

The Herrmann Brain Dominance Instrument™

The Herrmann Brain Dominance Instrument™ is a thinking styles assessment tool. It helps you to understand your thinking, learning and communication styles and preferences. Understanding your thinking style preferences gives you new perspectives on yourself and others with whom you interact with everyday. It helps you to achieve a greater appreciation of how you think, learn, make decisions, solve problems, and communicate, and why you do these things in the way you do.

The HBDI™ is a 120-question diagnostic survey, the answers to which indicate your thinking style preferences – the degree to which you prefer a particular way of thinking. The survey measures preferences rather than skills. The individual profile provides a clear and simple 'language' - verbal and visual - in which to explain cognitive strengths and weaknesses as well as many issues at both personal and corporate levels. As such, it can be used very effectively in team building, communication, project management, change management and to explore corporate culture.

The HBDI™ was developed and validated by Ned Herrmann while he was working within the General Electric Corporation. He pioneered the study of the brain within the field of business and as a result, created the HBDI™ and the organizing principle behind it.

Based on over 20 years research, the HBDI™ has been the subject of many independent validations - many dissertations and scientific papers have been published on it.

