



THE WHOLE BRAIN® ADVANTAGE

Achieve Better Results

The power of Whole Brain® Thinking accelerates performance.

No matter what business you're in, new complexities, overwhelming speed, constant change and non-stop distractions are all part of today's reality. Getting ahead of them requires getting smarter about thinking.

The Whole Brain® Thinking System gives people, teams and organizations the skills and tools to increase their thinking agility so they can achieve exponentially higher levels of performance. As a foundation for behavior change, resource optimization and improved performance, it is helping many of the world's most successful organizations, consultants and individuals leverage the connection between thinking and performance to:

- Grow top line revenue
- Minimize risk and inefficiencies Increase productivity and capacity Build strong customer relationships
- Attract, develop and retain talent
- Find the opportunities others miss

PROVEN RESULTS OF WHOLE BRAIN® THINKING



21%

Increase after-tax profits



50%

Reduction in attrition



66%

Improvement in team effectiveness



\$53

Savings from increased strategic skills

Better thinking is your biggest advantage.

"Our employees are making better decisions. collaborating more productively, and forging stronger connections with their colleagues and customers. Whole Brain® Thinking has had an impact on everything we do as a business." - Brenda Gumbs, Executive Vice President. Human Resources. Perfetti Van Melle USA. Inc.



© 2017 Herrmann International is the originator and trailblazer behind Whole Brain® Thinking and HBDI®. Certified Practitioners and Herrmann Resellers have permission to reprint and share this document.