

Where Thinking Meets the Bottom Line

# The Whole Brain® Advantage

Your organization's results depend on its brainpower. Don't waste a bit of it.

Results drive success. The faster – and smarter – you can reach your critical organizational goals, the quicker you'll see a return on your efforts. But if your organization isn't putting every aspect of its intelligence to work – from problem solving and creativity to technical expertise and management discipline – you won't have the advantage you need to compete effectively in today's challenging environment.

Herrmann International's Whole Brain® methodology is based on proven research into how people think and communicate. By drawing on the combined analytic, organizational, strategic and interpersonal skills it takes to succeed today, organizations are able to harness the thinking styles of every individual for a complete Return on Intelligence™. **That's the Whole Brain® Advantage.**

Our Whole Brain® Advantage solutions give people insight into their own and others' thinking styles, tools to make the most out of their natural preferences, and the skills they need to stretch outside their preferences when



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## Essential results fueled by Whole Brain Thinking®

<ul style="list-style-type: none"> <li>◆ 13% increase in the number of customers</li> <li>◆ 21% increase in after-tax profits</li> <li>◆ Increase in revenue from \$80K to \$450K</li> </ul>	<ul style="list-style-type: none"> <li>◆ Increase in strategic capacity of HR Business Practice Leaders (\$1.5 million saved through new internal capabilities)</li> <li>◆ Competitive differentiation achieved through "Whole Brain™" client service approach</li> </ul>
<ul style="list-style-type: none"> <li>◆ 50% reduction in attrition</li> <li>◆ 350% decrease in job mastery time (24 months to 7 months)</li> <li>◆ Improved safety numbers (hit target)</li> </ul>	<ul style="list-style-type: none"> <li>◆ 66% improvement in team effectiveness</li> <li>◆ 98% of pairs "sticking" in mentor program vs. 50%</li> </ul>

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the situation arises. When employees put Whole Brain Thinking® to work, they approach problems, communications and planning more effectively while breaking out of self-limiting patterns that can interfere with productivity, innovation and creativity. With better thinking across the enterprise, organizations get better results – and the competitive advantage that comes with them.

Nine out of ten Fortune 100 organizations rely on the Herrmann Whole Brain® Advantage as a strategic approach that helps them remain successful and nimble, even while the competition is grappling with turmoil and upheaval. Their results show the power of Whole Brain Thinking® at work.



better results through better thinking

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