

Understanding your whole brain

**... in Personal Relationships
and Lifestyle Choices**



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Genesis Business Services are the principal licensee and distributor throughout the United Kingdom of Great Britain and Northern Ireland for the Neethling Brain Instruments (NBI®), the most comprehensive battery of whole brain thinking instruments in the world



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One of the key elements of a successful relationship is communication. This holds true for friends, partners, family and general social contacts.



Many relationships are fragile as we lack tolerance towards differences. We think “we are always right” and we do not understand that others can think and act differently to us in similar circumstances. Understanding yours and others thinking preferences, and how these impact upon your relationships, will go a long way towards growing understanding,

acceptance and enjoyment, instead of criticism and the constant battle of trying to change others to be more like you!

Brain Profiling is a means of identifying your dominant thinking preferences and how it affects your behaviour. It provides great insights into where people are coming from and provides a powerful tool for improving your relationships. The aim is to encourage **WHOLE BRAIN** thinking resulting in **WHOLE BRAIN** communication.

There is hardly an area of our lives where the whole brain does not have a role to play:

Living a healthy life and exercise go hand in hand. Have you ever wondered why you can't stick to a diet or exercise programme? The **WHOLE BRAIN** approach is probably what you need!

Communication and parenting are also intimately interwoven. Understanding your child's unique preferences is essential for successful parenting. It is important that your child's creativity is continually supported and developed in order for them to reach their full potential. However, because you are not always flexible, and prefer the traditional, you may oppose changes in your child's life as they make you fearful and anxious. This could have the affect of stifling their uniqueness which should be encouraged and celebrated.



Career choices should always be based on what an individual is passionate about. At critical times when choices are being made it is often difficult for people to clearly establish what career would best suit them. A wrong decision in the late teens may take years to correct, if ever. Alternatively, many adults face lifestyle choices having followed particular careers into their forties and may want to change direction. A person's thinking preferences give an exceptionally good guide to what those choices and decisions should be.