

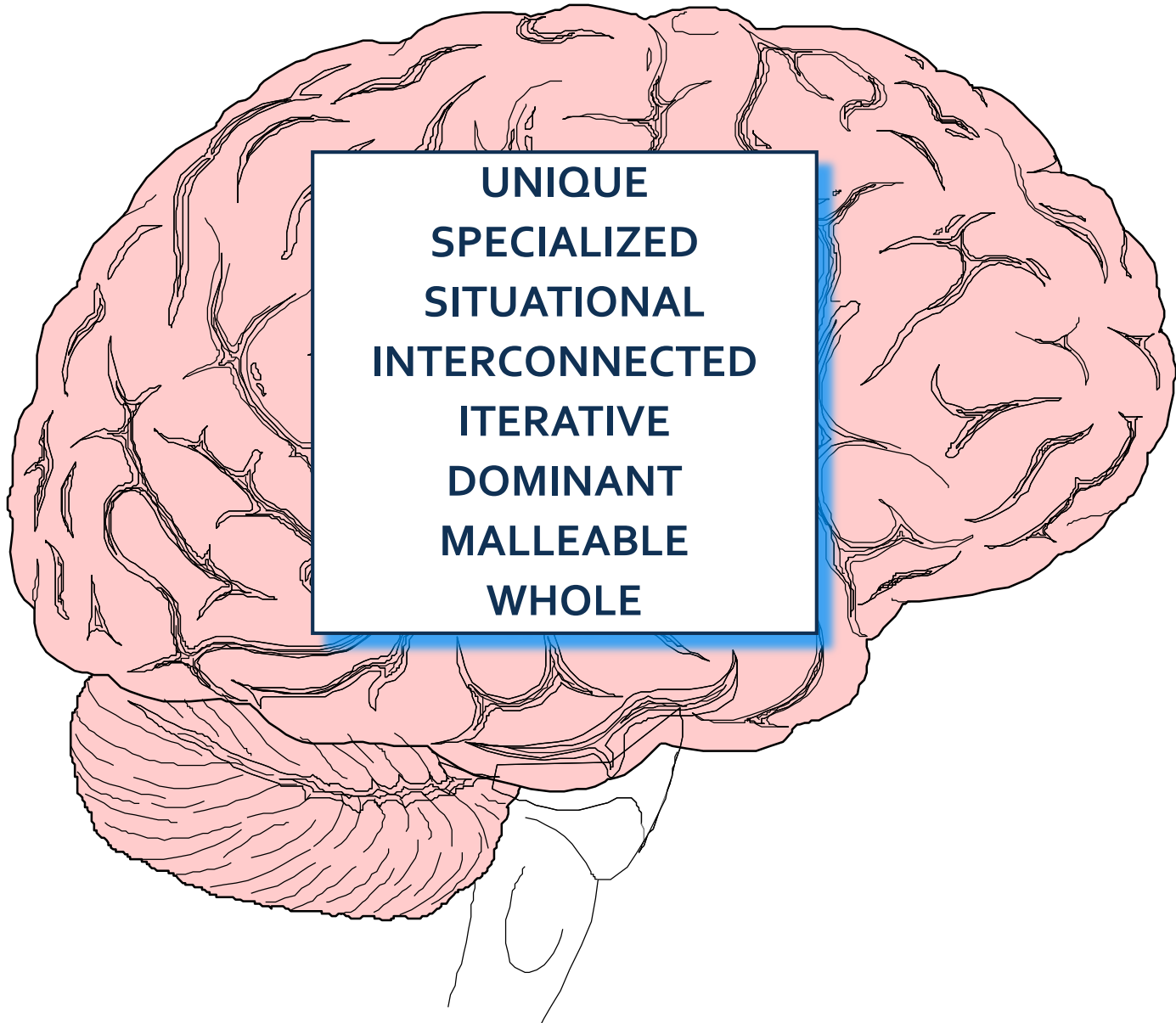
# Self Awareness: The Key to Successful Communication

Astrid Sheil, PhD  
2018

# Self Awareness...

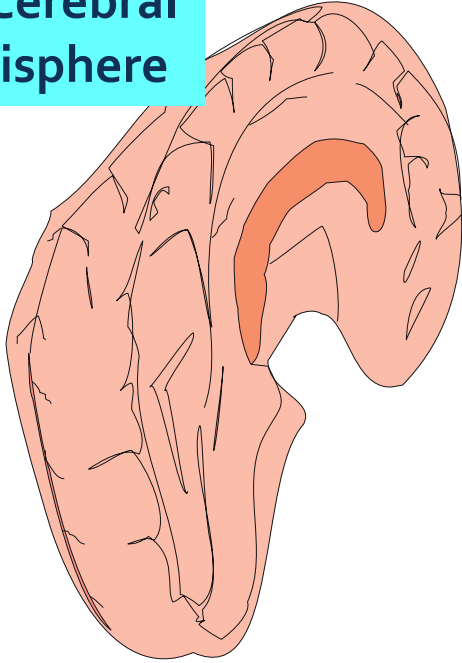
- + Is knowing ourselves
- + Requires self-reflection
- + Is taking stock of the good, the bad, and the ugly
- + Is about knowing what makes us “tick”
- + Is also the first step toward maximizing management skills
- + Can be accomplished in part by knowing your brain dominance

## KEY BRAIN CHARACTERISTICS

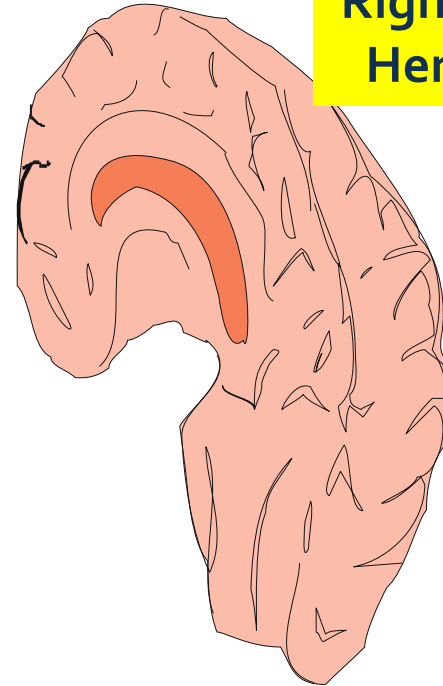


**UNIQUE  
SPECIALIZED  
SITUATIONAL  
INTERCONNECTED  
ITERATIVE  
DOMINANT  
MALLEABLE  
WHOLE**

**Left Cerebral Hemisphere**



**Right Cerebral Hemisphere**



**SPERRY'S  
LEFT/RIGHT  
MODEL**

LEFT  
HEMISPHERE

RIGHT  
HEMISPHERE

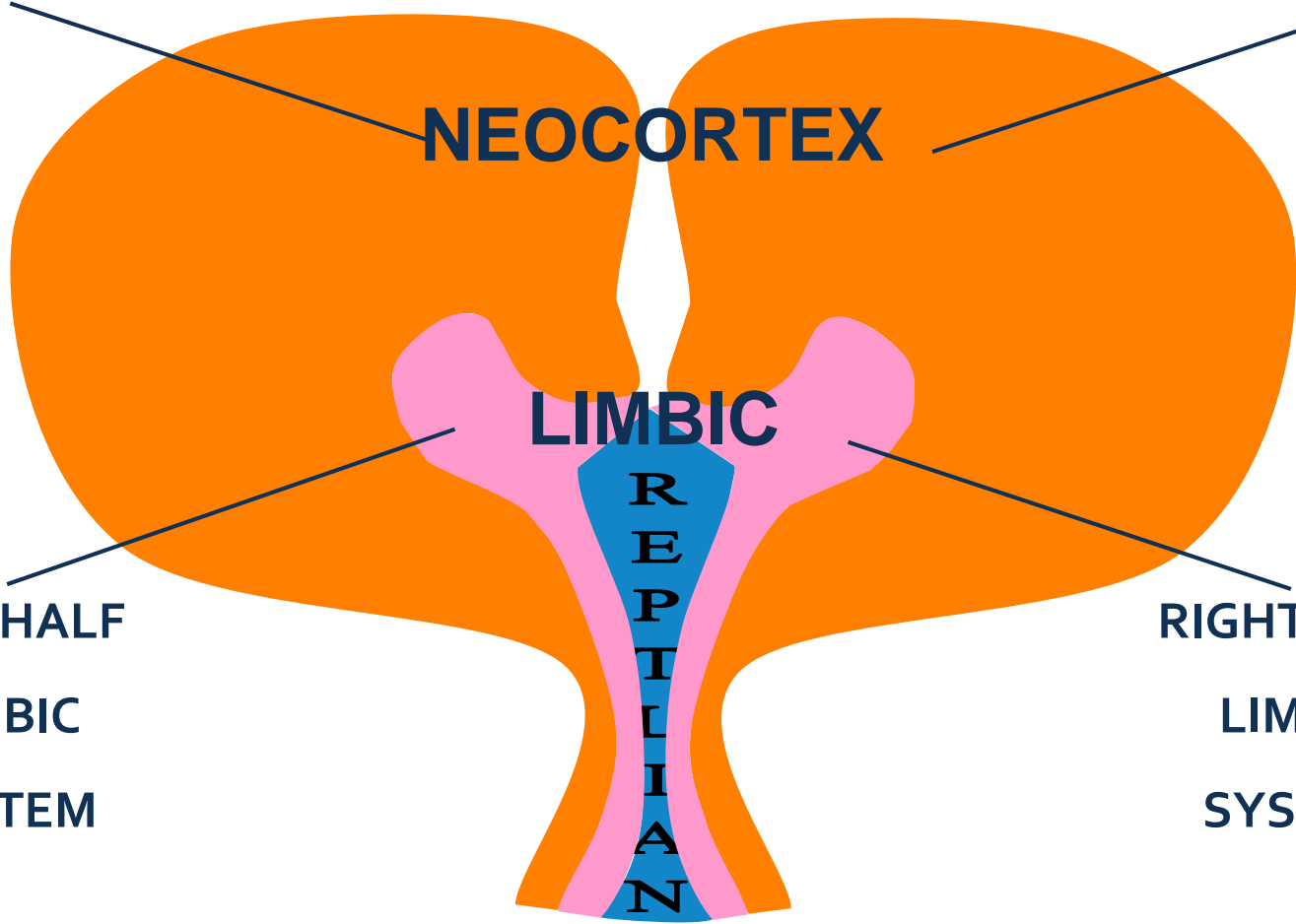
NEOCORTEX

LIMBIC

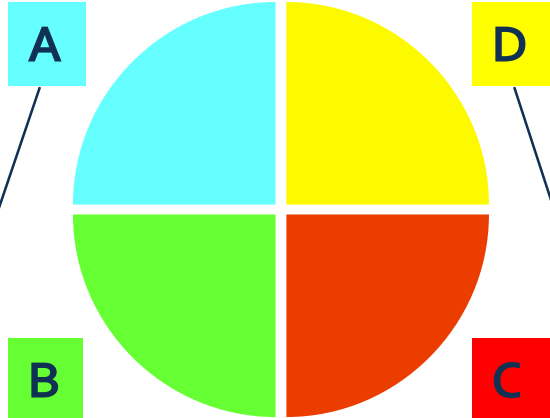
LEFT HALF  
LIMBIC  
SYSTEM

RIGHT HALF  
LIMBIC  
SYSTEM

R  
E  
P  
T  
I  
L  
I  
A  
N



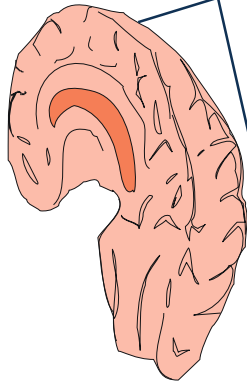
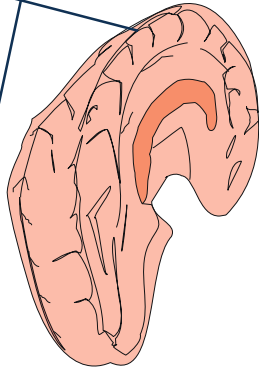
**HERRMANN'S  
WHOLE BRAIN  
THINKING  
MODEL**



**Left Cerebral  
Hemisphere** **A**

**Right Cerebral  
Hemisphere** **D**

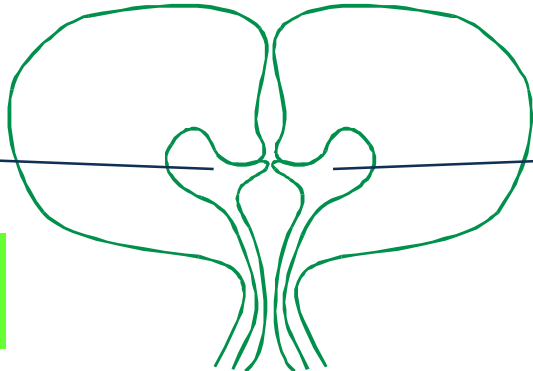
**SPERRY'S  
LEFT/RIGHT  
MODEL**



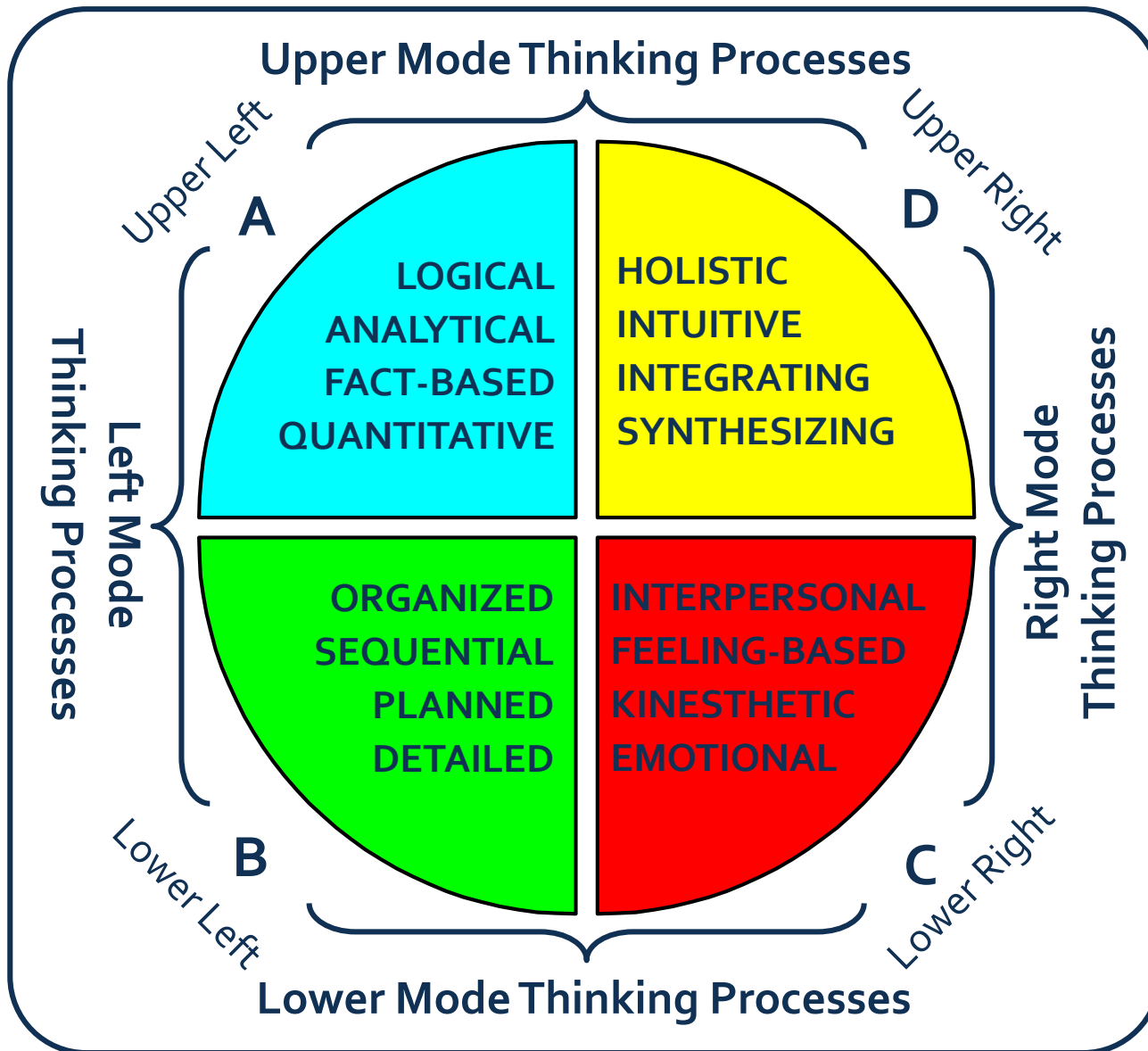
**McLEAN'S  
TRIUNE BRAIN  
MODEL**

**B**  
**Left Half  
Limbic System**

**C**  
**Right Half  
Limbic System**



# WHOLE BRAIN THINKING MODEL



RATIONAL  
SELF

**A**

LOGICAL  
ANALYTIC

EXPERIMENTAL  
SELF

**D**

PLAYFUL  
IMAGINATIVE

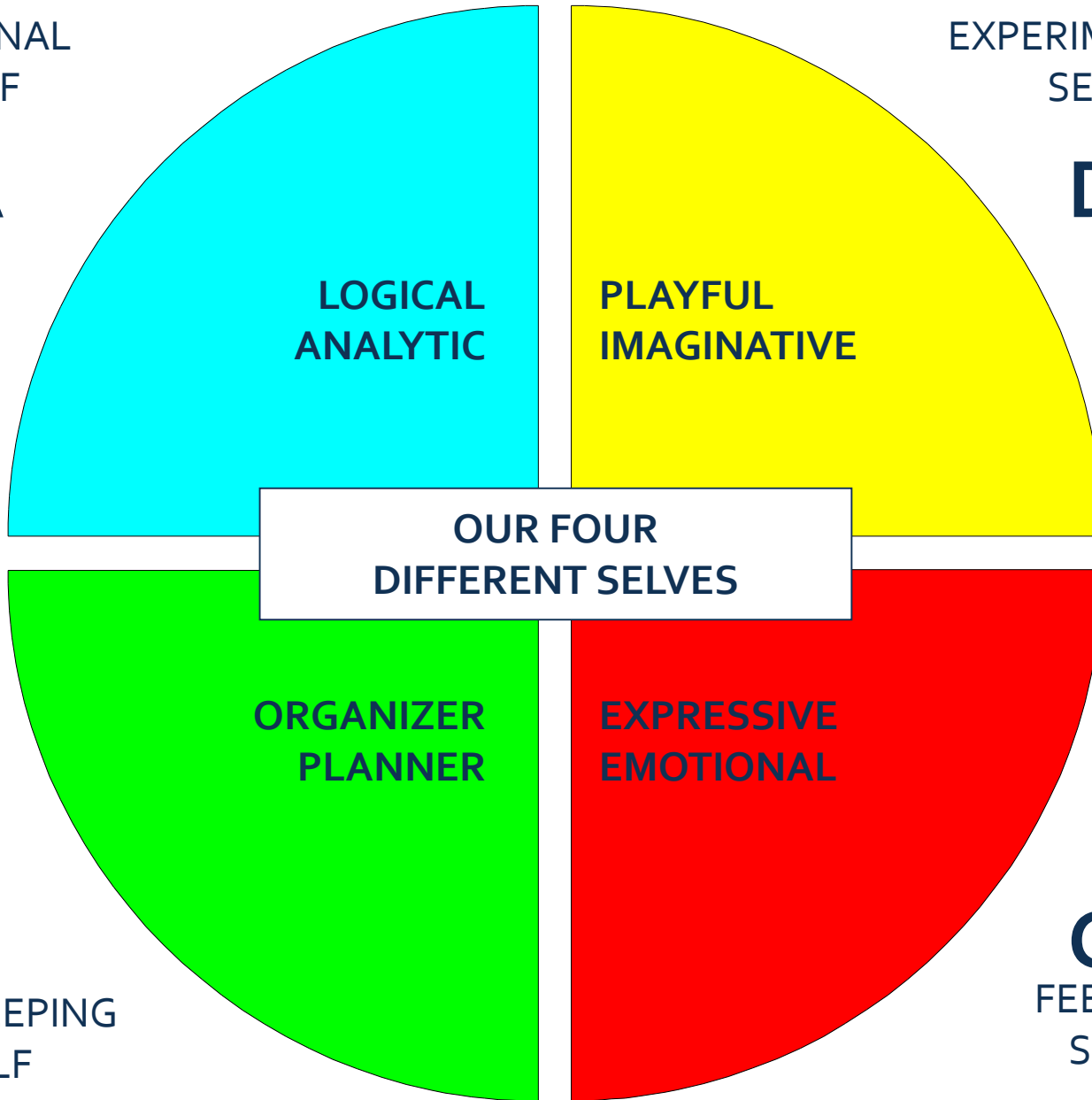
OUR FOUR  
DIFFERENT SELVES

ORGANIZER  
PLANNER

**B**  
SAFEKEEPING  
SELF

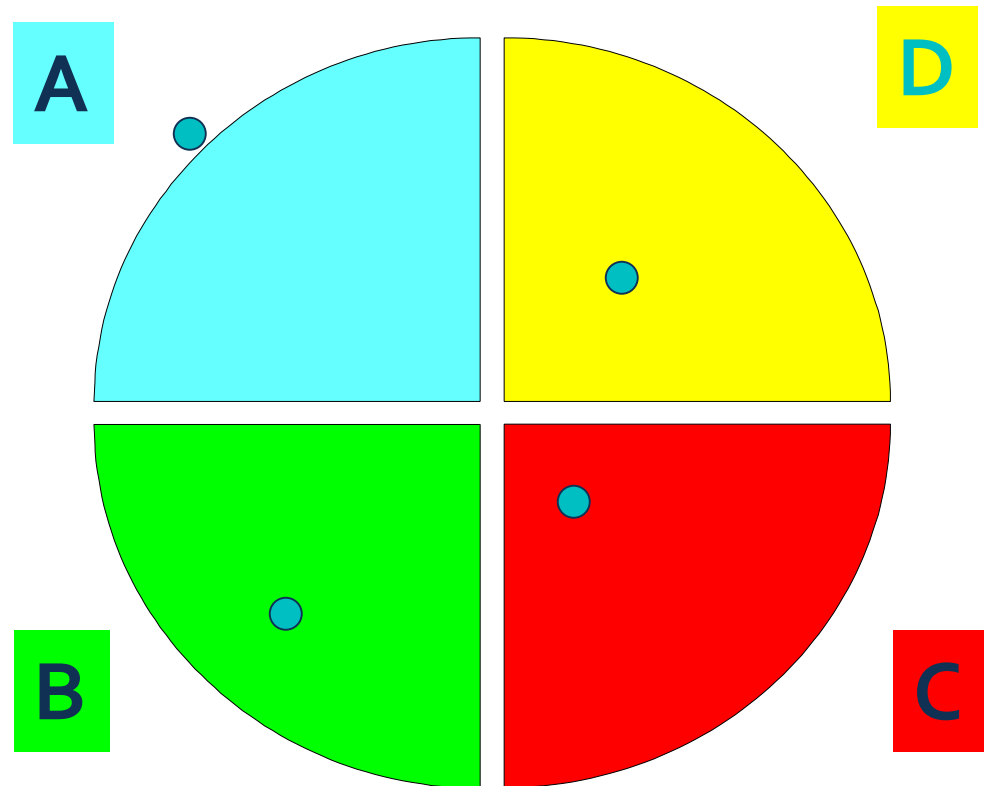
EXPRESSIVE  
EMOTIONAL

**C**  
FEELING  
SELF





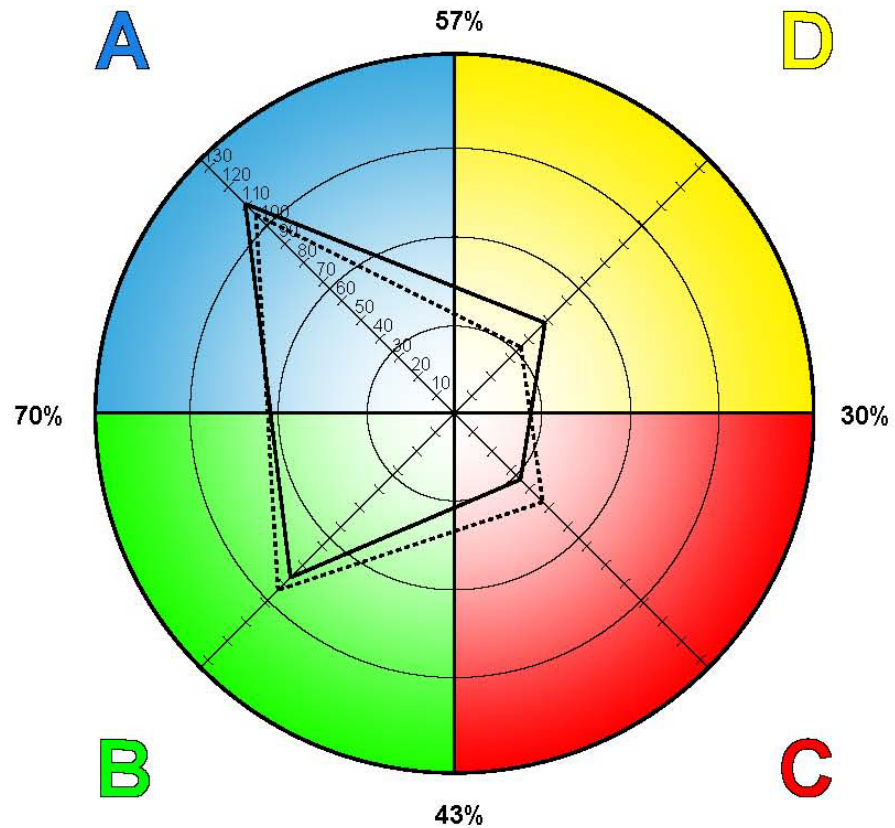
Measuring the level  
of mental preference  
of each of the four selves  
forms the profile



# HBDI™ Profile Overlay

Quadrant:    A    B    C    D

Preference Code:	1	1	2	2
Adjective Pairs:	9	8	4	3
Profile Score:	111	87	35	48



**INDIVIDUAL PROFILES**

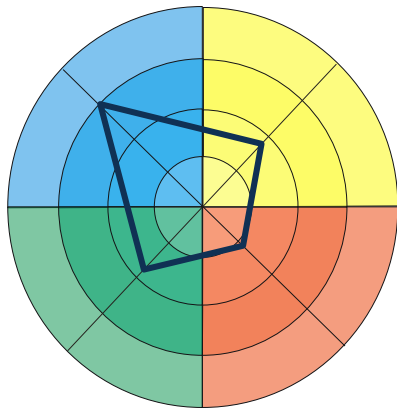
**ARE NEITHER**

**GOOD NOR BAD**

**RIGHT NOR WRONG**

**BUT THERE ARE**

**SITUATIONAL CONSEQUENCES**



**BRAIN DOMINANCE**



**PREFERENCES**



**INTEREST**



**MOTIVATION**



**WEAK**

**STRONG**



**LOW**

**COMPETENCE**

**HIGH**

# Is HBDI like Myers-Briggs (MBTI)?

---

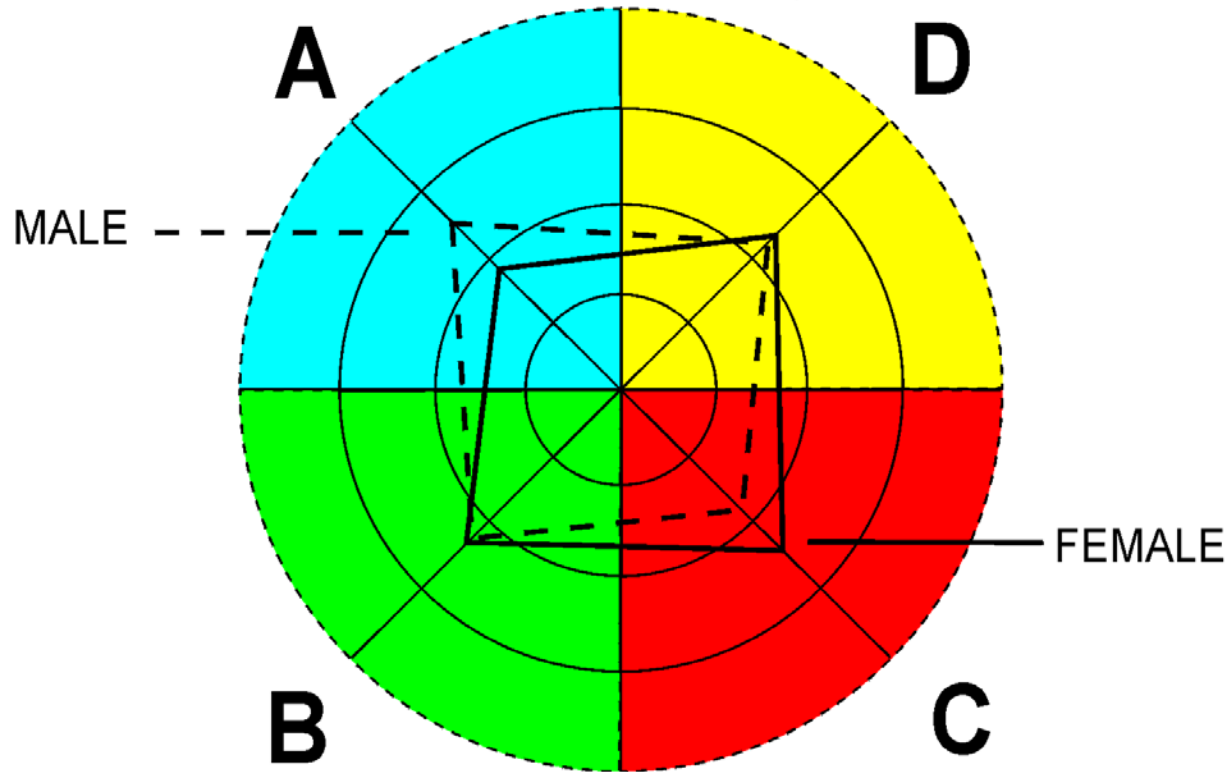
Both instruments have been validated, proved to be reliable, and correlate. Distinctions include:

1. Myers-Briggs scores a person by only one end of the four bi-polar scales, whereas HBDI allows a person to express preferences for activities at both poles in a single profile.
2. MBTI is a psychological test based on the theories of Carl Jung. HBDI is a reality-based physiological test that can be verified by EEG and PET scans.

HERRMANN BRAIN DOMINANCE PROFILE

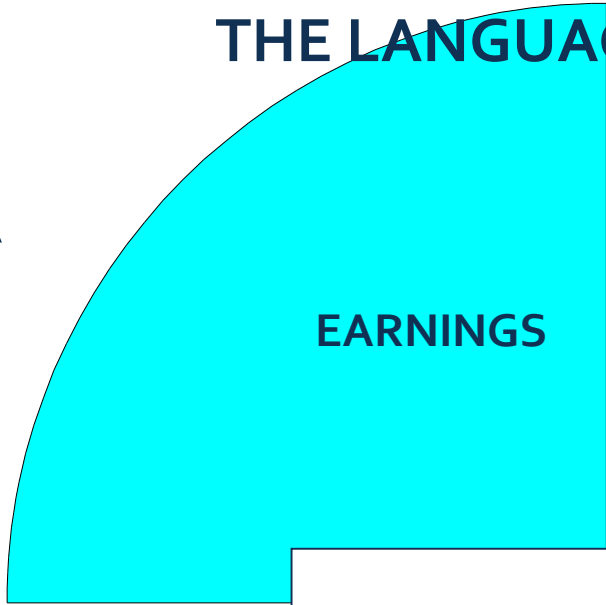
MALE / FEMALE  
AVERAGE PROFILES

DATA BASE N= 165,427



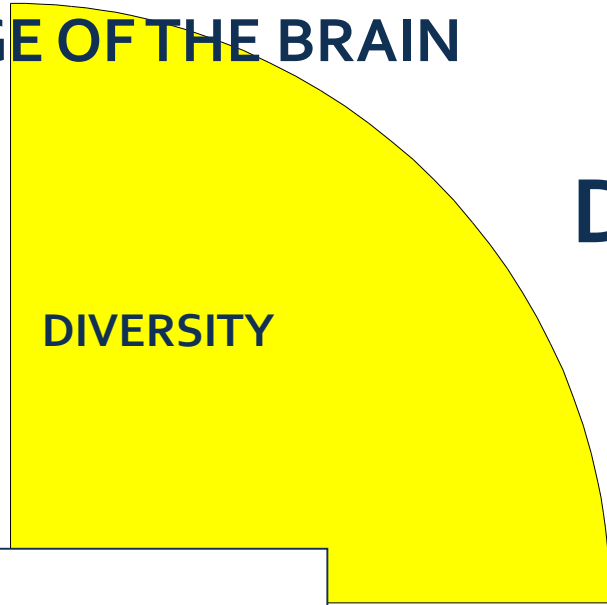
# THE LANGUAGE OF THE BRAIN

**A**



**EARNINGS**

**D**

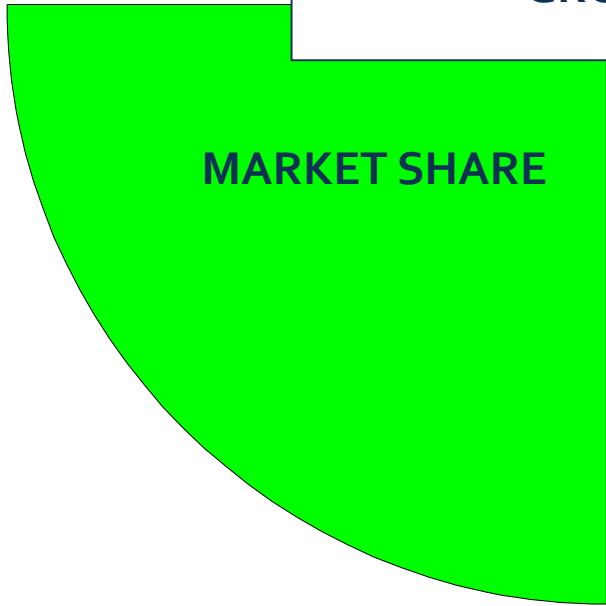


**DIVERSITY**

**GROWTH**



**B**



**MARKET SHARE**

**C**



**HUMAN POTENTIAL**

# THE LANGUAGE OF THE BRAIN

**A**

**ACHIEVING IT TOGETHER**

**D**

**GETTING IT TOGETHER**

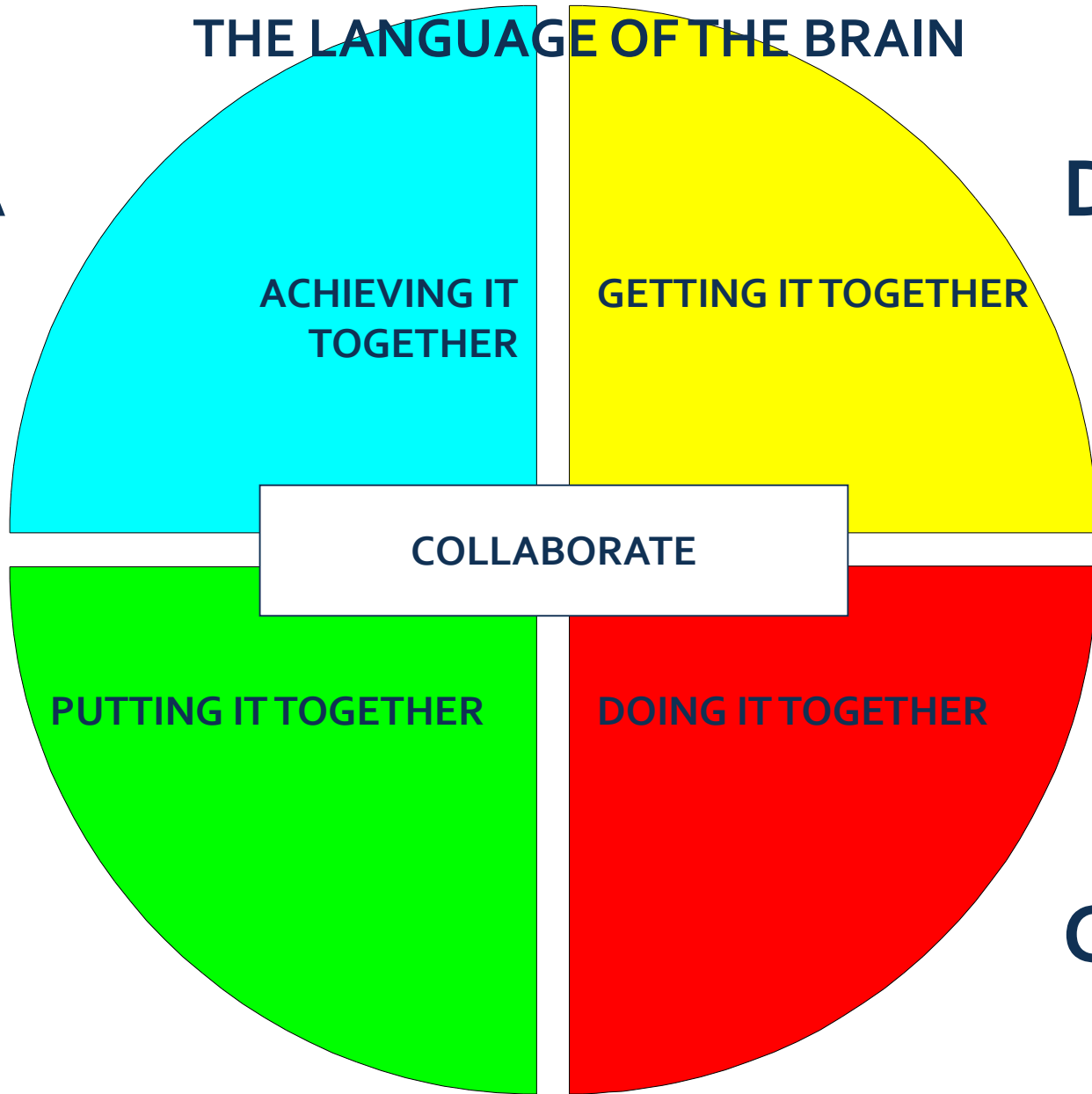
**COLLABORATE**

**B**

**PUTTING IT TOGETHER**

**C**

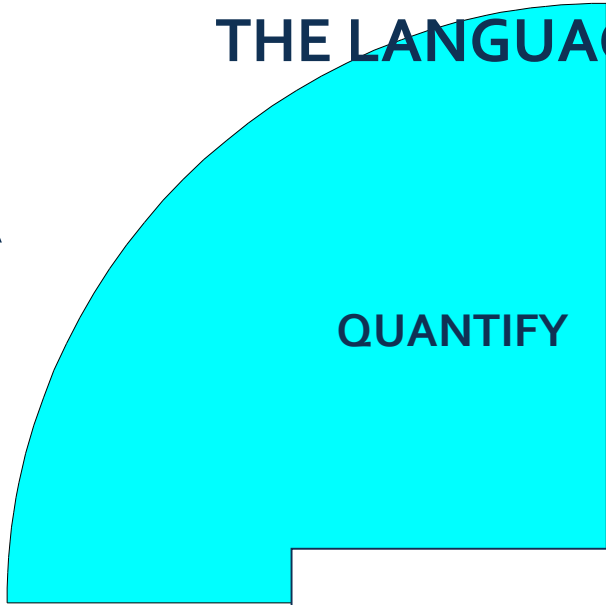
**DOING IT TOGETHER**





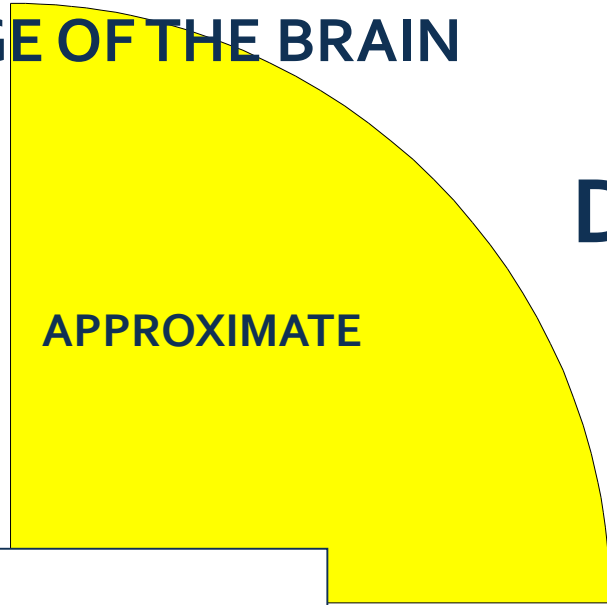
# THE LANGUAGE OF THE BRAIN

**A**



**QUANTIFY**

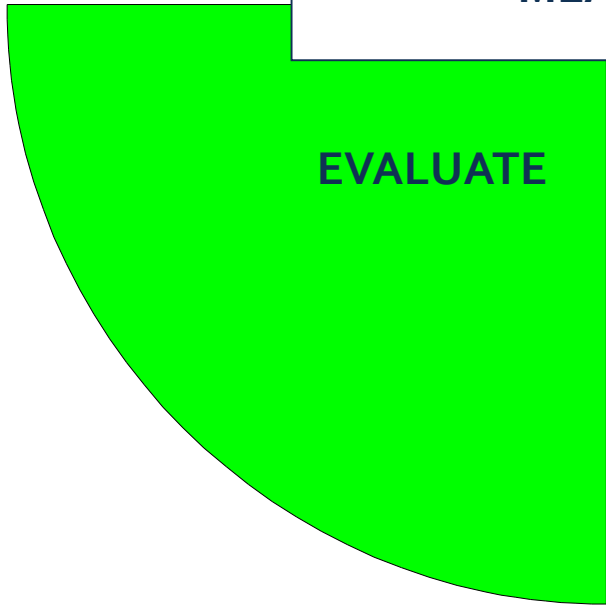
**D**



**APPROXIMATE**

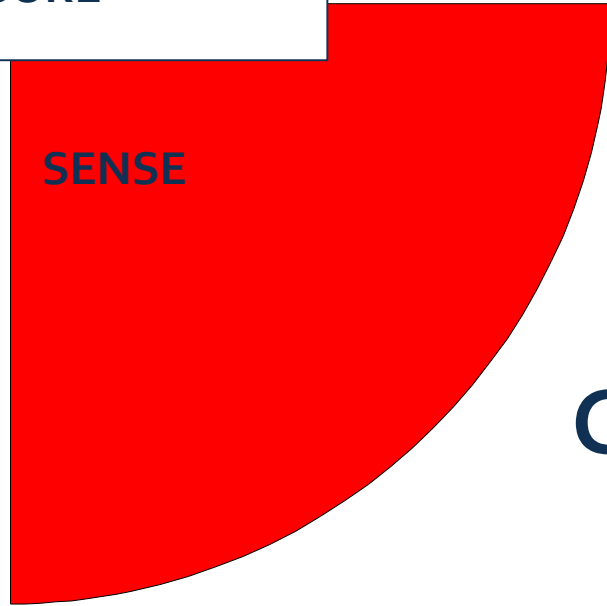
**MEASURE**

**B**



**EVALUATE**

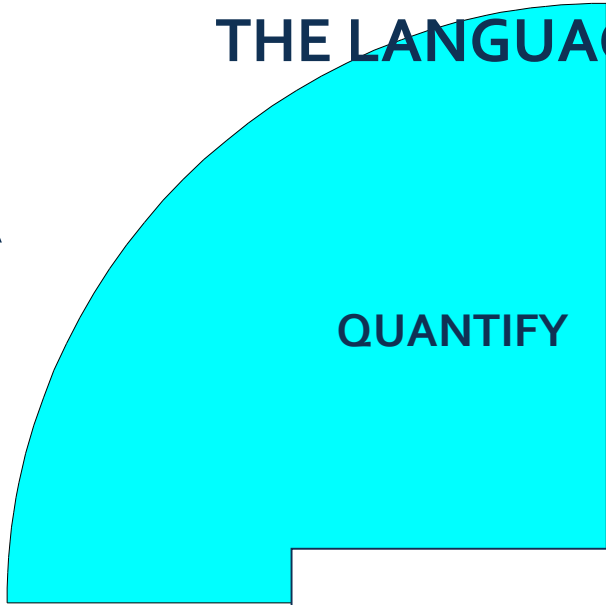
**C**



**SENSE**

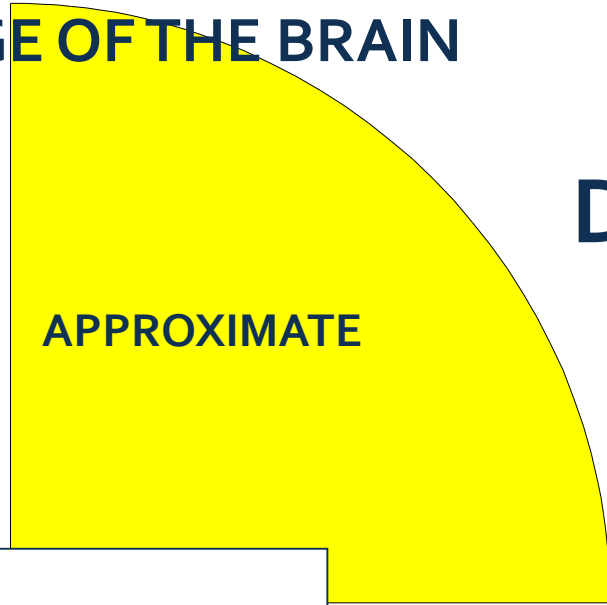
# THE LANGUAGE OF THE BRAIN

**A**



**QUANTIFY**

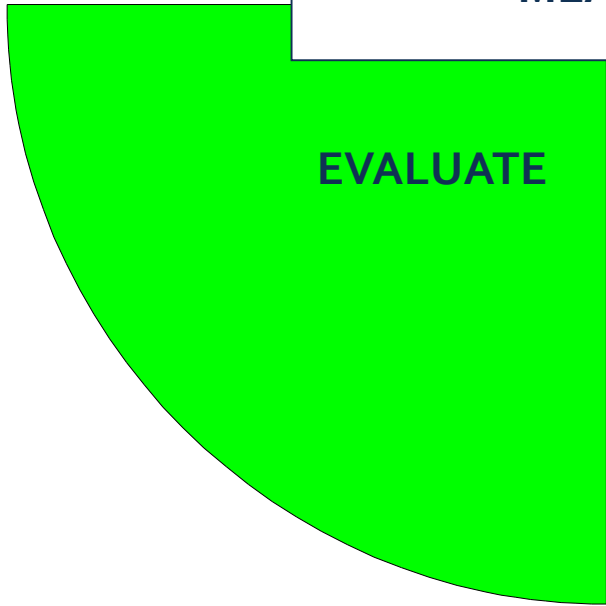
**D**



**APPROXIMATE**

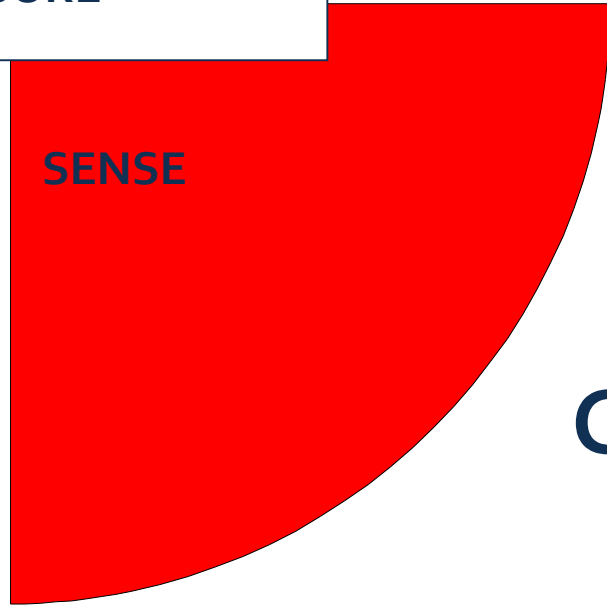
**MEASURE**

**B**



**EVALUATE**

**C**



**SENSE**

# THE LANGUAGE OF THE BRAIN

**A**

**GET LOST!**

**D**

**GET FUNDING**

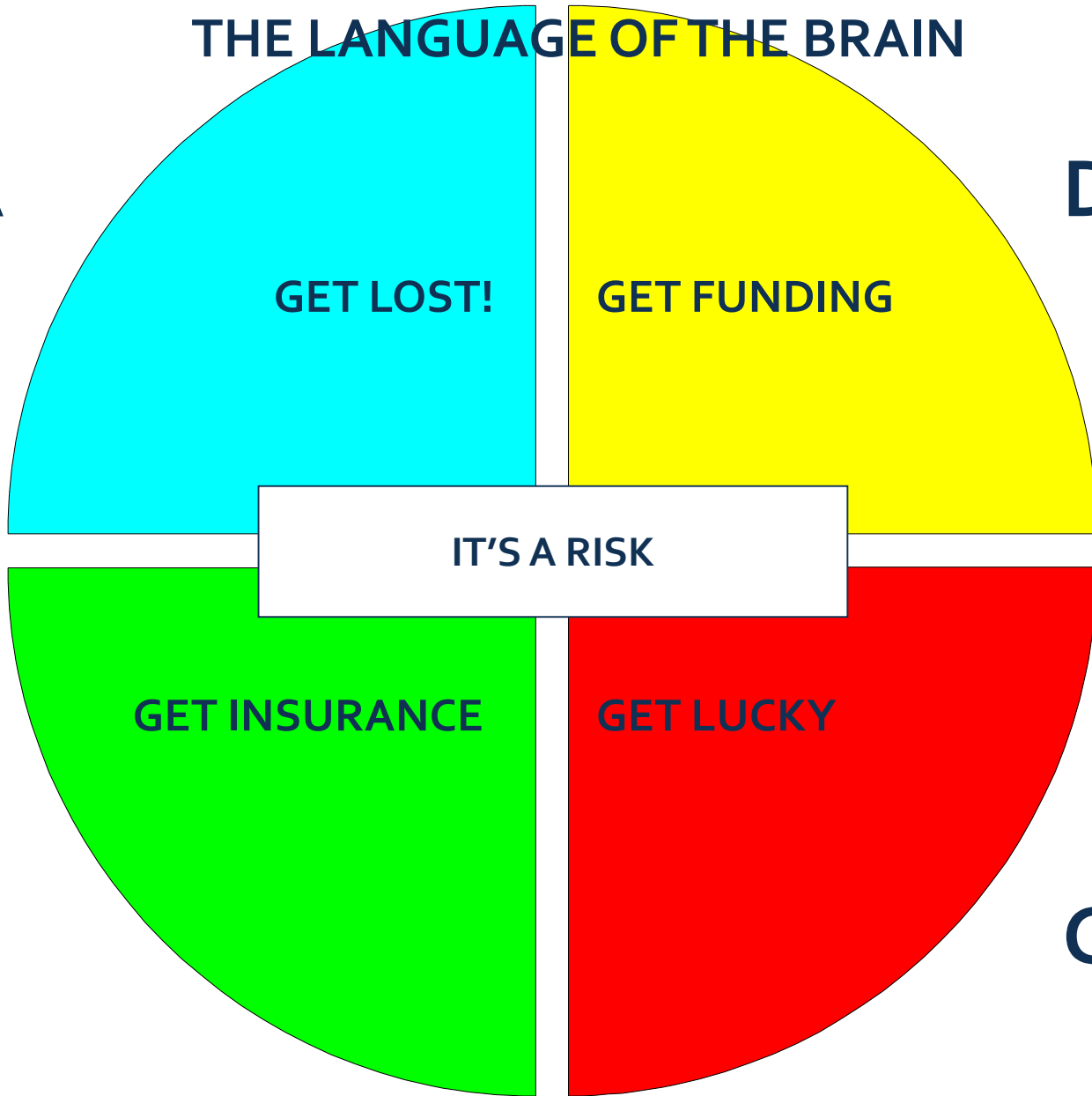
**IT'S A RISK**

**B**

**GET INSURANCE**

**C**

**GET LUCKY**



# WHOLE BRAIN STRATEGIES

## Needs

- People to have the facts
- Data-based charts/graphs
- Challenging problems to solve
- People to be rational & logical
- Expert sources
- Clear objectives
- Rational thinking

## Struggles with

- Expressing emotions
- Vague, imprecise concepts or ideas
- Lack of logic

## Needs

- People to understand
  - A chance to envision
  - Freedom to be different
- Metaphors and visual illustration
- Big picture overviews
- Brainstorming
- What if scenarios

## Struggles with

- Overly strict time management
- Lack of flexibility
- Too much detail

## Needs

- Discipline
- Well structured activities
- Controlled environment
- Clear instructions and expectations
- Practical, concrete examples
- Step-by-step processes
- Safe keeping; traditional

## Struggles with

- Risk
- Unclear concepts and instruction
- Ambiguity

## Needs

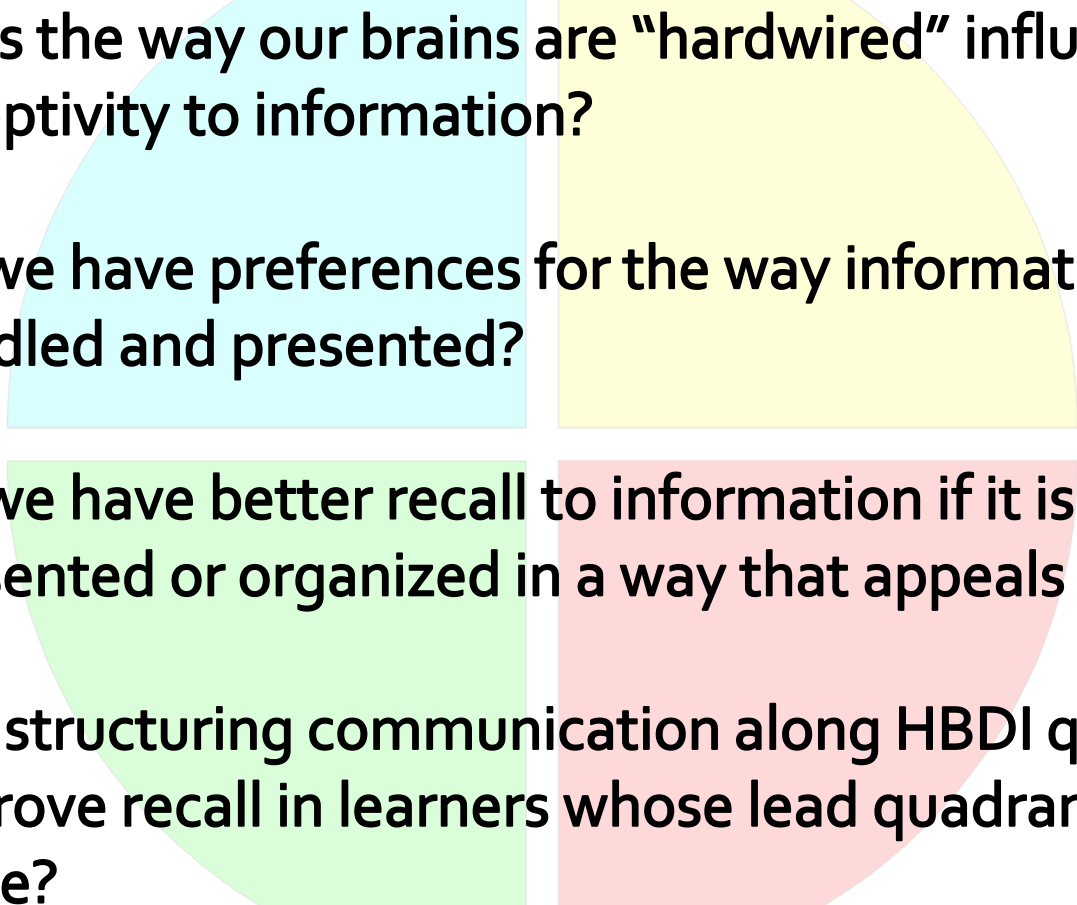
- Real feelings
- People centric groups
- Small group discussion
- Openers/icebreakers/music
- Spirituality
  - More than facts
  - Physical activities

## Struggles with

- Too much data and analysis
- Lack of interaction
- Lack of time for relationships

# QUESTIONS

---

- 
- a. Does the way our brains are “hardwired” influence our receptivity to information?
  - b. Do we have preferences for the way information is bundled and presented?
  - c. Do we have better recall to information if it is presented or organized in a way that appeals to us?
  - d. Can structuring communication along HBDI quadrants improve recall in learners whose lead quadrant is the same?

# Preferred Learning Styles

**A**

QUANTIFYING  
ANALYZING  
THEORIZING  
LOGICALLY  
PROCESSING

**D**

EXPLORING  
DISCOVERING  
CONCEPTUALIZING  
SYNTHESIZING

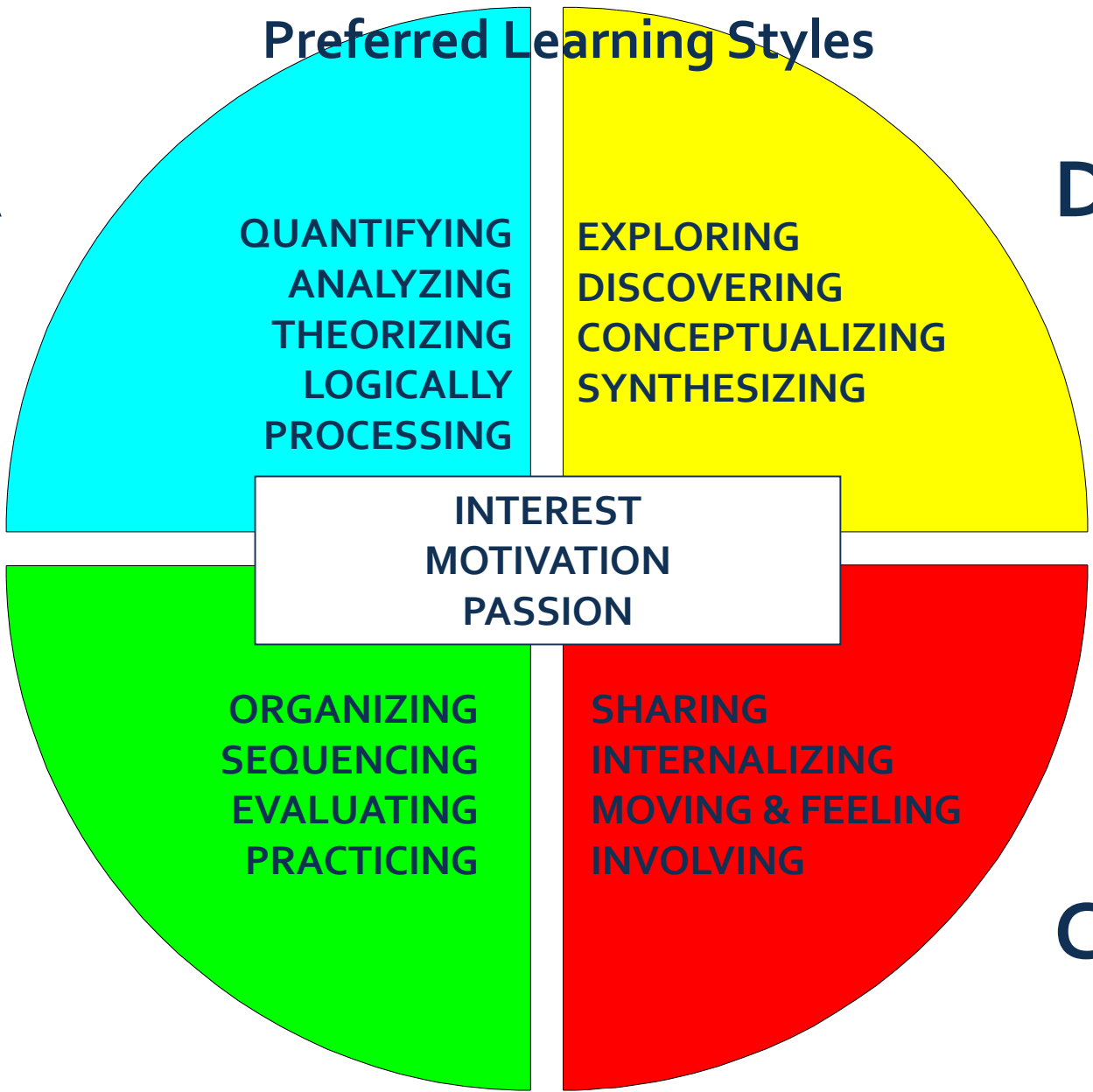
INTEREST  
MOTIVATION  
PASSION

**B**

ORGANIZING  
SEQUENCING  
EVALUATING  
PRACTICING

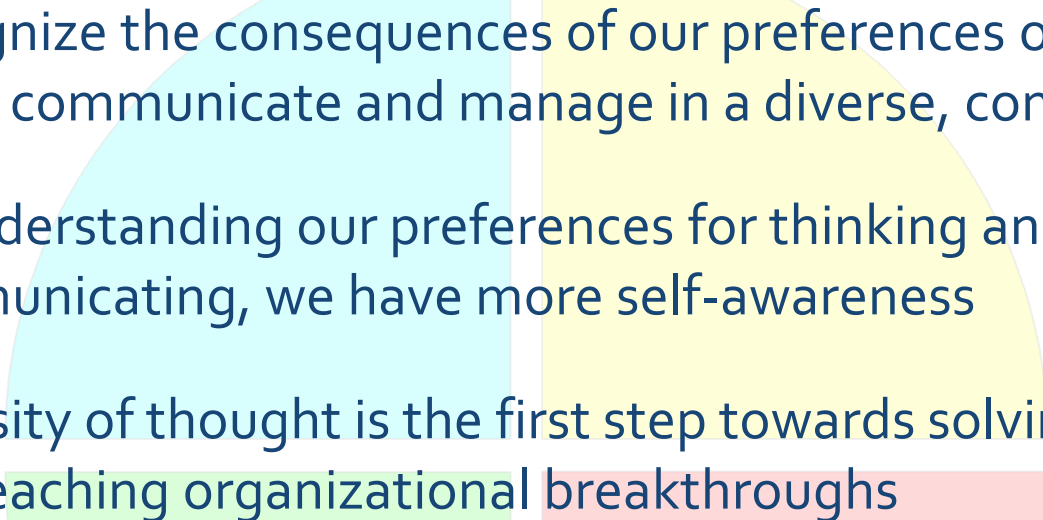
**C**

SHARING  
INTERNALIZING  
MOVING & FEELING  
INVOLVING



# Our Responsibilities

---

- 
- + Recognize the consequences of our preferences on how we think, communicate and manage in a diverse, complex world
  - + By understanding our preferences for thinking and communicating, we have more self-awareness
  - + Diversity of thought is the first step towards solving problems and reaching organizational breakthroughs

Thank You!  
Astrid Sheil, PhD

