



Herrmann Brain Dominance Instrument ®

The Herrmann Brain Dominance Instrument HBDI® is the world's leading thinking styles assessment tool. It identifies a person's preferred approach to emotional, analytical, structural, and strategic thinking. Ned Herrmann began developing the HBDI® and Whole Brain Thinking in the 1970s while he was head of Management Education at General Electric's Management Development Institute. GE supported Ned's experiments and applications during the late 70's, and it was these activities that led to the development of the whole brain concept and the HBDI®. Twenty five years of research and innovation stand behind the validity of the HBDI®.

Over 2 million people in 45 countries have completed the HBDI®. Because it is a self-analysis, most people immediately recognise their results as accurate. It has also been the subject of independent validations, dissertations, and scientific papers. A summary of HBDI® validations can be found in Ned Herrmann's book, *The Creative Brain*.

The HBDI® measures thinking preferences based on not only on the work of Ned Herrmann but also builds on research and experimentation from leaders in the field including Roger Sperry, Robert Ornstein, Henry Mintzberg, and Michael Gazzaniga. Close scrutiny of the brain reveals four structures consisting of the two cerebral hemispheres and the two halves of the limbic system. Therefore, the four quadrant whole brain model allows us to differentiate between not only the more popular notions of left brain/right brain, but also the more sophisticated notions of cognitive/intellectual which describes the cerebral preference, and visceral, structured, and emotional which describes the limbic preferences. The brain is physically constructed so that specialised areas of processing can collaborate with each other however the research indicates that our different modes (or styles) of thinking are affected by dominance and preference. This is what the HBDI® measures.

Numerous case studies illustrate a wide range of applications of the HBDI®. These include increasing self-awareness, supporting creativity, diversity and innovation, leadership and management development, team communication, sales and marketing, creative problem-solving, conflict management and resolution career development and executive coaching.

The HBDI® may only be administered by a licensed practitioner trained in its proper and ethical use.