



**Whole Brain Thinking
Preference
and the
Neethling Brain Instruments
(NBI)**

**.....and what they
Can do for you!**



Whole Brain Thinking

Everything we do starts with our brain - the way you think, react to others, make decisions, communicate, choose careers, manage people, and bring up your family - it all depends on how you think!

And we all have preferred ways of thinking.

Some people focus on facts, others look for relationships. Some like detail, others prefer the bigger picture.

Whilst our personal 'thinking preferences' can sometimes help us in certain situations, they can also inhibit our ability to function fully and effectively individually and collectively. So to improve our effectiveness - personally, professionally and organisationally - we need to more fully understand our thinking preferences.

To do this we need to understand our brain profile - and to do that we need to use a properly validated and well-researched measuring instrument.

We have chosen the Neethling Brain Instrument (NBI™) as our preferred source of reliable information on thinking preferences and the concepts of whole brain thinking.

Neethling Brain Instrument (NBI)

The NBI was developed by Kobus Neethling early 1980's and measures thinking preferences, not skills or ability in executing those preferences. It is a 15 minute online questionnaire with instant results. The NBI profile will show your thinking preferences – which part of your brain you prefer the most!

Your brain profile gives an indication of how you prefer to communicate, manage, learn, teach, lead, solve problems, make decisions and form relationships and many more aspects of life. You can develop your thinking in less preferred quadrants through creative whole brain exercises

There are over many different NBI profiles for a wide range of personal and business applications including:

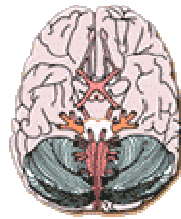
Communication, Business, Job and Skills Instrument, Leadership, Teaching and Learning, Creativity, Parenting, Relationships, Sport, Healthy Lifestyle, Negativity Assessment.



Make-up of the brain

The Left Hemisphere

Verbal
 Logical
 Analytical
 Linear
 Organised



The Right Hemisphere

Non-verbal
 Metaphorical
 Holistic
 Spatial
 Intuition

The Left Hemisphere
<p>Controls movement on the Right hand side of the body</p> <p>Verbal: Involved in language skills, controls speech, reading, writing and spelling. It remembers facts, recalls names, dates and figures.</p> <p>Logical and Analytical: Deals with information in a concrete way, understands only literal meaning.</p> <p>Linear: Information is processed sequentially, a step-by-step way of thinking.</p> <p>Organised: Information is preferred in a structured and systematic way.</p>

The Right Hemisphere
<p>Controls movement on the Left side of the body</p> <p>Non-Verbal: Prefers to work with images rather than words.</p> <p>Metaphorical: Understands images and metaphors. Sees the picture in the literal meaning, fantasies, makes up stories.</p> <p>Non-linear (holistic): Sees the big picture, makes intuitive leaps and ignores sequential processing. Can create and use many types of information simultaneously. Recalls the face as a whole.</p> <p>Spatial: Understands depth and multi-dimensional perception. Allows individual to find way without following a map.</p> <p>Feeling: Processes feeling, intuition, sensitivity and people-awareness</p>



The Whole Brained 'Us'

L1 Focused Accurate Logical Objective Critical Performance – driven Realistic Factual Analytical	R1 Big picture Flexible Risk-taking Looks for alternatives Imaginative Curious Intuitive Unstructured Simultaneous Prefers change
L2 Organised/orderly Planned Structured Step-by-step Detail Traditional Task-driven Neat Punctual Reliable	R2 Feeling People-focus Sensitive Playful Expressive Enthusiastic Body language Touch Co-operative Interpersonal

August 2005



Whole Brain Communication

L1 **WHAT?**

Meticulous

- Rational
- Coherent
- Valid
- Sensible
- Accurate
- Realistic

= Words and facts

WHAT?

R1 **WHY?**

Pioneering

- Unconventional
- Unusual
- Unorthodox
- Intuitive
- Strategic
- Imagining
- Synthesising
- Simultaneous

= Words/images, metaphors and paradoxes

WHY?

L2 **HOW?**

Methodical

- Systematic
- Disciplined
- Orderly
- Arranged
- Organised
- Prepared
- Planned
- Controlled

= Orderly detailed approach

HOW?

R2 **WHO?**

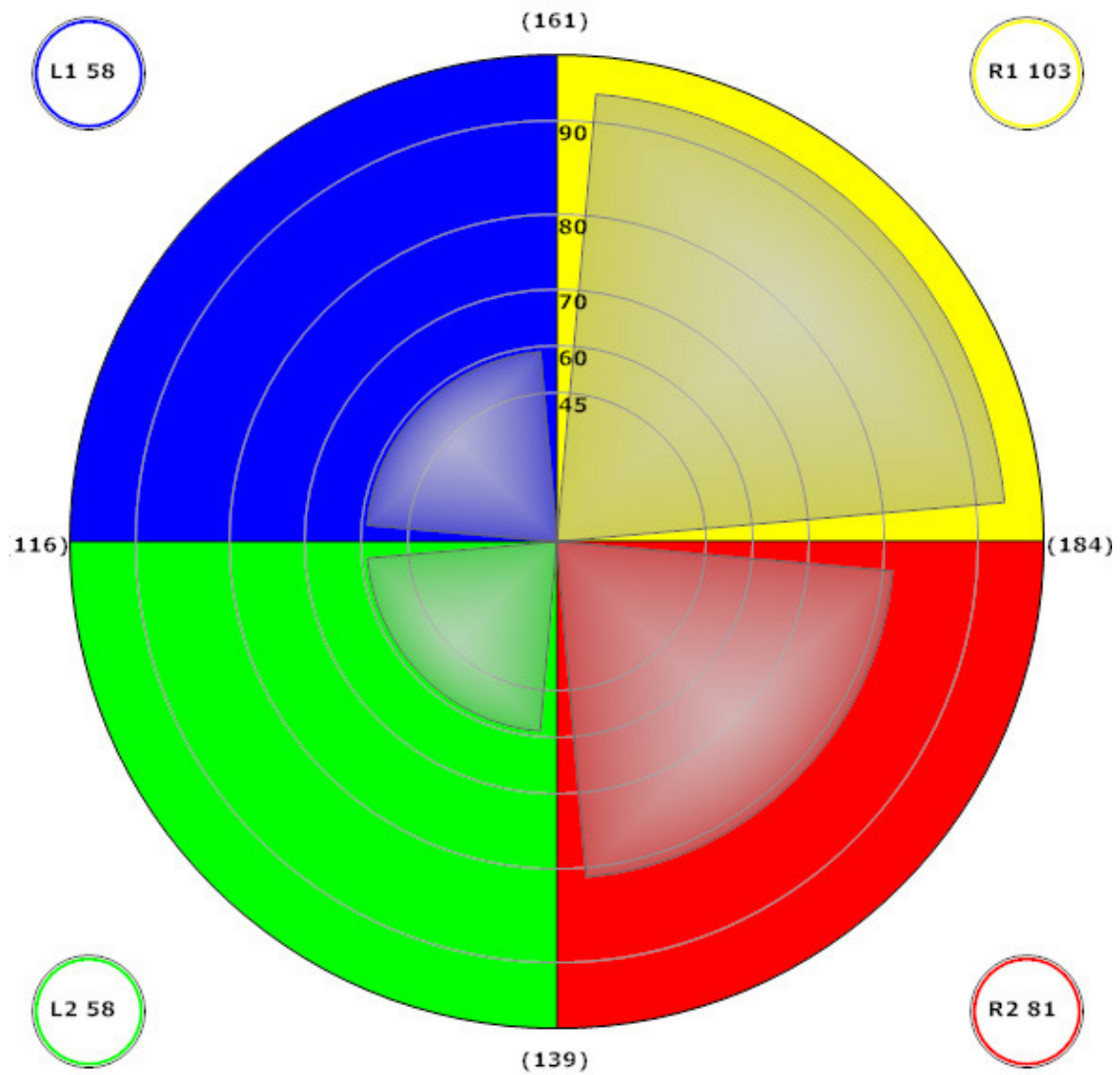
Considerate

- Kind
- Understanding
- Caring
- Sympathetic
- Appreciative
- Thoughtful
- Tolerant
- Sensitive

=Connecting words and images

August 2005

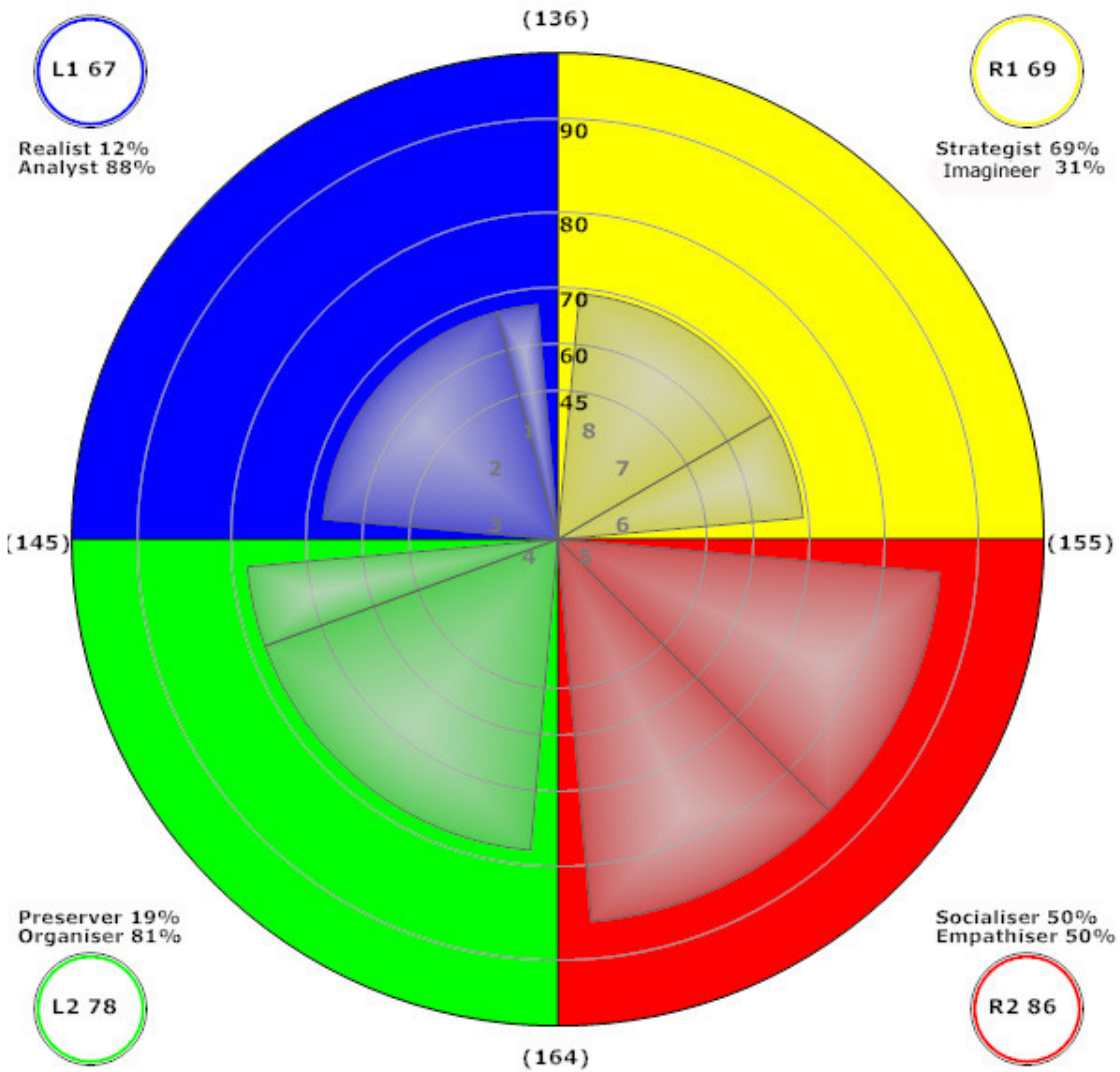
A sample NBI™ profile



The conclusions to be drawn from any of the NBI™ profiles are explored fully at workshops and through coaching sessions and consulting assignments.



From 4 quadrants to 8 dimensions!



The 8 dimensions model of thinking preference allows for much greater insight into personal and group development and offers a more impactful diagnostic for a wide range of applications.