

# Minding Your Business: Whole Brain Strategies for Entrepreneurs

*Literally change the way you interact* with everyone in your world by understanding and appreciating individual strengths using “whole brain thinking”. 30 years of research have shown that whole brain thinking enhances collaboration, productivity and performance of individuals and teams. Remarkable results are obtained by actively engaging this system for team-building, creative problem solving, decision-making, communication and other personal and/or organizational challenges.

*Whole brain thinking* is a process that identifies our strengths in the workplace – as opposed to focusing on overcoming our flaws. It is an intelligent, inclusive system that leads to employer and employee satisfaction along with greater productivity. However, the most immediate benefit is improved communication through understanding the value each team member is bringing to the table. This leads to a workplace culture of collaboration, respect and enthusiastic teamwork.

*Engaging our strengths* generates personal fulfillment and optimizes our chances of being more effective. When we feel smart, we enjoy our work. When we enjoy our work, we bring our very best to the workplace each and every day!

**For those who would like to:**

- Create or choose the most compatible business based on their personal strengths
- Build a team that really works
- Communicate effectively
- Create meaningful job descriptions
- Engage in effective, appropriate staff development
- Understand successful salesmanship
- Create a positive corporate climate
- Be productive, profitable and successful

*Minding Your Business* will give participants new strategies to increase their success as 21<sup>st</sup> Century entrepreneurs. Learn techniques that are immediately useful, practical and enlightening! Plus you’ll gain some delightful insights into yourself and those around you.

**What people say about 2020 Mindsight...**

*“Fantastic, dynamic presentation!” “Totally changed the way I look at marketing!” “Information I can use everywhere!” “Powerful!” “Why don’t they teach this in school?”*

**What people say about “Generations at Work”...**

*“I’ve attended several ‘generations’ workshops and yours is by far the best!”*  
Luc Bouchard, Alberta Health Services



**Energizing Teams,  
Engaging Individuals**



Alberta-based “Whole Brain Thinking” expert, Desiree Bauer, has a history of drawing together diverse teams to reach common goals. She was the President and CEO of the award-winning Blindman River Regional Development Agency, a grassroots movement that partnered five different municipalities and their citizens to generate several successful economic and community development initiatives. Subsequently the Economic Developers Association of Alberta nominated her “Economic Developer of the Year”.

Fueled by a desire to teach people how to discover their strengths, Desiree studied under Herrmann International (HBDI™)\*, one of North America’s foremost authorities on thinking style preferences and their impact on individual success, health and wellness. As a Certified Professional Development Facilitator, Desiree teaches her clients how to achieve personal and professional excellence by identifying and engaging their unique natural strengths.

In business since 2003, Desiree delivers business-based professional development presentations, on-site corporate training, conference workshops / sessions as well as the HBDI™ assessment.

*\*The Herrmann International method has its roots in work that began at General Electric and has been validated by more than 30 years of research, including a database of results from more than 2,000,000 assessments. The Herrmann International approach is taught at the Wharton School of Business and has been featured in books and leading publications including the Harvard Business Review.*

Desiree has served on numerous Central Alberta boards including the Blindman River Regional Development Agency (President and CEO), Rimbey Chamber of Commerce (President), the Leadership Centre of Central Alberta (Director), Alberta Women Entrepreneurs (AWE) (Director), Past Chair of the Red Deer Chamber of Commerce Ambassadors, Red Deer Chamber of Commerce (Director), Red Deer College Alumni Association (2nd Vice Chair) and was a National Member of the Canadian Association of Professional Speakers – Edmonton Chapter.

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