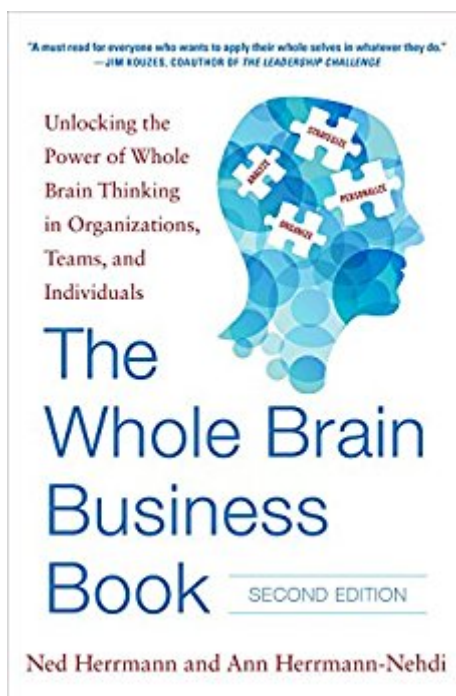




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# The Whole Brain Business Book, Second Edition: Unlocking The Power Of Whole Brain Thinking In Organizations, Teams, And Individuals (Business Books)



## Synopsis

The long-awaited update of the classic guide to outperforming the competition using Herrmann International's trademark Whole Brain Methodology Packed with new research, updated examples, and more actionable content, The Whole Brain Business Book outlines four basic thinking styles--administrator, talker, problem-solver, dreamer--corresponding to the four quadrants of the brain and explains that many are dominated by only one quadrant. By getting out of the "brain rut" and channeling all four quadrants, business people and organizations can become more flexible, creative, and competitive. Herrmann-Nehdi uses her extensive research and experience working with her father and expert practitioners across the globe to highlight new research developments, replace outdated information, incorporate new stories and real-world examples while building on the core applications of The Whole Brain Business Book.

## Book Information

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## Customer Reviews

Great learning about human brains in a professional context. Recommend it to all leaders or not

working with people or teams.

Ann Herrmann picked up from where her father Ned left off and built layer upon layer his work. This book will be a resource for now and years to come.

The one and only source for whole brain thinking concept for Business. Good one.

Excellent!

Wouldn't it be nice if in our business life and personal life we had a instruction manual that explained our unique individual thinking and how it impacts the way we manage, teach, learn, communicate, strategize, solve problems, parent, partner and make decisions. The Whole Brain Business Book is that missing instruction manual for our thinking brain. This book provides an abundance of information on how individuals perceive and assimilate information differently with its presentations, discussions and applications of the elegantly simplistic Whole Brain Model developed by Ned Herrmann. As a practitioner of the whole brain model, I was excited when Ned first published his Whole Brain Business Book. For anyone familiar with the older edition, this new edition is so much more than an update. There has been a plethora of research on the brain and the body mind connection that Ned Herrmann pioneered so long ago. Ann Herrmann-Nehdi has created a seamless update chocked full of new insights based on current research that propels this book right into the forefront of 21st century thinking necessary for business results. I urge anyone who is familiar or unfamiliar with the whole brain model to take a look. If you want to increase your triumphs in business or life this book is a roadmap and at the core of all we do. One aspect that makes the book soar is its unique layout based upon the whole brain model. You can start reading at the beginning or at any chapter you want. There is even a chart that asks which are topics of interest with the chapters to read for that information. Each chapter starts with a humorous cartoon that compliments the topic. There are exercises, visual aids and learning summaries. The style of writing makes it fast reading and as you engage with this book the light bulbs will start going off. I can't say enough positives about The Whole Brain Business Book. Let's just say I highly recommend it and you can thank me later.

We have been practitioners of the HBDI assessment and approach for over 20 years. We use it consistently with our business clients. Of all the leadership development behavioral, work

assessments, we and our clients find this one the most practical, It makes for better decision making, problem solving, and relationship building. The Second Edition of The Whole Brain Business Book is a wonderful complement to this process. It is a great text for facilitators and a great read for those who want to delve deeper into how our thinking preferences affect every aspect of our lives. In the first week of studying this updated version of the book, we are using the chapter on "Making Change Work:" with a client who is undergoing a major change in their organization. They are familiar with the HBDI, and now can put the information to use. The book is filled with practical information on communication, diversity, fit, mentoring, influencing, leadership, vision, values, strategic thinking, disruption, innovation, and the list goes on. Business coaches and consultants will benefit greatly from this book understanding how people think and perceive situations differently. Highly recommend!

So many books promise the world, suggesting that if you follow their given processes then you may unlock your brain and full potential, leading to unparalleled success, riches, gratitude and what have you. The truth is that so far nobody really knows for sure, although many things appear to work, and more recent research into neuroscience is starting to shine a light on how we react to things. Never over-estimate the power of persuasion or the placebo effect. So if you find a programme that you feel may work for you, there is a good chance that even your stronger belief is helping feed your success, rather than some secret sauce. It is equally quite probable that a selection of many items from many programmes can work too. There may be no right or wrong single answer. That said, the authors believe that their techniques of analysing and using our brains to its full potential can help transform a business at every level. No job too small, no project too ambitious. Can it work for you? It doesn't hurt to believe in any case. The authors advocate a credible sounding approach that appears to have the potential to help. A lot of the hard work comes from the reader's side, even though the authors seek to assist with examples, exercises and action steps for the programme. Within a short time you will determine whether you can gel with the book or not. Such self-help books are highly personable items, you either get with it straight away or you are left cold. If you manage to successfully implement and benefit from the authors' programme, you will have got a bargain. If not, well, maybe you've still picked up a few hints and tips and a bit of experience en route. Even if you don't have direct, measurable goals immediately ready, it is quite possible that you can benefit from the book in the interim by working in a smarter, clearer fashion. The book can be giving on many levels, so you can dip your toe in the water to test the temperature or dive straight in.

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