

UNIVERSITY OF CALIFORNIA

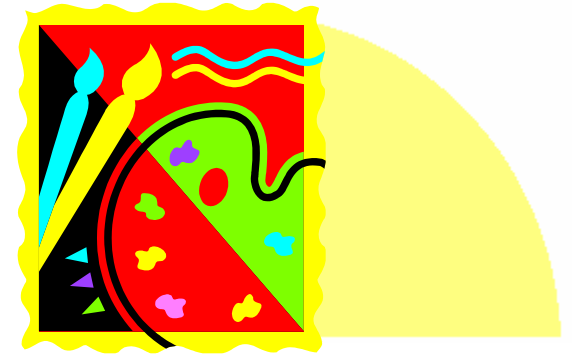
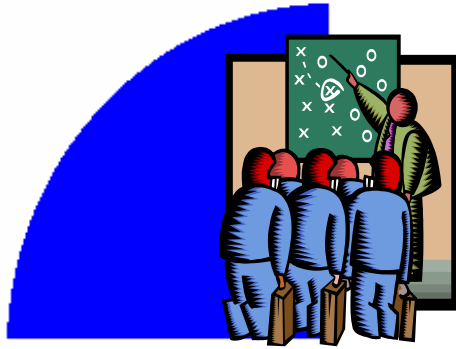
Business Officer Institute

Welcome to the

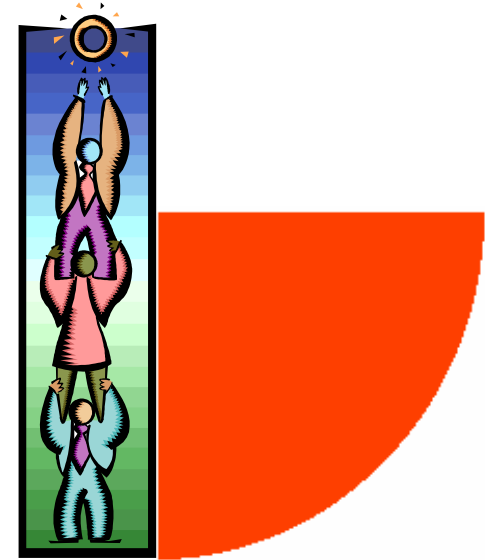
The Whole Brain Model: Understanding Working Styles

Slide presentation

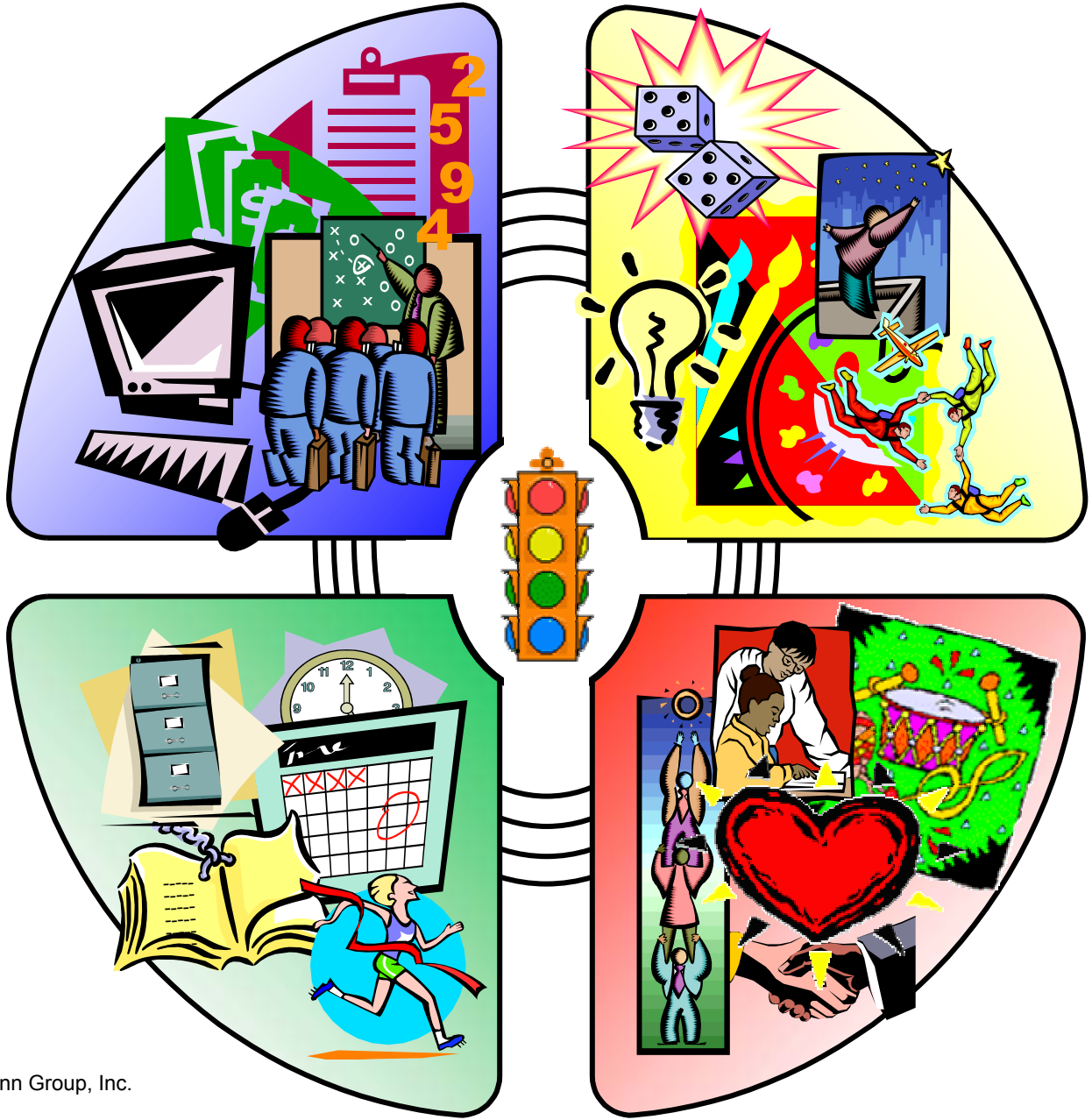
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The Whole Brain Model: Understanding Working Styles



The Whole Brain Model



The Agenda



Step 1: Sort Cards

Step 2: Trading

Step 3: Choices

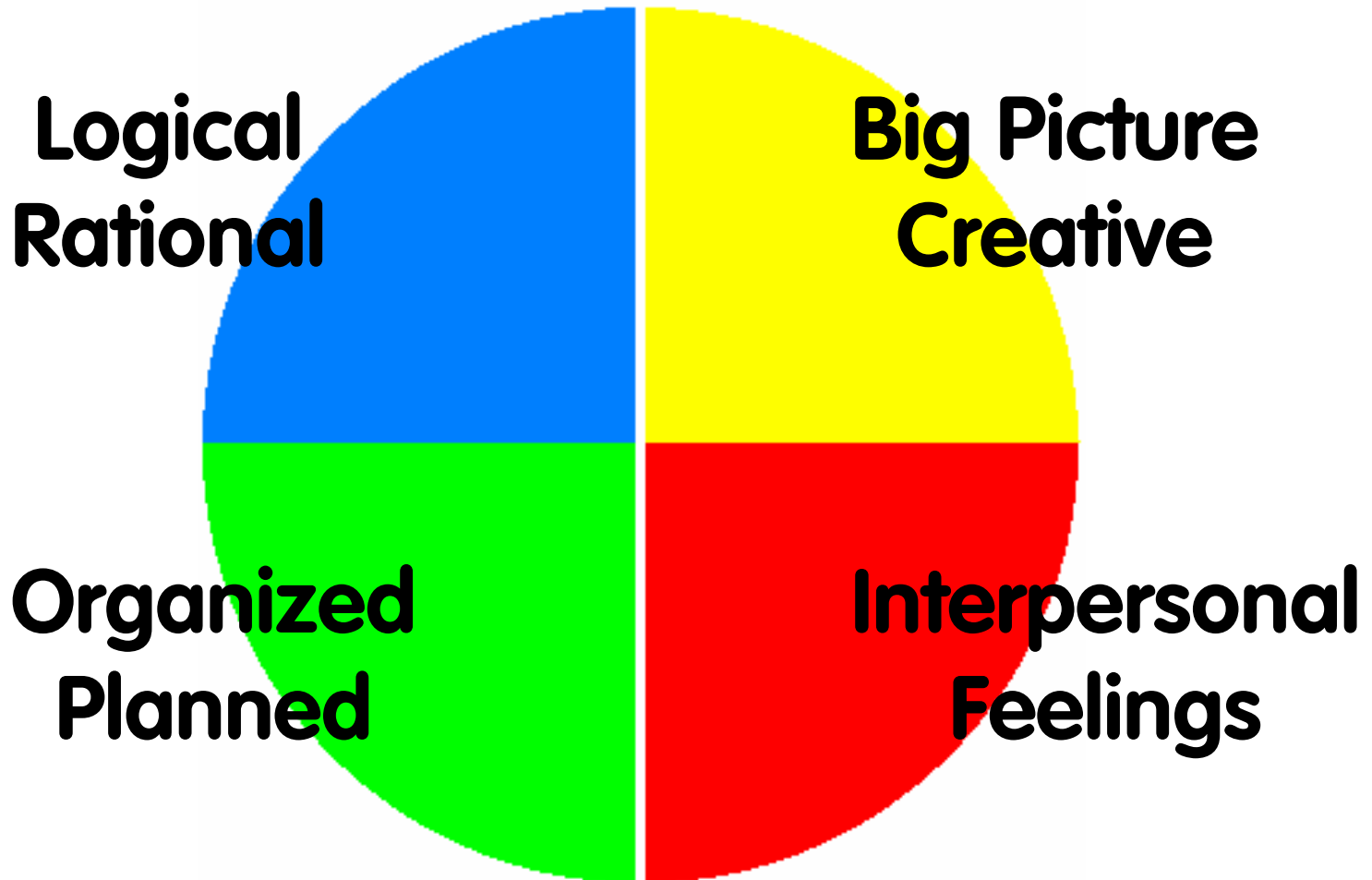
Step 4: Explanation of Whole Brain Model

Step 5: Small Group Discussion -- by Color

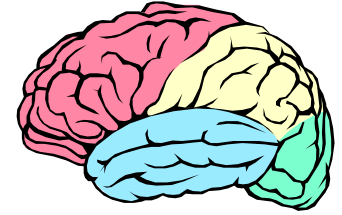
Step 6: Report Back

The Whole Brain Model

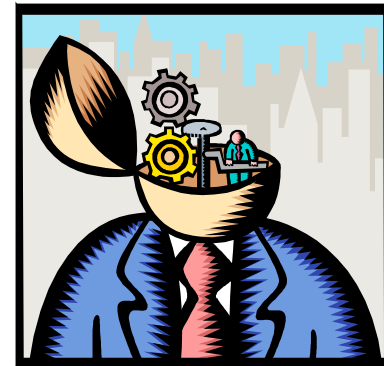
Styles at Work



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



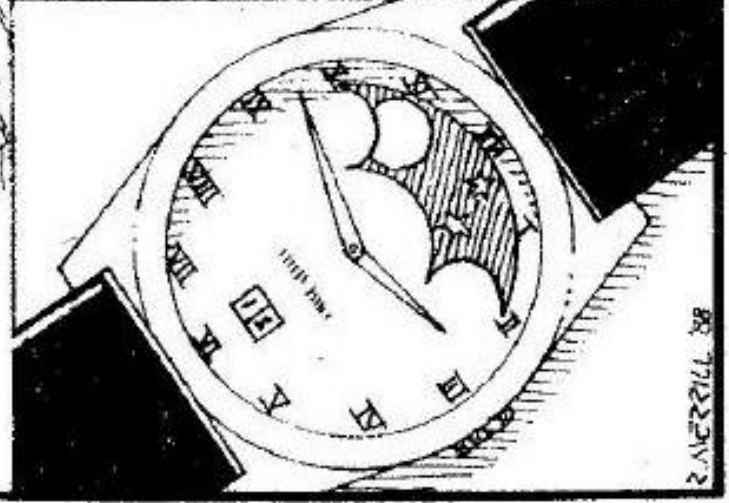
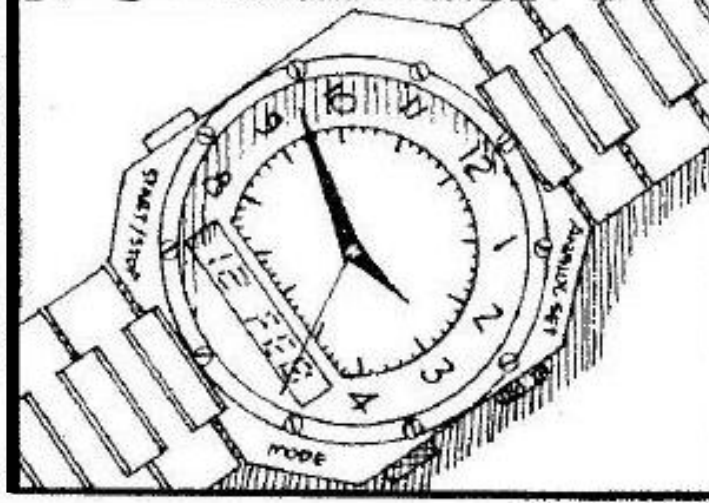
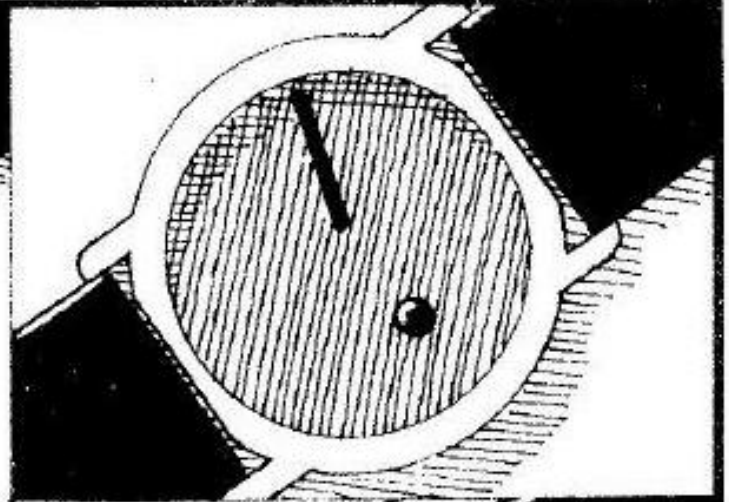
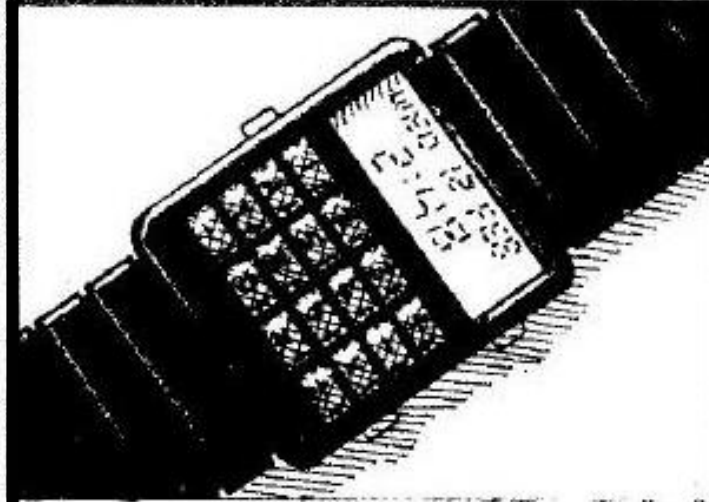
The Creative Brain



Figure 1-11. Phyllis the Left-brainer



Figure 1-12. Sam the Right-brainer



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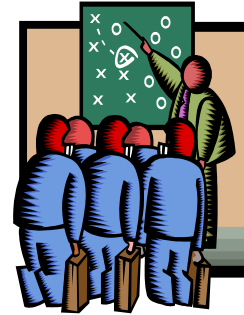
BLUE

- Logical
- Analytical
- Linear Thinking
- Quantitative
- Here-and-Now



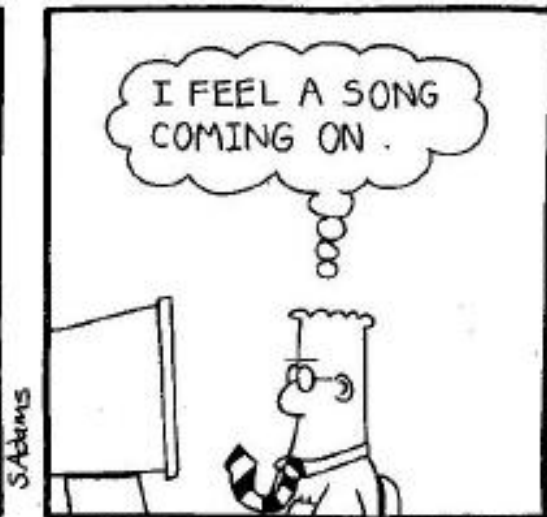
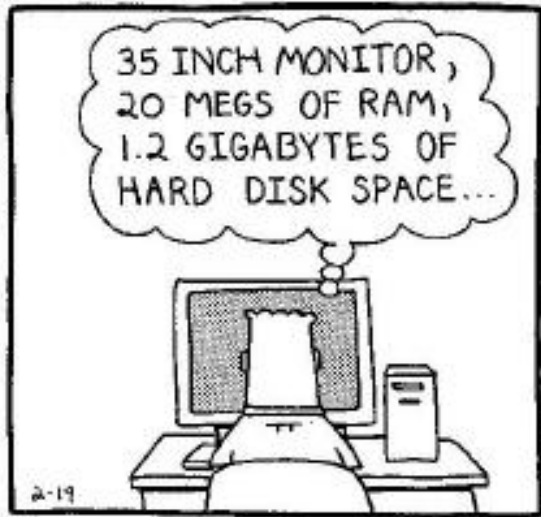


BLUE



- 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

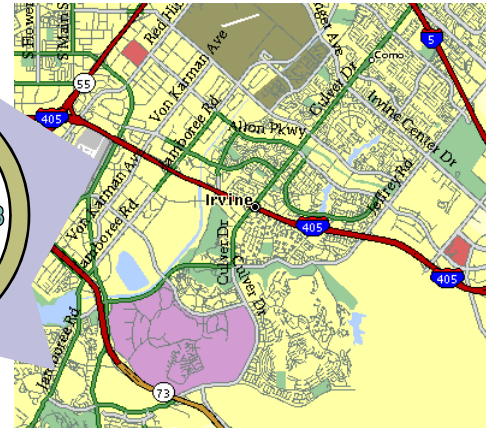
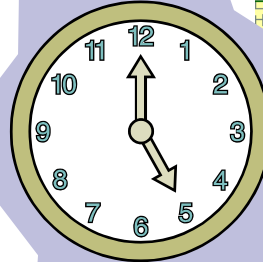




Green



- Organized
- Sequential
- Safe-keeping
- Planned
- Detailed
- Implementer





GREEN



- 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

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.



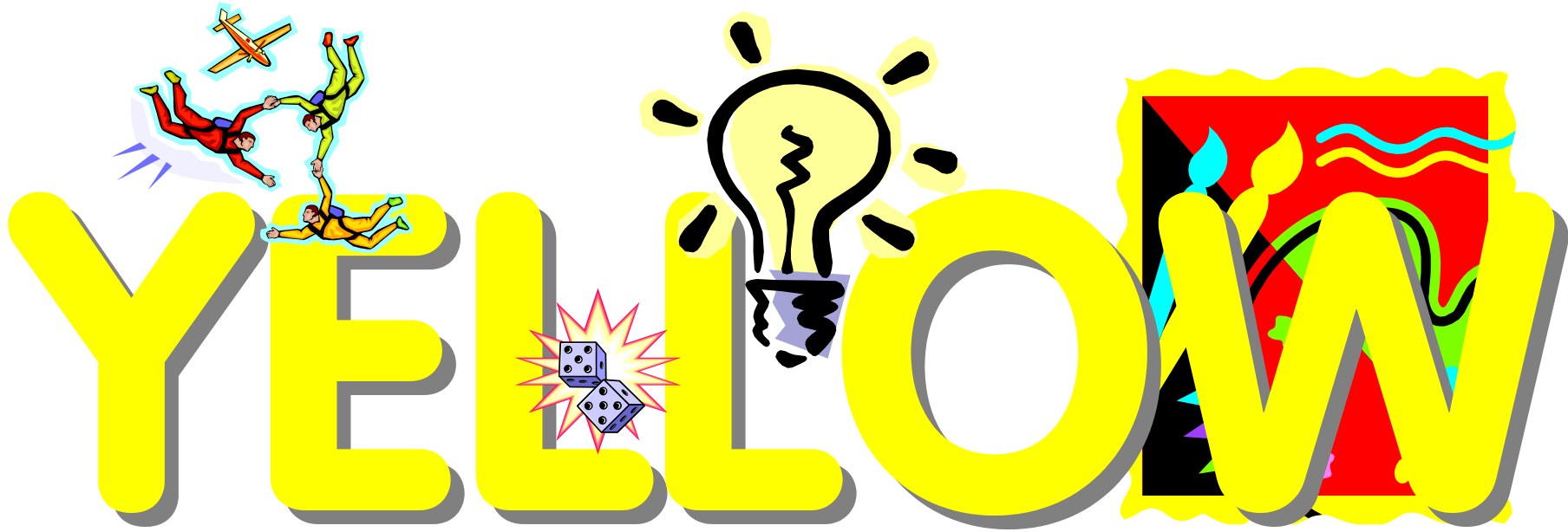
HEY, THIS IS A CLOSED-FACE, HORIZONTALLY CUT, SMOOTH PEANUT BUTTER SANDWICH ON WEIRD BREAD WITH JELLY! WEREN'T YOU LISTENING?!



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





- Creative
- Innovative
- Holistic
- Synthesizing
- Visionary

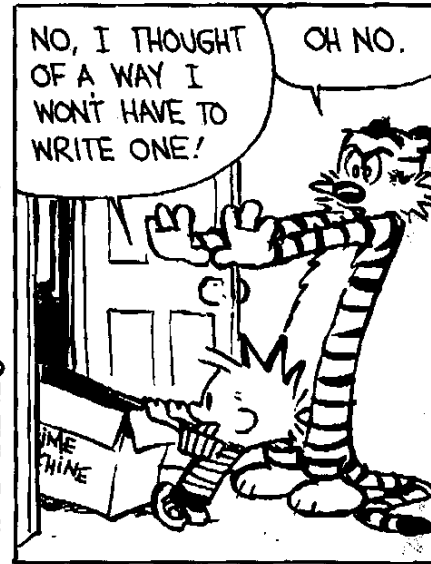


YELLOW

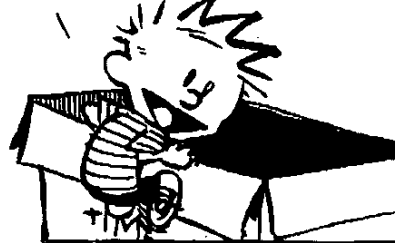


- See the “big picture”
- Risk-taker
- Recognize new possibilities
- Integrate ideas & concepts
- Bend or challenge established policies
- Problem-solve in intuitive ways

- Use metaphor
- Originality & imagination
- Curious & adventurous
- Design/Artistic
- Like variety & multi-tasking
- Envision the future
- Impulsive & playful



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!





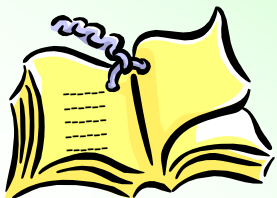
- Being Challenged
- Analyzing & Diagnosing
- Logical Processing
- Finance & Numbers
- Making Things Work
- Solving Tough Problems
- Clarifying Issues
- Explaining Things

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



How I Like to Put My **WHOLE BRAIN** to Work

- 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



Whole Brain Model Communication Preferences

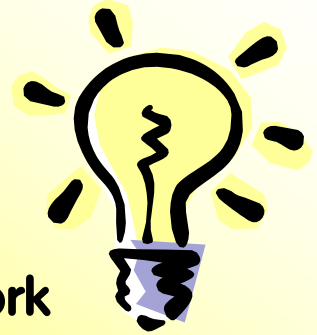


BLUE

- 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



“What’s the Theory of the case?”

- Define goals & objectives
- Logically solving problems
- Critical analysis & theory
- Efficiency, cost & data
- Working toward quantifiable outcomes

2
5
9
4



**GETTING DOWN
TO BUSINESS**

“Challenge the Status Quo”

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

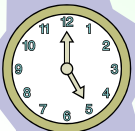


**BREAKTHROUGH
THINKING**

Team Approaches

“How can we make this happen?”

- 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**

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



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