

Whole Brain Thinking

Many high performing leaders/managers leverage what they learn through whole-brain thinking to gain an edge in the professional environment. Whole-brain thinking also allows for leaders/managers to take an approach best suited for their organisation when things become uncertain or volatile—helping to create a dynamic approach to management that enables you to tackle any challenges that come your way.

We usually refer to one side of our brain when discussing various traits or expressions. The left side is associated with logical thinking, mathematics and linear thinking while the right is associated with visualisation, imagination and holistic thinking. Despite this, we know that the brain is a sum of its parts. It takes the whole system to function correctly. With time, research into the right/left brain was challenged and adapted as the whole brain.

Whole Brain Thinking is a thinking theory that was conceptualised in 1976 by Ned Herrmann during his research into the brain. They discovered that the brain has *“four distinct and specialised structures”*.

These structures can be segmented as follows:

Blue/A Analytical, Quantitative & Logical

Those with analytical preferences love facts, numbers and figures. This group likes to learn in a structured, step by step laid out process. You may also find you are more analytical if you love setting goals for yourself and following specific objectives. When delivering information, charts, data & figures, images and research influenced goals are favoured.

Green/B Practical, Detailed & Organised

Those with a practical/organised preference are detailed in their approach, taking extra time to plan their processes. Following instructions, steps and procedures helps them work more effectively. Valuable feedback also goes a long way in assisting them to become more efficient. They will often prefer to know future steps so they can plan ahead.

Red/C Relational, Emotional & Kinesthetic

More commonly referred to as people persons. They often have higher emotional intelligence and are empathetic towards others. They prefer to work as a team and bounce ideas off one another. Storytelling, personal experiences and reimagining are effective ways to learn.

Yellow/D Experimental, Holistic & Intuitive

Those with an experimental preference excel at thought exercises. They are often the ones coming up with new ideas and planning out their approach with mind maps, collages, illustrations and other visual muses. They can grasp ideas and learn more effectively when the approach tailors to their creative nature.