The Whole Brain Model: Understanding Working Styles
Benefits of “Whole Brain Model”

• Understand yourself better
• Understand, appreciate and respect others
• Create a shared, nonjudgmental vocabulary
• Work more effectively with others in many situations
Directions

Step 1: Put the cards in order, from the one that is most like you to the one that is least like you.

Step 2: Trade cards with others in the room. Always keep 5 cards in your hand.
Directions

Step 3: Put the cards in order again, from the one that is most like you to the one that is least like you.

Step 4: Discard the 2 cards that are least like you.
- Shop the discard piles
- Always keep 3 cards in your hand
The Whole Brain Model

- Four-quadrant model
- Preferred modes of thinking, working and communicating
- We have all the styles
- Organizations need all styles
• Logical
• Analytical
• Linear Thinking
• Quantitative
• Here-and-Now
GREEN

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

- Interpersonal
- Feeling-oriented
- Teamwork
- Intuition
- Communication
Creative
Innovative
Holistic
Synthesizing
Visionary
Whole Brain Discussion and Report-Out

Color-alike group discussions

• Go to the corner of the room designated for your color

• Divide your group in half—Group A and Group B
  o Blue Group A and Blue Group B
  o Green Group A and Green Group B
  o Red Group A and Red Group B
  o Yellow Group A and Yellow Group B
Whole Brain Discussion and Report-Out

Color-alike group discussion:
• Group A: What is the best thing about your color at work?
• Group B: What is the biggest challenge of your color at work?

Report-Out
• You can send a tweet on Twitter to the other colors in the room. What is your message? (maximum 140 characters)
Whole Brain Model Communication Preferences

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

**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
• 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

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For most tasks, especially creative problem solving, diverse groups with all colors represented are best.

After all, when everyone is thinking alike, there’s not a whole lot of thinking going on!
For more information about the **Whole Brain Model:**

Hermann International

[www.hbdi.com](http://www.hbdi.com)