The Whole Brain Model: Understanding Working Styles

What year was UC Davis established?
UC Campuses Established

- UC Berkeley (1868)
- UC San Francisco (1873)
- UC Davis (1908)
- UC Santa Barbara (1909)
- UCLA (1919)
- UC Riverside (1954)
- UC San Diego (1960)
- UC Irvine (1965)
- UC Santa Cruz (1965)
- UC Merced (2005)

Where does UC Davis rank in student headcount?
UC Student Headcounts (2014)

- UCLA (42,190)
- UC Berkeley (36,204)
- **UC Davis (34,155)**
- UC San Diego (30,310)
- UC Irvine (29,588)
- UC Santa Barbara (22,225)
- UC Riverside (21,297)
- UC Santa Cruz (17,203)
- UC Merced (6,195)
- UC San Francisco (4,759)

If you put the UC campuses in order from west to east, what number would UC Davis be?
UC Campuses
(West to East)

- UC San Francisco (122’39’)
- UC Berkeley (122’16’)
- UC Santa Cruz (122’06’)
- **UC Davis (121’45’)**
- UC Merced (120’55’)
- UC Santa Barbara (118’50’)
- UCLA (118’26’)
- UC Irvine (117’50’)
- UC Riverside (117’23’)
- UC San Diego (117’09’)

Whole Brain Model

- Developed by Ned Hermann
- Double-majored in music and physics
- Career in management education
- Studied the brain research of Roger Sperry, Paul MacLean, Joseph Bogen and Michael Gazzanga
- Their research concluded that the brain has four distinct regions
- Developed Whole Brain model in 1970s as a metaphor and organizing principle of how the brain works
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

Learning to listen and look for clues

Once people understand their own thinking preferences and how thinking impacts their approach to work, they will begin to realize they can tailor their messages more effectively to their colleagues and customers
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
Left and Right Brain

Left Brain:
- Sequential
- Detailed
- Logical
- Words
- Numbers
- Patterns
- Literal
- Science
- Math

Right Brain:
- Simultaneous
- Holistic
- Intuitive
- Pictures
- Shapes
- Accents
- Abstract
- Art
- Music

The Whole Brain Model

Cerebral Mode Thinking Processes

Analytical Thinking
Sequential Thinking
Interpersonal Thinking

Imaginative Thinking

Limbic Mode Thinking Processes

Left Mode Thinking Processes
Right Mode Thinking Processes
The Whole Brain Model

BLUE

- Logical
- Analytical
- Linear Thinking
- Quantitative
- Here-and-Now
GREEN
• Organized
• Sequential
• Safe-keeping
• Planned
• Detailed
• Implementer

RED
• Interpersonal
• Feeling-oriented
• Teamwork
• Intuition
• Communication
YELLOW

- Creative
- Innovative
- Holistic
- Synthesizing
- Visionary

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
Strengths

- Reading the signs of a coming change
- Seeing the “big picture”
- Recognizing new possibilities
- Tolerating ambiguity
- Integrating ideas and concepts
- Challenging established policies
- Synthesizing unlike elements
- Inventing innovative solutions
- Solving problems in intuitive ways

- Finding overlooked flaws
- Approaching problems practically
- Standing firm on issues
- Maintaining standards of consistency
- Providing stable leadership and supervision
- Reading the fine print
- Organizing and keeping track of data
- Developing detailed plans and procedures
- Keeping clear records

- Recognizing interpersonal difficulties
- Anticipating how others will feel
- Intuitively understanding how others feel
- Picking up the non-verbal cues
- Engendering enthusiasm
- Persuading, conciliating
- Teaching
- Sharing
- Considering values

Rational Self

Experimental Self

Safekeeping Self

Feeling Self

Frustrations With Opposites

- “Off track” communication
- Excessive ‘chatter’
- Vague, ambiguous instructions
- Illogical comments
- Inefficient use of time
- Lack of facts or data
- Inappropriate informality
- Overt sharing of personal feelings

- Repetition
- Too slow paced
- ‘Playing it safe’ or ‘by the book’
- Absence of humor and fun
- Lack of flexibility, too rigid
- Inability to get concepts or metaphors
- Drowning in detail
- Too many numbers
- Dry boring topic or style

- Unknown or absence of a clear agenda
- Disorganized
- Hopping around from subject to subject
- Too many ideas at once
- Unpredictable
- Too fast paced
- Unclear instructions or language
- Too much beating around the bush
- Incomplete sentences
- Lack of closure

- Lack of interaction
- No eye contact
- Impersonal approach or examples
- Dry or ‘cold’ un-enthusiastic interaction
- Insensitive comments
- No time for personal sharing
- All data, no nonsense
- Lack of respect for feelings
- Overly direct or brusque dialogue
- Critical
Whole Brain Discussion and Report-Out

Color-alike group discussions
• Go to the corner of the room designated for your color
• Discuss questions
• Prepare to report out

Whole Brain Color-alike Group Discussion

• What are the major strengths of your color at work?
• What are the major challenges?
• What should others know about your color to help you work together?
• What do you need from others to do your best work?
Whole Brain Report-Out

- A tweet (140 characters maximum) that sums up your color
- A 30-second commercial that markets your color—Why should people want to put your color on their team?
  - Everyone in the group should contribute at least one idea to the campaign
  - Every idea should be incorporated into the campaign
  - A spokesperson from the group will share the tweet
  - The group (or members of the group) will perform the commercial

How I Like to Put My WHOLE BRAIN to Work

- Being Challenged
- Analyzing & Diagnosing
- Logical Processing
- Finance & Numbers
- Making Things Work
- Solving Tough Problems
- Clarifying Issues
- Explaining Things

- Administering
- Attending to Detail
- Being in Control
- Building Things
- Establishing Order
- Timely Implementation
- Planning Things Out
- Providing Support

- Dealing with the Future
- Seeing the Big Picture
- Inventing Solutions
- Developing New Things
- Providing Vision
- Taking Risks
- Integrating Ideas
- Bringing About Change

- Coaching
- Working with People
- Communicating
- Building Relationships
- Expressing Ideas
- Teaching/Training
- Persuading People
- Being part of a Team

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Whole Brain: Developing Your “Less Preferred” Modes

- Review suggested activities to develop in each mode
- Pick at least one activity (or come up with one of your own for each of your “less preferred” modes)

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!
Whole Brain Model:
Hermann International
www.hbdi.com