

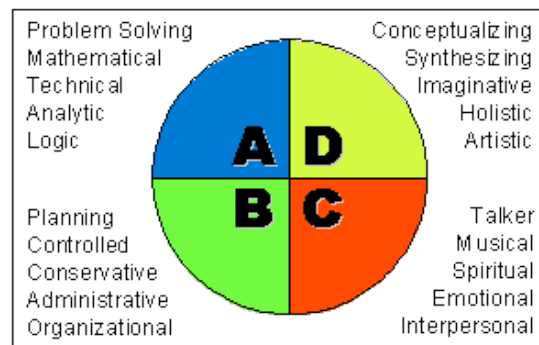


Herrmann Brain Dominance Instrument

ISHR Group assists organizations to become more whole brained by administering the Herrmann Brain Dominance Instrument for individuals, teams, and organizations. Practical business applications are provided for how to use the instrument most effectively to optimize communication, coach and give feedback, lead change, handle conflict and motivate others.

HBDI is a Powerful Tool that:

- **Improves Communication:** Break down barriers, listen better, create a common language
- **Increases Productivity:** Maximize the brain power of your team
- **Encourages Innovation:** Ignite breakthrough thinking and creativity
- **Enhances Performance:** Match mental diversity to specific tasks
- **Assists Management:** Understand the implications of the many thinking styles



Benefits of HBDI

The HBDI permits participants to become conscious of their own thinking preferences and their own thinking style. This new awareness can help individuals to be more at ease with themselves and more perceptive about people who think and behave differently. It helps leaders understand how to coach others, manage conflict, embrace change, make decisions, and communicate more effectively.

How HBDI Works

The HBDI profile illustrates and explains the way you prefer to think, learn, communicate, and make decisions. Understanding your personal thinking preferences will enable you to optimize your ability to adapt your thinking, decision-making or communication style to a given situation. It will also explain why it is easier to communicate with some people than it is with others. Your profile is based on a metaphoric representation of the brain, distinguished by four quadrants of thinking preferences.

An In-depth Analysis of How Your Team Thinks!

ISHR Group can also assist your teams by administering the HBDI Team Package. This is an in-depth analysis of how a team thinks, processes information and prefers to work. It shows trends and gaps and clarifies the preference of the team as a whole. It has immediate impact and is a powerful catalyst for increasing team effectiveness.