

# The Business of Thinking™

## ThinkAbout communicating

### Module summary

Communicating is something everyone does all day, every day. An organisation cannot survive without effective communication. Yet despite their best efforts, people often have difficulty giving and receiving even simple messages. Using Whole Brain Technology can improve this give-and-take process by providing a new and different framework for taking in and sending out messages. Speakers are able to tailor their messages so that they are more easily heard and understood. Listeners use their insights about their thinking preferences to help themselves listen more openly and attentively. The result is a dramatic improvement in the exchange of ideas and information.

### Who should attend?

- ♦ Anyone who wants to enhance the way they communicate.
- ♦ Sales and customer service people, managers and supervisors and any one who interacts with others on a regular basis.

### Prerequisites

Participants need to have attended the Start Thinking™ workshop or have received an in-depth debrief of their HBDI™ profile.

### Typical time investment

4 hours

### Learning outcomes

At the end of this module participants will be able to:

- ♦ use the Whole Brain Model® as a way of understanding how other people communicate
- ♦ recognise their own communication style and the implications it has
- ♦ recognise and understand the 'language' that someone else is using
- ♦ communicate more effectively with people by using the languages of the various quadrants
- ♦ use the Whole Brain Model® to avoid misunderstandings and miscommunications
- ♦ communicate in a more whole brained way.

### Key activities

- ♦ Whole Brain review
- ♦ Learning the languages of the brain
- ♦ Planning a challenging communication
- ♦ The Whole Brain Communicator

better results through better thinking

Africa / Americas / Asia / Australia / Europe



# Module topics

## Introduction

- ♦ Reviews the application of skills from any previous module
- ♦ Reviews understanding of the Whole Brain Model®
- ♦ Answers any outstanding questions or issues

## ThinkAbout communication

- ♦ Discusses the business needs for improved communication
- ♦ Overviews the module content
- ♦ Highlights the learning outcomes

## Thinking preferences and communication

- ♦ Understanding how thinking preferences effect the way we communicate
- ♦ Understanding your own communication style
- ♦ Understanding why other people sometimes misunderstand you

## Learning languages

- ♦ Extensive practice in communicating from the different quadrants
- ♦ Extensive practice in avoiding communication breakdowns and misunderstandings

## Some people I communicate with

- ♦ Identifying the communication styles of people you communicate with regularly
- ♦ Identifying any potential difficulties you experience

## Planning a challenging conversation

- ♦ Planning for and practising communication challenges

## The Whole Brain Communicator

- ♦ Using the Whole Brain Model® to prepare for communications

## Next 24 hours—from insight to action

- ♦ Reinforcing the learning
- ♦ Action planning

## On-the-job application

- ♦ Initiates the transfer of skills to the job, in specific situations

## Module summary

- ♦ Reviews the module content
- ♦ Reinforces the key learning points



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The Originators of Whole Brain Technology™ and the Creators of the Herrmann Brain Dominance Instrument (HBDI)™

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