reading
- Coaching Sessions

2

Micro Learning Intervention Options:

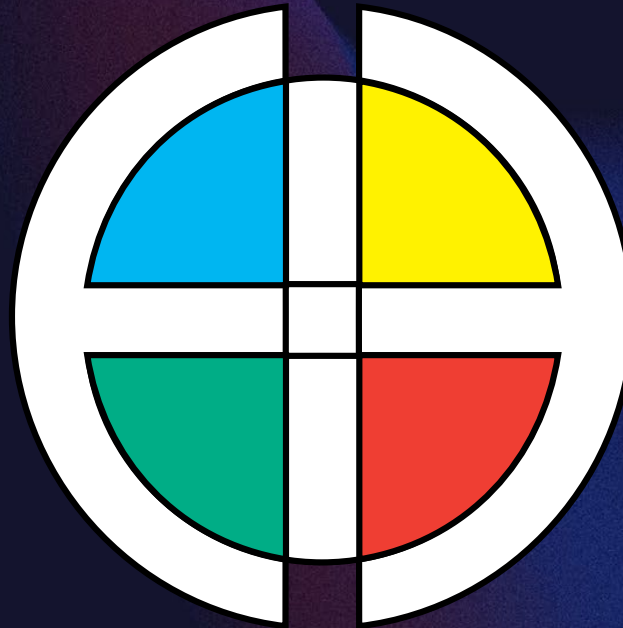
- LMS – Access to Micro Content
- Videos – Audio Learning Shots
 - Gamification and A.I.
 - Based Learning
- Articles, Tips, Do's / Don'ts
- Digital Cards

3

Recommended Assessment

- The online HBDI® Questionnaire





HBDI® Certified
Herrmann Brain Dominance Instrument®



- Cyprus
- Saudi Arabia
- United Arab Emirates



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