



WHOLE **BRAIN** THINKING

AN INTRODUCTION



Whole Brain Thinking Thinking Preference and the Neethling Brain Instruments

**.....and what they
can do for you!**

We have written this short booklet as a brief introduction to Whole Brain Thinking and the use of the Neethling Brain Instrument (NBI™)

Whole Brain Thinking

Everything we do starts with our brain - the way you think, react to others, make decisions, communicate, choose careers, manage people, and bring up your family - it all depends on how you think!

And we all have preferred ways of thinking.

Some people focus on facts, others look for relationships. Some like detail, others prefer the bigger picture.

Whilst our personal 'thinking preferences' can sometimes help us in certain situations, they can also inhibit our ability to function fully and effectively. So to improve our effectiveness - both personally and organisationally - we need to more fully understand our thinking preferences.

To do this we need to understand our brain profile - and to do that we need to use a properly validated and well-researched measuring instrument.

We have chosen the Neethling Brain Instrument (NBI™) as our preferred source of reliable information on thinking preferences and the concepts of whole brain thinking.

What is a Brain Profile?

Way back in 400BC Hippocrates discovered that "The brain of man is double" – and that each side of the brain has specialised functions. In 1864 a French surgeon, Paul Broca, came to the same conclusion when he discovered that patients suffering from aphasia (loss of speech) had damage to the left side of the brain.

In the 1960's Philip Vogel and Joseph Bogen performed their breakthrough 'split-brain' surgery on epileptic patients, which involved severing the 'corpus callosum' that connects the two halves of the brain. Roger Sperry received the Nobel Prize for his research work on split-brain patients. Together with colleagues Bogen, Vogel and Gazzinga he concluded that the two hemispheres of the brain controlled vastly different aspects of thought and action.

Ned Herrmann, Jacquelin Wonder, Priscilla Donovan, Beverley Moore and many others carried out further research on brain dominance.

The Neethling Brain Instruments (NBI™)

The NBI™ was developed after extensive international research since 1980 on left/right brain functions. Kobus Neethling, under the research guidance of Professor Paul Torrance at the University of Georgia developed the first NBI™ for adults. He then applied similar methodologies (as explained in the research documents) to develop a number of other whole brain instruments.

Over 200,000 adults and children from many countries have now been profiled by means of the NBI™. Ongoing research at a number of universities and institutes remains an essential part of whole brain science.

There are now 14 different NBI™ profiles for a wide range of personal and business applications. See our website for more information on the full range.

Further applications are under research and development.

The four quadrants of the brain

The NBI™ profile will show your thinking preferences – which part of your brain you prefer the most! In looking at a profile of thinking preferences it is important to remember:

- No brain profile is good or bad, right or wrong
- Brain preference is not the same as skill – you may like something but not be very good at it and vice versa
- A high score in any quadrant may not mean that you prefer ALL aspects of that quadrant.
- Your brain profile may change, but only if there are strong reasons for this to occur
- You can develop your thinking in less preferred quadrants through creative whole brain exercises
- Your brain profile gives an indication of how you prefer to communicate, manage, learn, teach, lead, solve problems, make decisions and form relationships and many more aspects of life

A short summary of some of the behaviours and features of each of the four quadrants of the brain is on the next page.

The Whole Brained 'Us'

L1 Focused Accurate Logical Objective Critical Performance – driven Realistic Factual Analytical	R1 Big picture Flexible Risk-taking Looks for alternatives Imaginative Curious Intuitive Unstructured Simultaneous Prefers change
L2 Organised/orderly Planned Structured Step-by-step Detail Traditional Task-driven Neat Punctual Reliable	R2 Feeling People-focus Sensitive Playful Expressive Enthusiastic Body language Touch Co-operative Interpersonal

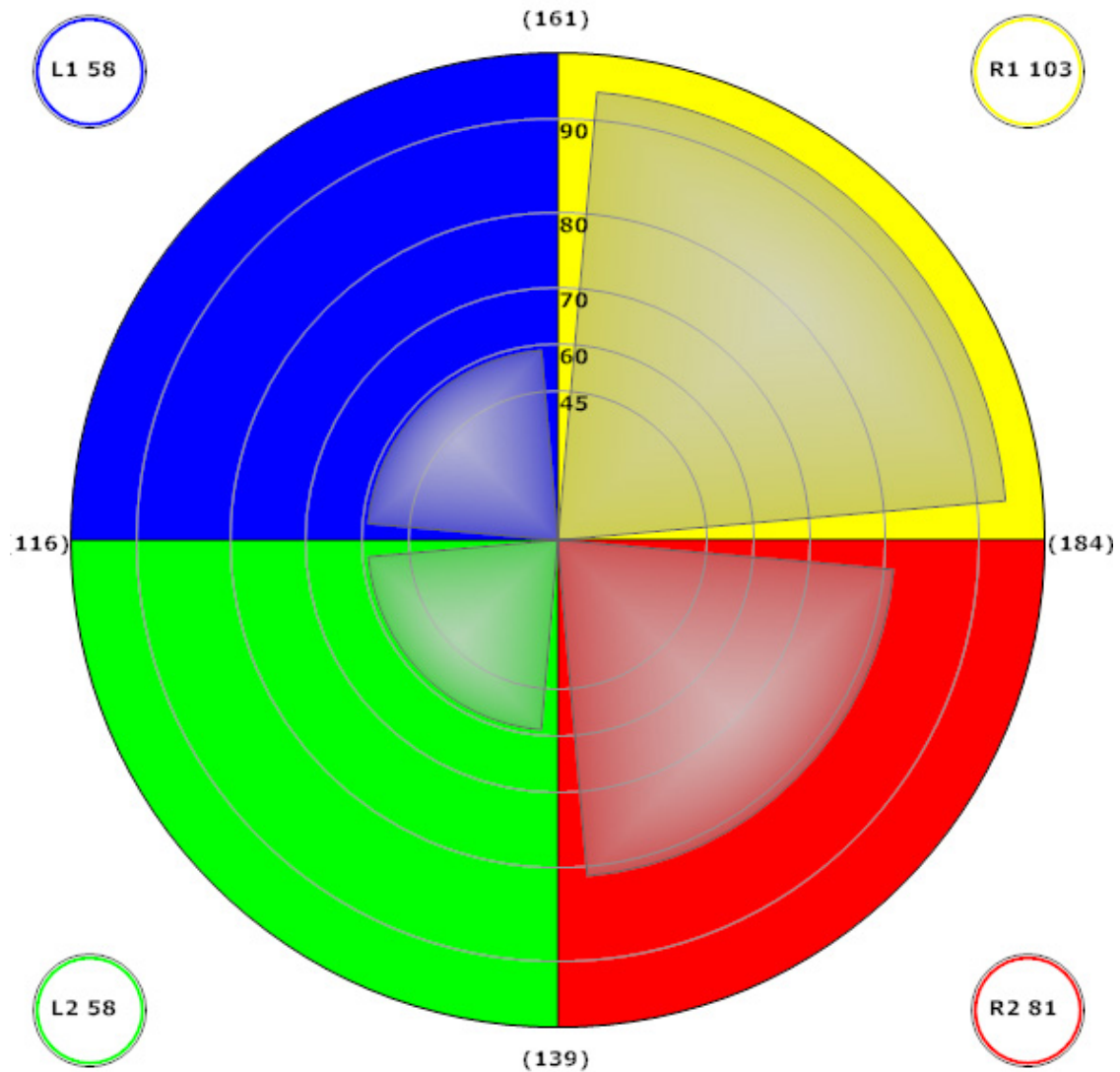
August 2005

Whole Brain Communication

L1 Meticulous •Rational •Coherent •Valid •Sensible •Accurate •Realistic = Words and facts	WHAT? WHAT?	R1 Pioneering •Unconventional •Unusual •Unorthodox •Intuitive •Strategic •Imagining •Synthesising •Simultaneous = Words/images, metaphors and paradoxes	WHY? WHY?
L2 Methodical •Systematic •Disciplined •Orderly •Arranged •Organised •Prepared •Planned •Controlled = Orderly detailed approach	HOW? HOW?	R2 Considerate •Kind •Understanding •Caring •Sympathetic •Appreciative •Thoughtful •Tolerant •Sensitive = Connecting words and images	WHO?

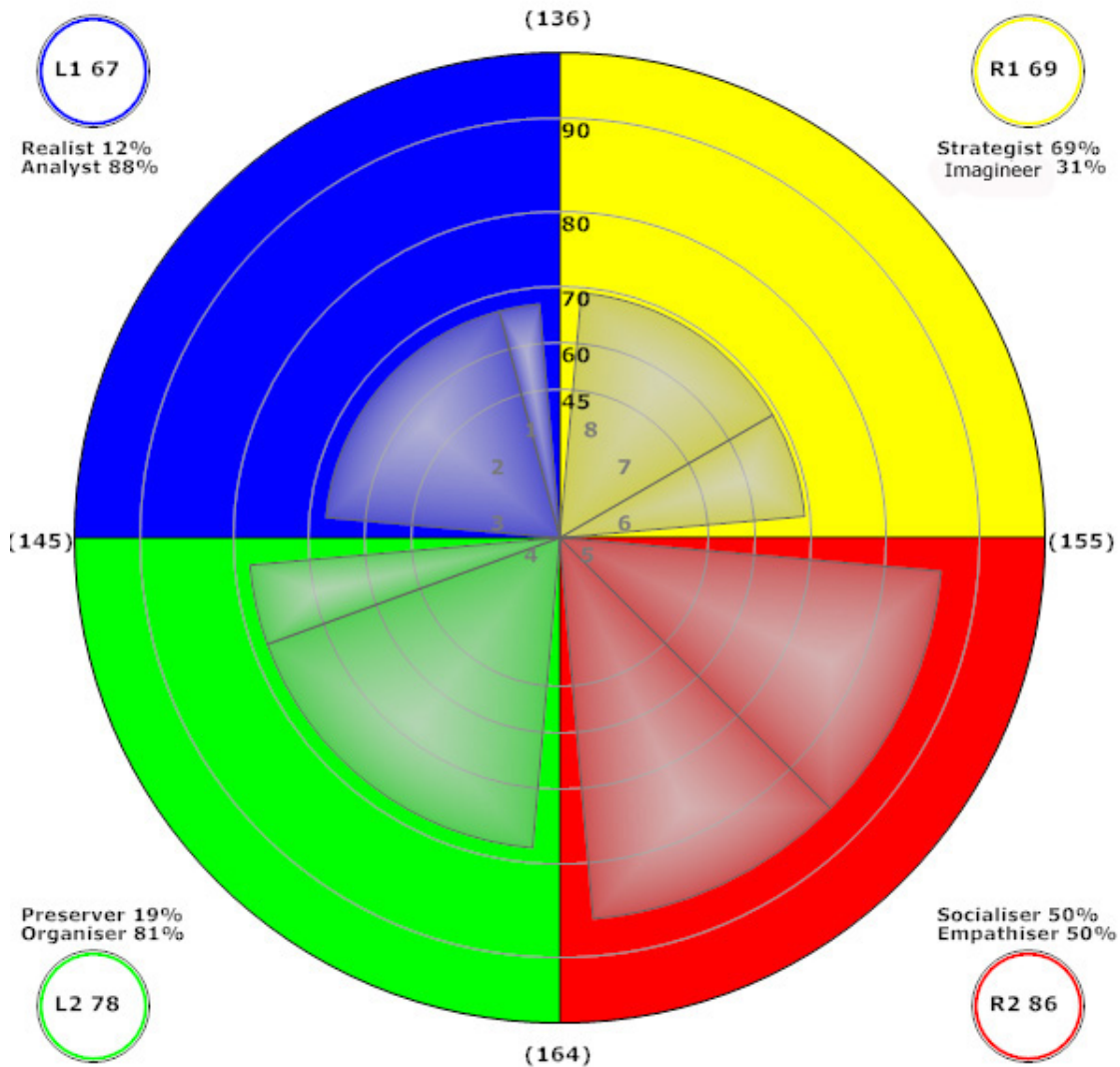
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A sample NBI™ profile



The conclusions to be drawn from any of the NBI™ profiles are explored fully at workshops and through coaching sessions and consulting assignments. NBI™ practitioners are all fully licensed to use the NBI™ suite in the most appropriate way.

From 4 quadrants to 8 dimensions!



Kobus Neethling and his team have developed the NBI™ to much greater levels of refinement and sophistication. The 8 dimensions model of thinking preference allows for much greater insight into personal and group development and offers the consultant/facilitator a more impactful diagnostic for a wide range of applications.

This is a welcome and significant leap forward – see our website for more!

NBI™ Scoring

The NBI™ suite of instruments is accessed via our website with a username and password provided by a licensed NBI™ practitioner. Access to the administration site is granted to licensed practitioners only.

As soon as someone completes their NBI™ profile on-line, scoring is completed automatically on our server. This means that as a licensed practitioner you can access the scoring centre at any time from any computer anywhere in the World! This gives you amazing flexibility. There is no need to download software and you are not tied to scoring and printing from a particular computer.

Licensed practitioners can set up their own groups, allocate passwords, score and print at any time, any place!

Or if you prefer – we can do everything for you. As individuals complete the questionnaire on-line we will give you progress reports so that you can follow-up as required.

We will give you full details on how the scoring process works when you attend the Practitioner Licensing Workshop (PLW)

Become a licensed practitioner with the NBI™

To use the NBI™ as a facilitator or a consultant, you must first attend our Practitioner Licensing Workshop.

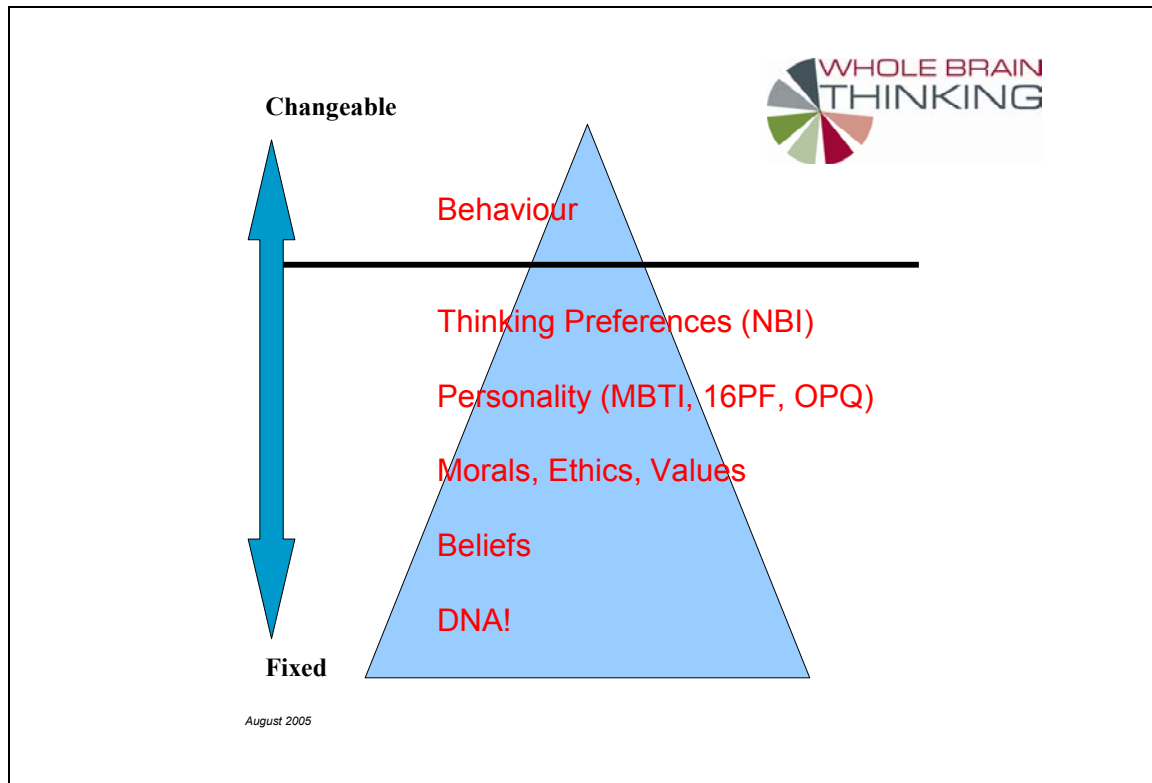
Whole Brain Thinking conducts this two-day workshop throughout Australia, New Zealand and the Asia-Pacific region.

After successfully completing the workshop you will be able to:

- Use the NBI™ in your own work
- Incorporate any of the NBI™ instruments in your own learning and development programs
- Access Whole Brain Thinking NBI™ scoring service
- Buy ready made workshop materials which include NBI™ technology
- Access free and unlimited advice and guidance on applications for the NBI™ and associated materials.

To find out more about the Practitioner Licensing Workshop just call our office or your local Whole Brain Thinking representative.

Thinking Preferences and other factors



Why use Thinking Preferences in learning and development?

At Whole Brain Thinking™ we are free to choose from a huge range of diagnostic instruments available today. The list is long and forever growing! In many of our assignments over the years we have chosen other instruments for various applications including personality and behaviour assessment tools. Many of our consultants are licensed to use a wide range of psychometric instruments. But we keep coming back to Thinking Preferences and the NBI™ as our preferred 'tool' in workshops, conferences, coaching and consulting assignments!

Why? Mainly because the concepts are easy to understand, easy to teach and to learn, and above all, very easy to apply to real-life situations for immediate – and in many cases measurable – impact. And as you can see from the 'iceberg' diagram above, thinking preferences have a very close relationship to behaviour. We can therefore use behavioural clues as a gateway to understanding the thinking preferences of others.

With the NBI™ we also have the confidence that comes from a well-researched, reliable and valid instrument. This is a critically important aspect for us – if we are going to impact on the lives of others we won't use anything that can give a false impression.

Whole Brain Thinking and the NBI™ – the benefits?

The following cases are just a few examples of work carried out by Whole Brain Thinking™ using one or more of the NBI™ profiles:

1. Whole Brain Thinking™ has been working with a major banking group throughout the Asia Pacific region to improve the communication and negotiation skills of senior Relationship Managers (RMs) – people dealing with high value commercial clients. Following the pilot workshops the bank's learning and development group undertook a feedback study to identify what improvements were evident. As a result of feedback from the RMs on improved relationships and more sales achieved, the bank has decided to roll out the workshop throughout Asia from 2005.
2. A major international clothing company has used a number of items from the NBI™ suite. The adult version of the NBI™ has been used with a number of groups throughout the organisation to facilitate better understanding of personal challenges in the face of major organisational change. The Organisational Wellness Index has been used to establish a benchmark on current perceptions and will be repeated on a number of occasions to measure organisational change. The NBI™ skills profile and preference profile has become a standard inclusion wherever a clear picture of job fit or job readiness is required.
3. A large group of high schools in Australia has chosen the NBI™ to help teachers and students develop a more rounded approach to whole brain learning and teaching. The results achieved by the pilot group have been outstanding.

Whole Brain Thinking

Whole Brain Thinking Pty Ltd is the principal licensee and distributor throughout Australia, New Zealand and the Asia-Pacific region for the Neethling Brain Instruments™ (NBI™), the most comprehensive battery of whole brain thinking instruments in the World.

Whole Brain Thinking

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