

## What is a Brain Profile?

Based on many years of research by Dr Kobus Neethling and others we now accept that our brain consists of two hemispheres, the left and the right brain. We also know that these hemispheres are metaphors for how the brain works. Our metaphorical "thinking brain" consists of four quarters (quadrants) and that we all have thinking preferences associated with one, two or more of the brain quadrants. Each of us has a brain profile which indicates our brain preferences. These profiles shed significant light on the reasons why we differ, why we react differently in the same situations, why our expectations of others and situations are not the same, why we raise our children differently, why we manage, teach and learn differently. The profile we use is called the NBI [Neethling Brain Instrument].

**To get your brain profiled, simply contact Wayne Morris [details on back page].**

You will be given instructions to complete the online assessment, which takes approximately 20 minutes.

You will then be emailed a detailed personalised report highlighting your thinking preferences.

It is important to remember that brain profiles are not right or wrong.

Understanding our thinking preferences simply gives us the skills to better approach life.

For more  
information:



New Zealand Agent for



[www.wholebraintinking.com.au](http://www.wholebraintinking.com.au)

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### CONTACT

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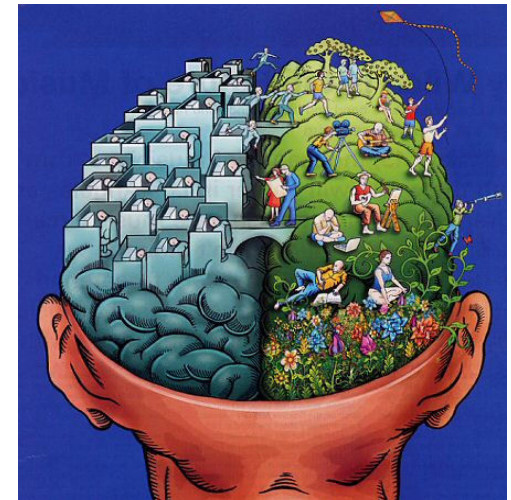
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USE YOUR  
WHOLE BRAIN..  
FOR A CHANGE!

CHANGE  
YOUR MIND..  
CHANGE  
YOUR LIFE!



Better relationships!  
Communicate more effectively!  
A better parent!  
More creative!  
A better leader!  
A better learner!  
Understand your **WHOLE** brain!

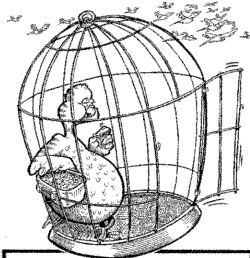
## What is Whole Brain Thinking?

Everyone has their own unique set of thinking preferences. This explains why others can think and act so differently to us in similar circumstances. Whole Brain Thinking helps us understand how others think, and gives us an insight into how to better manage relationships. Whether creating a high performing team, or communicating with a romantic partner, the brain profile offers insight into an individual's motivation, their approach to problem solving, and how they make decisions.

The Neethling Brain Instrument, known as the Brain Profile, identifies our thinking preferences and provides the means of understanding the different ways we prefer to think and therefore communicate with those around us. It measures the preferences an individual might have for performing certain tasks or mastering certain skills - it does not measure his/her abilities or skills.

Thinking preferences give an indication of how individuals:

- prefer to do business
- act toward other people
- communicate
- learn
- teach
- solve problems
- make decisions
- suit their chosen career or course selection



"If you deliberately plan on being less than you are capable of then I warn you that you'll be unhappy for the rest of your life." Abraham Maslow

## How can Brain Profiling help you?

There is hardly an area of our lives where understanding our thinking preferences does not have a role to play. We are what we think!

### Individuals:

What would a deeper level of understanding and insight do for you.....

... in your professional life	... in your personal life
create better relationships with customers	provide greater self awareness and self acceptance
enhance your leadership skills making you a better manager	build more fulfilling relationships
improve team communication and effectiveness leading to higher performance and improved morale	minimise conflict by better understanding the other's point of view
help you make the best career choice	enhance your social skills
Improve your coaching / teaching skills	be a smarter parent

## Organisations:

The goal of Whole Brain thinking is to help organisations re-discover their creativity, productivity and success by developing Whole Brain communication, leadership and sales through an understanding of individual and group Brain Profiles. A deeper level of understanding and insight will:

- Increase individual and team effectiveness and productivity
- Ensure more effective leadership and decision-making
- Enable more effective team selection and goal achievement
- Ensure coaching, mentoring and management styles match how individuals learn and develop
- Strengthen customer and client relationships
- Improve job matching and career choices
- Develop creative and innovative approaches to business or personal issues

Brain Profiling can help in ANY aspect of life and work:

Business . Education . Sport  
Career Choices . Relationships  
Parenting . Life Coaching  
Health and Lifestyle