



Whole Brain Technology

Herrmann Brain Dominance Instrument - HBDI™

The Herrmann Brain Dominance Instrument (HBDI)

The HBDI™ is the world's leading thinking styles assessment tool that identifies your instinctive approach to thought: Emotional, Analytical, Structural, or Strategic.

WHAT DO YOU GAIN?

Your personal thinking preferences influence your communication, decision-making, problem solving and management styles. Understanding the implications of your thinking preference is like an awakening - where the obstacles to your goals are dismantled and the ladders to your growth are infinite.

NOT JUST ANOTHER ASSESSMENT TOOL

Twenty years of research and innovation stand behind the validity of the HBDI™. It has been the subject of independent validations, dissertations, and scientific papers.

The HBDI™ picks up where other assessment tools leave off. Identifying your thinking style is just phase one. Where most assessments end with a single findings report, the HBDI™ offers a valuable range of applications.

HOW DOES IT WORK?

The HBDI™ is a 120-question diagnostic survey. Your answers indicate your thinking style preference. Scoring results are free of value judgment and cultural bias. Because it is a self-analysis, most people immediately recognize their results as accurate. You will receive a full color profile, an accompanying interpretation booklet that explains the profile and scores in detail, and a discussion of the implications your results have for business and personal life.

APPLY THE HBDI TO YOUR UNDERSTANDING OF:

- Self
- Mental diversity - turn differences into advantages
- Learning & teaching styles in yourself and in others
- Management styles & how they effect others
- Communication - to improve interaction with others; individually, in teams, and in large groups
- Relationships & developing effective teams
- Colleagues, associates, superiors, and subordinates
- Creativity as a natural mental resource & how to build an environment in which it thrives
- Enhanced creativity & innovation

ADDITIONAL APPLICATIONS:

- Personal growth
- Team formation & group process
- Management & selling styles
- Communication
- Creative Problem Solving
- Conflict management & counseling
- Occupational choices
- Choosing areas of study
- Teaching & learning

HBDI MAJOR ADVANTAGES

The adaptable HBDI™ allows for your growth and change. Its flexibility offers more than personal profiles. Additional HBDI™ reports depict the composition of groups and can reveal what is fueling or debilitating that group.

You and your organization can access an even broader range of effective tools:

- Benchmarking & group data reports.
- Tools for understanding the thinking styles of your group, team or organization.
- Workshop series in the areas of: Creative Problem Solving; Strategic Thinking, The Business of Thinking™.

We appreciate your interest in The HBDI™ and encourage you to complete your survey today. Our policy ensures your complete confidentiality in the disclosure of your profile results. To protect you, Peer Synergy Group, Inc. and Herrmann International from misinterpretation and misrepresentation only Certified HBDI™ practitioners are qualified to explain and interpret your profile results. Please call us with questions about The HBDI™ or your profile.

The HBDI™ Assessment

\$280 - Includes Data Interpretation Session

S/H per Profile: USA \$8 UPS 3-day

International \$15 US Air Mail

Please allow two weeks after receipt of completed Survey and payment for your results.

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Peer Synergy Group

Developing authentic leadership...building dynamic and innovative cultures

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