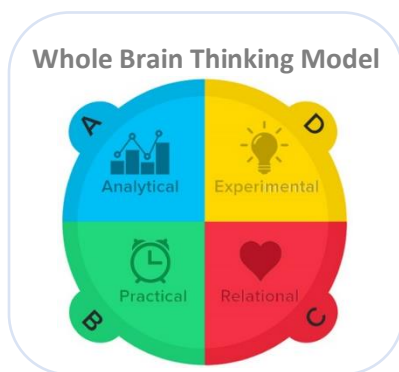


## Whole Brain Thinking for Team Communication

Expand Self-Discovery and Increase Team Effectiveness

*Experience improvements in communication, productivity, and talent retention*

At the core of team effectiveness is communication. The importance of effective communication is relevant internally through how team members communicate with each other and externally through how the team communicates with the organization and the market. Miscommunication can be avoided with an understanding of communication styles and preferences. Whole Brain Thinking is a common language that enables team members to do just that. Whole Brain Thinking is based on years of tested research and describes one's thinking preferences and is the theory behind the Herrmann Brain Dominance Instrument (HBDI) assessment. Unlike many assessment tools that claim to determine your strengths or weaknesses, the HBDI presents an understanding of a person's preferred modes of thinking and an opportunity to explore how thinking preferences impact communication and behavior.



### What Will Whole Brain Thinking Mean for Your Team/Organization?

- Deeper team member connection and appreciation
- Increased productivity and motivation
- Improved communication, collaboration, and teamwork
- Thinking agility to support critical thinking/problem-solving
- Global case study stats: 78% more effective communication, 66% team productivity improvement, 130% better at decision-making, 57% reduction in talent attrition

### How Can Your Team Become Whole Brain Thinkers?

In under 20 minutes, employees complete a 116-question survey and are then invited to learn about Whole Brain Thinking and unlock their digital profile. From there, individuals, teams, and the whole organization can work with a certified practitioner to use Whole Brain Thinking to reach your next level of success. Options for exploration:

- Individual Profile – 1:1 or group debriefs and coaching sessions
- Team Profile – debrief, coaching session, team skills application session, and prof. development (e.g., communicating, listening, time management, selling, conflict resolution, process improvement, etc.)

### Why We Like the HBDI

The HBDI is your tailored guide to incorporate Whole Brain Thinking into your personal and professional lives. Whole Brain Thinking is easy to apply and promotes colleague appreciation. The HBDI is scalable and beneficial at the individual, team, and organizational levels. Whole Brain Thinking allows you to stretch in ways that support your goals.

### About Michelle

Michelle's passion is partnering with teams to achieve sustainable change by discovering root causes. She is a strategic partner with over 25 years of experience working with organizations of all sizes and disciplines. Michelle has expertise in maximizing team performance, leadership coaching, facilitation, strategic planning, and issue assessment and resolution. Michelle's operational and revenue-generating success informs her hands-on approach. At the core of Michelle's achievements is aligning strategy with structure, people, and processes. Michelle holds a master's degree in organizational psychology and a BS in finance.