

Drive Results by Delivering the Whole Brain® Advantage in Your Organization

# Herrmann Whole Brain® Certification

**The Herrmann Whole Brain® Certification prepares facilitators to deliver the learning solutions and tools that help organizations turn Whole Brain Thinking® into a way of doing business. By harnessing the power of Whole Brain Thinking®, individuals and organizations gain a Whole Brain® Advantage that drives them to achieve goals beyond their expectations.**

## Who can benefit from Herrmann Whole Brain® Certification?

Facilitators like you who want to help organizations achieve better results through better thinking. Thousands of trainers, consultants, educators and business leaders worldwide use Whole Brain® methodology and the Herrmann Brain Dominance Instrument (HBDI®) to improve results in organizational development, leadership development, personal growth, sales, team effectiveness, innovation and other business areas.



## Delivering the Whole Brain® Advantage

As a Herrmann Whole Brain® Certified Practitioner, you'll be instrumental in leveraging all aspects of the organization's brainpower – from problem solving and creativity to technical expertise and management discipline – to deliver significant results in areas that have the biggest impact on the organization's success.

The four-day certification workshop will prepare you to facilitate the programs and tools that make up the framework of the Whole Brain® Advantage and have been deployed at many of the world's most successful organizations. You learn to:

*"In one team-building using the HBDI® and Team profile, I have earned twice what I invested in going to the Certification Workshop."*

*Cherie Douglas,  
Positive Impact Consulting*

- ◆ Use, interpret and apply Whole Brain® concepts and programs, including the HBDI®, the highly validated assessment tool that is the foundation of Whole Brain Thinking®
- ◆ Increase business impact with the Business of Thinking® Series of modules
- ◆ Rapidly scale your implementations with the state-of-the-art blended solution, the Thinking Accelerator™ featuring HBDIinteractive™.

better results through better thinking

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[www.hbdiuk.co.uk](http://www.hbdiuk.co.uk)

Our master trainers use the latest techniques to build your knowledge and confidence, helping you to become “multilingual” in the language of each of the brain’s four thinking preferences. You’ll learn how to implement Whole Brain® solutions that incorporate the right delivery methods and learning tools to meet specific individual, organizational and business needs.

Ongoing Benefits for Certified Practitioners Only  
When you become a Herrmann Whole Brain® Certified Practitioner, you’ll join a distinguished network of individuals from around the globe who are harnessing the Whole Brain® Advantage for better results. Your ongoing benefits include:

- ◆ A dedicated practitioners-only website
- ◆ Access to our Web-Based Herrmann Thinking Management System (HTMS™)
- ◆ Invitations to complimentary THINC™ webinars highlighting best practices, emerging trends and research
- ◆ Invitation to the Herrmann International THINC™ User’s Conference
- ◆ Access to our outstanding global network of professionals



Visit [www.hbdiuk.co.uk](http://www.hbdiuk.co.uk) for more information,  
and call us at +442081237155 to reserve your space.

**“We** use HI methods worldwide to strengthen our leadership communications and improve the effectiveness of new managers. The Whole Brain® approach also played an integral role in our efforts to increase sales and improve customer satisfaction with our sales force.”

– Larry W. Green,  
Novartis Pharmaceuticals Corp.

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