

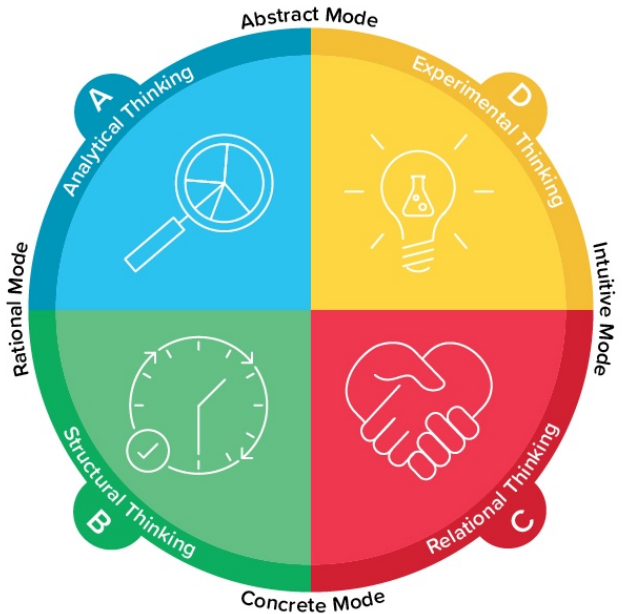
# WHY THE HBDI® & WHOLE BRAIN® THINKING?

Better results start with better thinking

## THINKING PREFERENCES

Understanding your thinking – *the cognition that shapes your personality and behavior* – is critical to improving effectiveness and engagement in individuals, teams and organizations.

Instead of putting you “in a box,” our tools focus on how to harness cognitive diversity and stretch your thinking agility to keep up with accelerating change.



## UNMATCHED VERSATILITY

The simple, effective Whole Brain® framework serves as a powerful common language across the broadest scope of application areas, from communication and team collaboration to decision-making, strategy, innovation, customer insights and diversity & inclusion.

## A BLENDED LEARNING JOURNEY

Unlike other options that are ‘one-and-done’, our integrated suite of sticky digital apps and blended learning products provide an ongoing journey that reinforces the learning and creates greater ROI for individuals, pairs, teams and entire organizations.

## DEVELOPMENT ROOTED IN SCIENCE

The HBDI® and Whole Brain® Thinking are based on the science of neuroplasticity, teaching that we all have the capacity to stretch our thinking. This creates a positive, inclusive learning experience without pigeonholing or non-productive labelling.



WHAT	<b>HBDI® assessment + Whole Brain® Thinking</b>	 	<b>More versatility, stickiness, and backing in science</b>	WHY
	<b>Profiles, workshops, digital apps &amp; reinforcement tools</b>	 	<b>Employees &amp; managers pairs, teams and Orgs.</b>	
HOW				WHO