



**HBDI**

**Hermman Brain Dominance Instrument**

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Create - Plan - Execute



## HBDI

# Herrmman Brain Dominance Instrument

## What is HBDI?

HBDI (Herrmann Brain Dominance Instrument) is a psychometric assessment, or test, that shows how you prefer to think. Often referred to as the 'Whole Brain Model'. It shows us which areas we prefer to think, and which areas we prefer not to think. It highlights the fact that each of us is different and, therefore, thinks in different ways. It does this by dividing the brain into four quadrants, **Analytical**, **Practical**, **Relational**, and **Experimental**, each represented by a different colour. The premise being each of us prefers to think in one, or a combination of the quadrants. A conceptual representation of the model is below. By better understanding how we, and others prefer to think we can make better decisions. This will help improve working relationships and empathy for others.

**"By understanding yourself you can  
learn to understand and value others."  
- Ned Herrmann**

## What does HBDI stand for?

HBDI stands for the Herrmann Brain Dominance Instrument which is a psychometric assessment, that shows how you prefer to think. Often referred to as the **"Whole Brain Model"**.



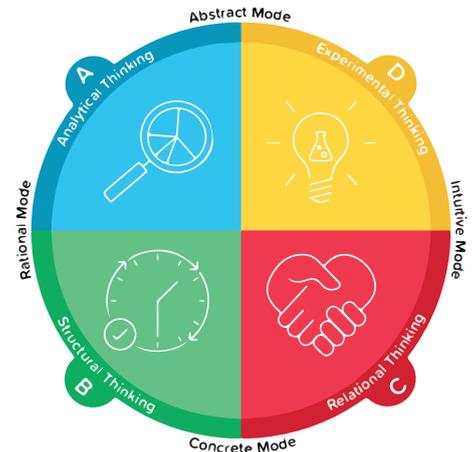
## What is HBDI assessment?

The HBDI is a powerful psychometric assessment that defines and describes the way we think so that we adapt our thinking preferences to communicate effectively, improve decision making and problem solving.



## What is the Whole Brain Model?

The Whole Brain Model from Ned Herrmann is a technique that can be used for analyzing personal and organizational thinking preferences. People have markedly different ways that they perceive and assimilate information, make decisions, and solve problems.



## What is Herrmann four dominant quadrants?

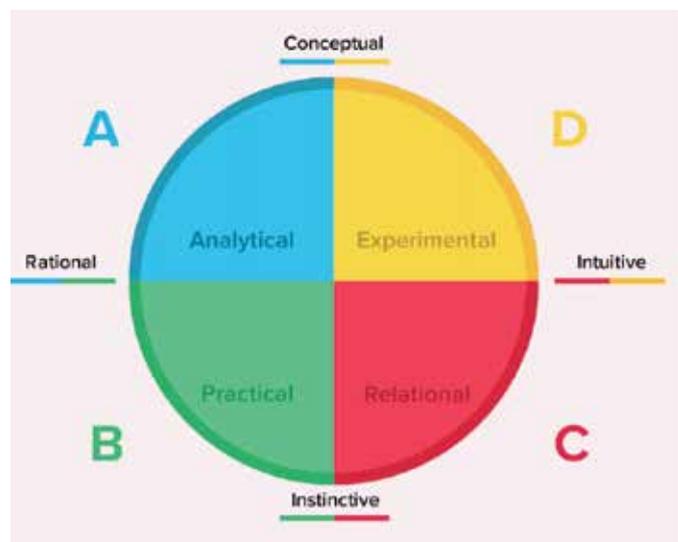
The four quadrants:

**A - Blue quadrant:** Logical, technical and financial. In a word "Fact".

**B - Green quadrant:** Organized, detailed and structured. In a word "Form".

**C - Red quadrant:** Emotional, sensory and people. In a word "Feeling".

**D - Yellow quadrant:** Risk taker, intuitive and the big picture. In a word "Future".



## What is a Whole Brain thinker?

Applying Whole Brain® thinking means you are able to fully understand and use your own preferences, consider better other quadrants when necessary, and adapt to and take advantage of the preferences of those around you to improve performance and results.

## What is the HBDI test?

The 120-question survey results in a profile of your preferred thinking styles. By understanding your preferences you can achieve greater appreciation for how you learn, make decisions, solve problems, and communicate, and why you do these and other things the way you do. The survey measures preferences rather than skills. It is not a test; there are no wrong answers.

## HBDI Objectives

- 1- Define the principles and understand the foundation of the Whole Brain Technology®
- 2- Understand your individual Thinking Preference profile, its consequences and define development leads.
- 3- Adapt your leadership style to your staff for a maximum efficiency.
- 4- Manage projects more effectively and come up with more unique ideas.
- 5- Make smarter decisions and solve problems faster.
- 6- Eliminate the frustrations and miscommunications that slow down progress.
- 7- Better understand others and the way they think.
- 8- Better collaborate and facilitate team work.
- 9- Use the Whole Brain Technology® to lead, develop and coach diverse work groups and work effectively with internal and external customers.
- 10- Understand your and others' profiles, and discover the different Whole Brain applications: recruiting, interviewing, problem solving, decision making, delegating and empowering, workflow alignment and other key management functions.

## HBDI Clients



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The Facebook logo, which is a solid blue square with the word "facebook" written in white lowercase letters.The Coca-Cola logo, featuring the words "Coca-Cola" in a white, cursive script font on a red rectangular background.The Telecom New Zealand logo, with the word "Telecom" in a bold black font and "NEW ZEALAND" in a smaller black font below it. A stylized graphic of three diagonal lines (yellow, blue, and green) crosses through the "com" part of "Telecom".The Columbia Business School logo, featuring a stylized blue number "4" with a horizontal line through it.

**Columbia Business School**  
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Thank  
you!

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