

The Whole Brain Business Book, Ned Herrmann

Reviews from Amazon.ca

Herrmann's Brain Dominance Instrument: A New Way of Thinking, Mar 5 2000

By Peggy A. Just (Los Angeles, California, USA)

Ned Herrmann's book, "The Whole Brain Business Book", deserves a five star rating. Herrmann has written an excellent book, I only wish I had read it seven years ago when I first ventured out in the world to start my own business. It is a must read for anyone who is planning on starting their own business, has a startup business, or has decision making responsibilities in an organization. The Whole Brain Business Book is very easy to read and is written in a very instructive manner. The author provides many examples from his research and he uses a number of diagrams that are very useful in determining a company's and/or one's personal management style, in addition to some insight as to how one thinks, makes decision and work together with other people. A number of exercises and step by step instructions are provided to assist readers in learning how to make decisions that incorporate all of the brain's functions. I found some very valuable information in this book that I will use to enhance my decision-making process. Herrmann has made me stop and re-evaluate some of the ways I approach a number of business issues.

This book is divided into five dynamic sections; each section is packed with methodologies, examples and exercises for utilizing Herrmann's concept. Herrmann provides some hard evidence to support his Herrmann Brain Dominance Instrument (HBDI) tool. HBDI is an assessment tool that is used to determine what drives the way one thinks and makes decisions. HBDI utilizes four quadrants (styles), Organizer, Personalizer or Visualizer, each quadrant represented by a letter A-D. Herrmann believes that we make decisions based on some combination of these four thinking styles and that cultivating these styles and utilizing the resulting energy is the key to productivity and creativity in business.

Herrmann presents some very interesting information about entrepreneurs, and how they rank based on his HBDI tool. He expands this discussion by pointing out the difference between an entrepreneur, one who works for him/herself and an intrapreneur, one who works for a company. Herrmann discusses risk taking and the importance in learning from failure. He pursues this further by describing the type of management that nurtures creativity and sets the stage for innovative thinking. Herrmann discusses characteristics of people who are on the outer realm, (he calls them Mavericks) and how and why they are so successful (he uses Tom Peters and David Letterman as examples). He touches on process reengineering, and how it is generally initiated based on cost savings versus change in work processes. In addition, he provides some interesting research data regarding CEO's and how they ranked a list of sixteen primary work elements. In the final chapter, Herrmann presents some helpful steps for becoming a Whole Brained Businessperson.

5.0 out of 5 stars A "must read" for any business person!, Jun 11 1997

By A Customer

Ned Herrmann's Whole Brain Business Book is one of the most useful business books to appear in a decade. Use of the whole brain model to align people's thinking style preferences with their work may be the single most powerful way businesses can increase productivity without increasing costs.

Mr. Herrmann's conversational style and "whole brain" teaching approach make the book highly readable. The book reviews the history of business in this country in terms of the kinds of thinking valued during each era. More importantly, it predicts the shift that must take place in business thinking in order to compete effectively in the growing global economy in decades to come. Effective team functioning and creative, strategic thinking are enormously important to business today. The Whole Brain Business Book tells how to maximize both.

The four quadrant model developed by Ned Herrmann is a powerful tool. The Whole Brain Business Book describes how to use it. Because the model was developed while Mr. Herrmann was working at GE, for use by business, and because it is physiologically based, it is more acceptable to many business people than many similar organizing constructs available today.

With this book Ned Herrmann provides individuals and companies with a tool to enhance understanding of themselves and others, take the emotional charge out of differences, and increase individual and team effectiveness. Unlike many business books whose ideas are good in the abstract, but difficult to make concrete, Mr. Herrmann provides simple graphics which make the ideas easy to remember and use. Examples include the Communication Walk-Around Exercise and the Whole Brain Delegation Walk Around Model.

Anyone working at any level in business should read The Whole Brain Business Book. Incidentally, it will improve your personal relationships as well. You will never look at yourself or others in quite the same way!

Sharon Eakes & Hal Williamson of Hope Unlimited, LLC

5.0 out of 5 stars Whole brain thinking at its best, Jul 1 1996

By A Customer

At the core of Ned Herrmann's most recent book lies his belief that the functioning of the human brain is driven by a four-quadrant interconnected set of mental processing modes. These four thinking styles, says Herrmann, originate in the brain's left and right cerebral hemispheres, and in the left and right half limbic systems, each resulting in significantly different and distinct behavioral characteristics in human beings. How this complex brain interaction determines thinking mode dominance and thinking style preferences, and how individuals and organizations can benefit from such understanding, are the main themes of this highly thought provoking and exceptionally relevant management book.

Herrmann's work is widely thought of by training and development specialists as superseding earlier "left brain/right brain" thinking models as well as having advanced new concepts of mind research and their applications in business settings. In fact, this is the first book exclusively dedicated to applying whole brain thinking to a wide range of business situations.

Thinking dominance by one of the four styles leads to the development of preferences, which in turn establish our interests, foster the development of competencies, and influence our career choices and ultimately the work that we do, contends Herrmann. Knowing whether you, your organization, or a particular job, is predominantly quadrant A, B, C, or D oriented, makes all the difference whether or not relationships have an opportunity to develop and flourish or to remain counter-productive and underutilized.

Mismatching people and assignments by not using whole brain thinking processes can be extremely costly, both in terms of individual psychological damage and in terms of negative organizational results, suggests Herrmann. Knowing your thinking preference is a good place to start understanding whole brain technology.

You can get an idea of whether you are an Analyser, Organizer, Personalizer, or Visualizer (Quadrants A, B, C, and D, respectively), by completing the Preference Indicator Exercise provided in the book. Better yet, you can complete the HBDI (Herrmann Brain Dominance Instrument) survey, which, when evaluated by trained specialists from the Ned Herrman Group, will result in your own HBDI Personal Profile. Call the NHG at 704-625-9153 for specific details.

This review was written by Bruno Lewandowski, Editor & Publisher of World Aero-Engine Review, a monthly jet propulsion newsletter