Welcome to the

The Whole Brain Model: Understanding Working Styles

*Slide presentation*

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The Agenda

Step 1: Sort Cards
Step 2: Trading
Step 3: Choices
Step 4: Explanation of Whole Brain Model
Step 5: Small Group Discussion -- by Color
Step 6: Report Back
The Whole Brain Model

- Four quadrant metaphoric model
- Preferred modes of thinking, learning and working
- Based on brain research
- Nature and Nurture
- All styles are neutral
- We have all the styles
- Preferences different from competence
- Similarity and complementarity
- Organizations need all styles
- Understand and value diverse styles
The Creative Brain

Figure 1-11. Phyllis the Left-brainer

Figure 1-12. Sam the Right-brainer
• Logical
• Analytical
• Linear Thinking
• Quantitative
• Here-and-Now

Used with permission
• Argue Rationally
• Generalize from specifics
• Problem-solve logically
• Know the bottom line
• Critical Analysis
• Solve tough problems
• Gather facts
• Measure precisely

• Make things work
• Rational, unemotional
• Consider financial aspects
• Goals & outcomes
• Realistic & present-oriented
• Efficient

Used with permission
35 INCH MONITOR, 20 MEGS OF RAM, 1.2 GIGABYTES OF HARD DISK SPACE...

I FEEL A SONG COMING ON.

PEOPLE... WHO DON'T NEED PEOPLE... ARE THE HA-A-A-PIEST PEOPLE.
Organized
Sequential
Safe-keeping
Planned
Detailed
Implementer

Used with permission
• A rule and a place for everything
• If it ain’t broke, don’t fix it
• On time
• Action-oriented
• Approach problems practically
• Stand firm on issues
• Maintain standard of consistency

• Stable leadership & supervision
• Detailed plans & procedures
• One thing at a time
• Keep financial records straight
• Neatness & protocol count
• Disciplined & reliable
• Order & control

Used with permission
How's my peanut butter sandwich coming? You're using chunky peanut butter, right? I won't eat smooth!

Make it an open face sandwich, too! Don't put any jelly on it or anything! And use some normal bread! I don't like those weird grain breads!

Did you cut it diagonally? I like triangles better than rectangles, so be sure to cut it right!

Your Majesty's sandwich.

Hey, this is a closed-face, horizontally cut, smooth peanut butter sandwich on weird bread with jelly! Werent you listening?
RED

- Interpersonal
- Feeling-oriented
- Teamwork
- Intuition
- Communication

Used with permission
RED

- Attuned to people & group dynamics
- Empathetic & nurturing
- Experience is reality
- Intuitive, understanding
- Care about values
- Recognize interpersonal difficulties
- Helping, coaching, partnering

- Participation & collaboration
- Expressive, talkative, friendly
- Spirituality
- Personal growth
- Build relationships & teams

Used with permission
• Creative
• Innovative
• Holistic
• Synthesizing
• Visionary
• See the “big picture”  
• Risk-taker  
• Recognize new possibilities  
• Integrate ideas & concepts  
• Bend or challenge established policies  
• Problem-solve in intuitive ways  

• Use metaphor  
• Originality & imagination  
• Curious & adventurous  
• Design/Artistic  
• Like variety & multi-tasking  
• Envision the future  
• Impulsive & playful
SAY, I'VE GOT AN IDEA!

FOR YOUR STORY?

NO, I THOUGHT OF A WAY I WON'T HAVE TO WRITE ONE!

OH NO.

HOP IN THE TIME MACHINE, HOBBS! WE'RE GOING A FEW HOURS INTO THE FUTURE! I'LL HAVE FINISHED MY STORY BY THEN, SO WE'LL JUST PICK IT UP AND BRING IT BACK TO THE PRESENT. THAT WAY, I WON'T HAVE TO WRITE IT.

SOMETHING DOESN'T MAKE SENSE HERE, AND I THINK IT'S ME SITTING IN THIS BOX.

RELAX! WE'LL BE BACK AS SOON AS WE GO.
How I Like to Put My WHOLE BRAIN to Work

- Being Challenged
- Analyzing & Diagnosing
- Logical Processing
- Finance & Numbers
- Making Things Work
- Solving Tough Problems
- Clarifying Issues
- Explaining Things

- Dealing with the Future
- Seeing the Big Picture
- Inventing Solutions
- Developing New Things
- Providing Vision
- Taking Risks
- Integrating Ideas
- Bringing About Change

- Administering
- Attending to Detail
- Being in Control
- Building Things
- Establishing Order
- Timely Implementation
- Planning Things Out
- Providing Support

- Coaching
- Working with People
- Communicating
- Building Relationships
- Expressing Ideas
- Teaching/Training
- Persuading People
- Being part of a Team

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Whole Brain Model Communication Preferences

**BLUE**
- Facts, no Fluff
- Technical Accuracy
- Articulated ideas
- Brief, Clear, Precise
- Critical Analysis
- Straight forward

**YELLOW**
- Metaphors
- Big Picture Overview
- Imaginative
- Conceptual framework
- Exploration
- Visual

**GREEN**
- Details
- Thoroughness
- Rules & Procedures
- Action Plans
- Explanations
- Stay on topic

**RED**
- Feelings & values
- Open discussion
- Expression
- Personal touch
- Empathy & consideration
- Stories & examples

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“What’s the Theory of the case?”
- Define goals & objectives
- Logically solving problems
- Critical analysis & theory
- Efficiency, cost & data
- Working toward quantifiable outcomes

“Challenge the Status Quo”
- Strategize & visualize the future
- Risk taking & experimenting
- Combining & connecting concepts
- Brainstorming new ideas & solutions
- “Big picture” perspective

Team Approaches

“Getting Down to Business”
- Attention to detail & procedures
- Moving from point A to point B
- Task allocation, organization & planning
- Follow-up & scheduling with time lines
- Making sure everything is in order & in control

“Moving Toward Closure”

“Being part of the team”
- Mediating & facilitating
- Sharing, listening & expressing
- Collaborating & building relationships
- Intuitive sensing of underlying issues
- Being sensitive to other people

“Kindling the Spirit of Community”

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Management Styles

Blue
- Authoritative
- Directive
- All-business
- Analytical
- Factual

Yellow
- Adventurous
- Visionary
- Entrepreneurial
- Idealistic
- Holistic

Green
- Traditional
- Conservative
- Organized
- Accountable
- Safe-Keeping

Red
- Team-Oriented
- Supportive
- Personable
- Intuitive
- Communicator

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For more information about the Hermann Whole Brain Model please contact:

Hermann International at 800-432-4234

Or visit the website at www.hbdi.com