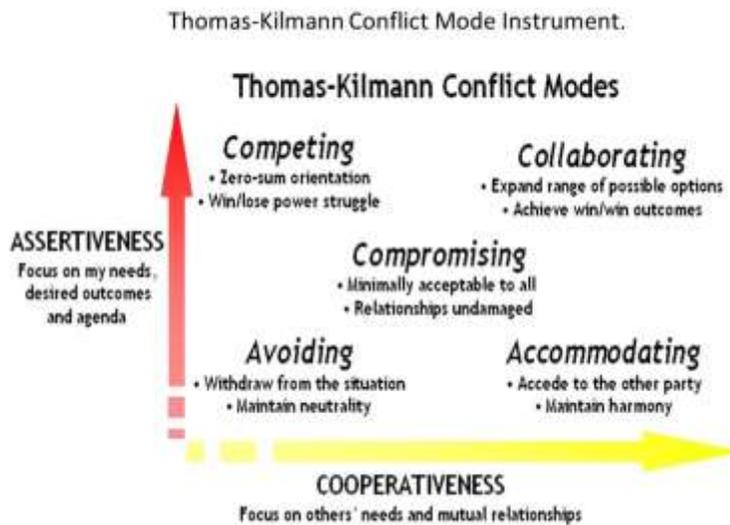


Why Leverage HBDI (Herrmann Brain Dominance Instrument) Over Other Assessments?

A Comparative Testimonial by Sharon Sifnotis

- The Thomas-Kilmann Conflict Mode Instrument is useful for it assesses an individual behavior in conflict situations. [Compromising 87% (high), Competing 79% (high), Avoiding 49% (Med), Accommodating 16% (Low), Collaborating 15% (Low)]



- The LIFO Orientation tool assesses one's relative preference for four basic orientations on behavior style. This preference is said to make up your success pattern under favorable and stressful conditions. [SG=26, CG = 25, CT=23, AD=16]



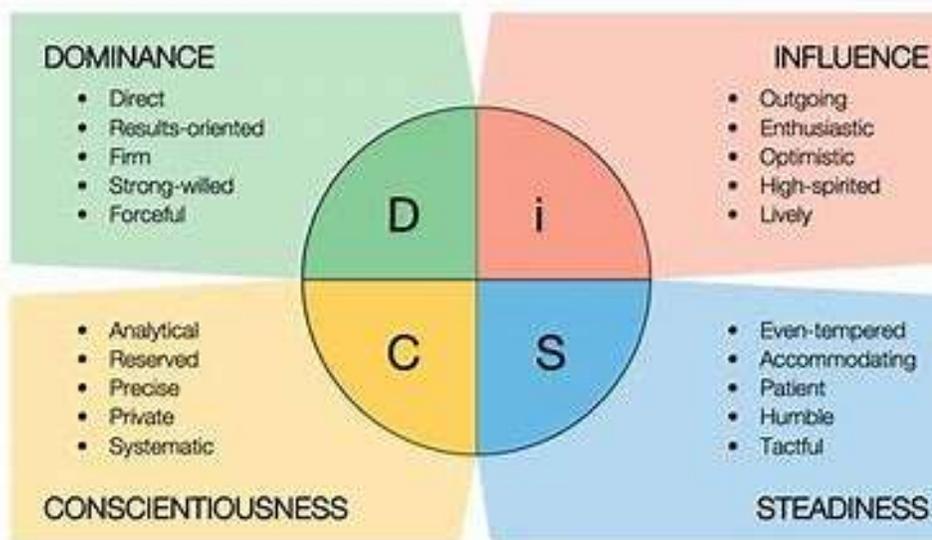
3. The Myers Briggs The Myers-Briggs Personality Type Indicator is a self-report inventory designed to identify a person's personality type, strengths, and preferences. [ISTJ]

What's Your Personality Type?

Use the questions on the outside of the chart to determine the four letters of your Myers-Briggs type. For each pair of letters, choose the side that seems most natural to you, even if you don't agree with every description.

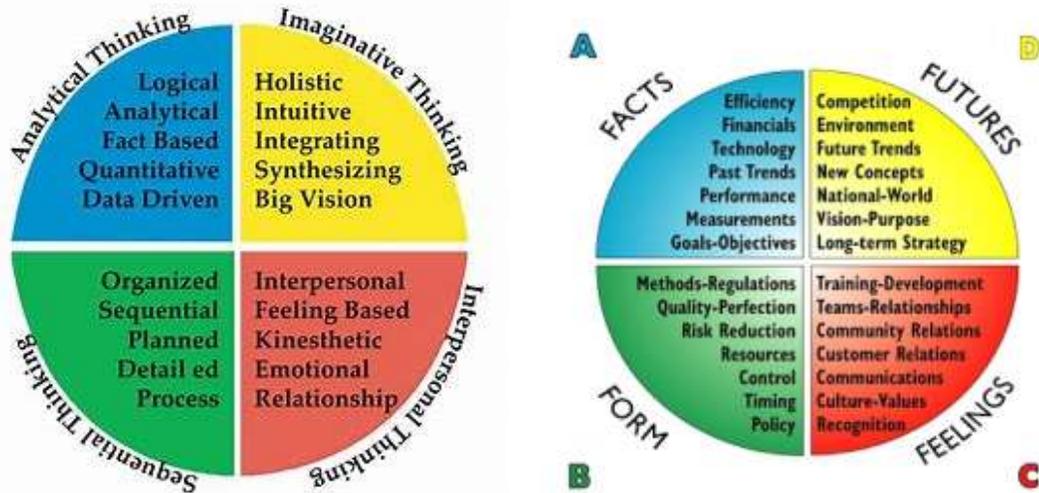
<p>1. Are you outwardly or inwardly focused? If you:</p> <ul style="list-style-type: none"> - Could be described as talkative, outgoing - Like to be in a fast-paced environment - Tend to work in/with others, think out loud - Enjoy being the center of attention <p>then you prefer</p> <p style="text-align: center;">E Extraversion</p>	<p>2. How do you prefer to take in information? If you:</p> <ul style="list-style-type: none"> - Focus on the reality of how things are - Pay attention to concrete facts and details - Prefer ideas that have practical applications - Like to describe things in a specific, literal way <p>then you prefer</p> <p style="text-align: center;">S Sensing</p>	<p>3. How do you prefer to make decisions? If you:</p> <ul style="list-style-type: none"> - Make decisions in an impersonal way, using logical reasoning - Value justice, fairness - Enjoy finding the flaws in an argument - Could be described as reasonable, level-headed <p>then you prefer</p> <p style="text-align: center;">T Thinking</p>	<p>4. How do you prefer to live your outer life? If you:</p> <ul style="list-style-type: none"> - Prefer to have matters settled - Think rules and deadlines should be respected - Prefer to have detailed, step-by-step instructions - Make plans, want to know what you're getting into <p>then you prefer</p> <p style="text-align: center;">J Judging</p>
<p>1. Are you outwardly or inwardly focused? If you:</p> <ul style="list-style-type: none"> - Could be described as reserved, private - Prefer a slower pace with time for contemplation - Tend to think things through inside your head - Would rather observe than be the center of attention <p>then you prefer</p> <p style="text-align: center;">I Introversion</p>	<p>2. How do you prefer to take in information? If you:</p> <ul style="list-style-type: none"> - Imagine the possibilities of how things could be - Notice the big picture, see how everything connects - Enjoy ideas and concepts for their own sake - Like to describe things in a figurative, poetic way <p>then you prefer</p> <p style="text-align: center;">N Intuition</p>	<p>3. How do you prefer to make decisions? If you:</p> <ul style="list-style-type: none"> - Base your decisions on personal values and how your actions affect others - Value harmony, forgiveness - Like to please others and point out the best in people - Could be described as warm, empathetic <p>then you prefer</p> <p style="text-align: center;">F Feeling</p>	<p>4. How do you prefer to live your outer life? If you:</p> <ul style="list-style-type: none"> - Prefer to leave your options open - See rules and deadlines as flexible - Like to improvise and make things up as you go - Are spontaneous, enjoy surprises and new situations <p>then you prefer</p> <p style="text-align: center;">P Perceiving</p>

4. The DiSC® model is a non-judgmental tool used for discussion of people's behavioral differences. It provides a common language that people can use to better understand themselves and adapt their behaviors with others - within a work team, a sales relationship, a leadership position, or other relationships. [C=D]



5. Only the Herrmann Brain Dominance Instrument (HBDI) is a system to measure and describe thinking preferences in people. The HBDI profile smartly illustrates and explains the way an individual prefers to think, learn, communicate and make decisions. It is especially relevant and useful because as we interact in the world, different situations require different types of thinking. I believe this is most useful and actionable model because our thinking drives our behavior and communication. It illustrates the shift in thinking in favorable and unfavorable conditions which provides one with actionable insights on how to shift gears as needed on the highway of life.

[1 1 2 2]



Maureen O'Brien, CEO of GWLF is most of the most engaging, energetic, and insightful leaders I have had the privilege to work with in my career. I wish I had these HBDI insights much earlier in my career and would encourage everyone to engage in the HBDI program to gain this powerful tool of knowledge. As a coach, Maureen is transparent, relatable, and has as a gift for quickly connecting on a deep level with her clients. As a cancer survivor, Maureen has the best perspective on life, career, family, and fun! – Sharon Sifnotis
