

# Understanding your whole brain

... in Leading and Managing Teams



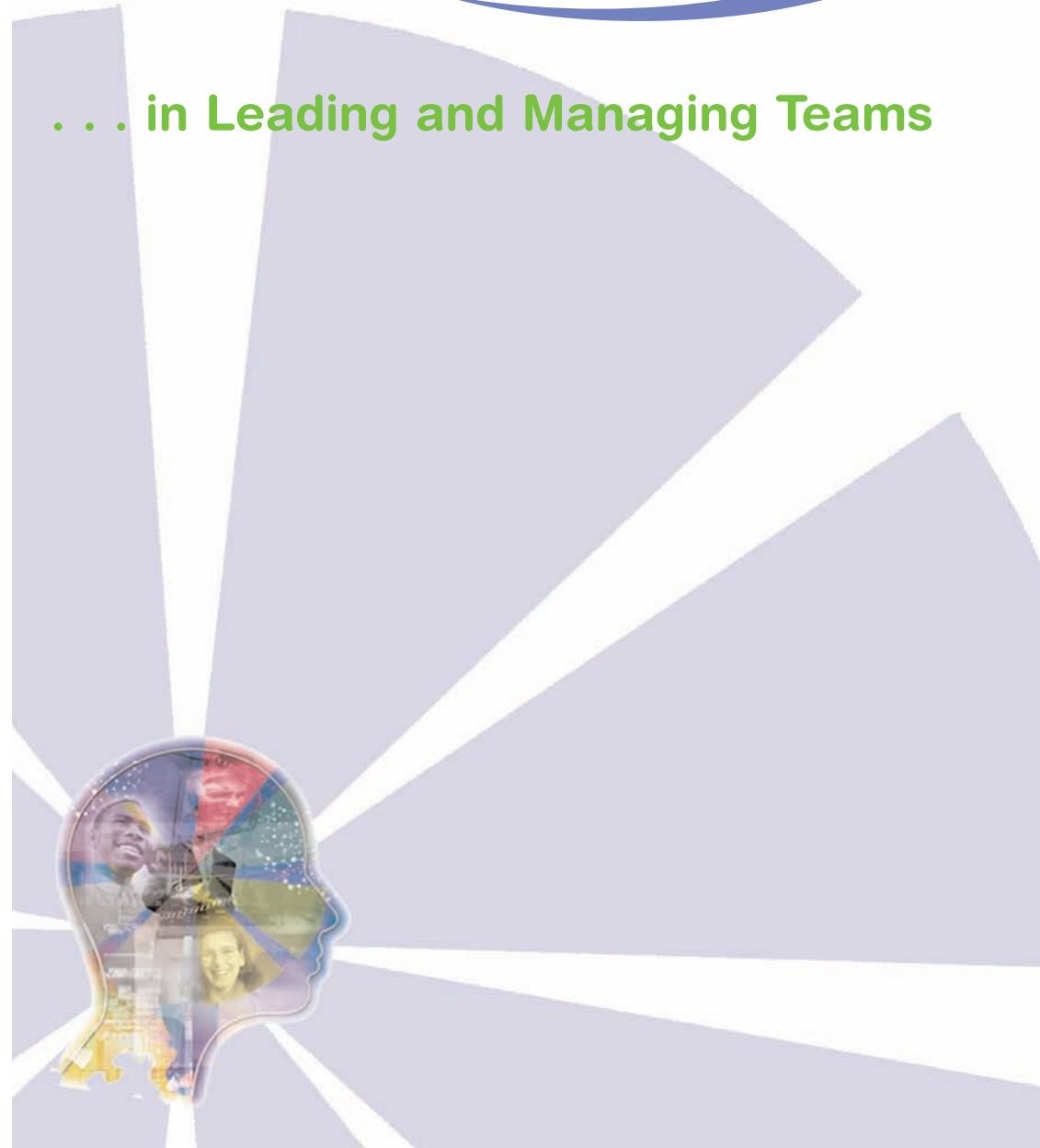
For further information contact:

Genesis Business Services on

info@genesis4training.co.uk or +44 (0) 1245 422275  
[www.genesis4training.co.uk](http://www.genesis4training.co.uk)



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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We are told we should lead by example. That is generally good advice unless, of course, that example is inflexible, one-sided and intolerant.

The future leader will need to be a whole brain leader, a leader that understands the different thinking preferences of their team and leads individuals in a way that will inspire them. The starting point of this challenging (but exciting) journey is understanding your own leadership style and how this might impact on those you lead.

For example, have you ever explained the rationale and background for an initiative to your department, clearly communicated what is going to happen, when it is going to happen, and yet **still** encountered resistance, misunderstandings and negativity?



Your reaction could be “what is wrong with everyone?” “how much clearer could I have been?” However, whilst some people were excited and up for the challenge, others did not react positively. This could be because the messages were communicated in a way that was only appropriate to some of your team.

Each member of your team **including** yourself will have different **thinking preferences** which results in different views of the world.

**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 with customers, colleagues and team members.

The aim is to encourage **WHOLE BRAIN** thinking resulting in **WHOLE BRAIN** communication and leadership. Only in this way can companies begin to be more creative and effective.

