

HBDI

Herrmann Brain Dominance Instrument

Thinking Styles Assessment

This 120-question survey form results in a profile of your preferred thinking styles. By understanding your thinking style preferences you can achieve greater appreciation for how you learn, make decisions, solve problems, and communicate, and why you do these things—and others—the way you do. The survey measures preferences rather than skills. It is not a test; there are no wrong answers. You will gain the greatest understanding by answering the questions frankly and sincerely.

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The Ned Herrmann Group

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Use of this form is subject to your agreement with the following conditions: (i) The instrument must be used in its entirety; no portion may be extracted and used separately. (ii) No change or alteration of the instrument in any way is permitted; to preserve the integrity of the instrument and its scoring methodology, the instrument must be used exactly as it is produced here. (iii) Any use of the instrument must contain the notice of copyright held by The Ned Herrmann Group. (iv) The title - Herrmann Brain Dominance Instrument - is an integral part of the instrument, and must always appear on the document.

INSTRUCTIONS

A profile of your mental preferences will be determined by your responses to the following 120 questions. Answer each question by writing in the appropriate words or numbers, or checking the boxes provided. **This is not a test**, and there are no right or wrong answers. You are only indicating your preferences. Please respond to questions as authentically as possible, keeping in mind your **total self, at work and at home**. When you have completed the survey form, confirm that you have answered every question. Then complete the name and address information on the back of the form, and send or fax pages 2 through 5 to the Ned Herrmann Group at the address on the cover.

Refer to the glossary of terms for clarification of the terms used. Save the glossary page for reference when you receive your profile results.

GLOSSARY OF TERMS

- analytic** • Breaking up things or ideas into parts and examining them to see how they fit together.
- artistic** • Taking enjoyment from or skillful in painting, drawing, music, or sculpture. Able to coordinate color, design, and texture for pleasing effects.
- conceptual** • Able to conceive thoughts and ideas; to generalize abstract ideas from specific instances.
- controlled** • Restrained, holding back, in charge of one's emotions.
- conservative** • Tending toward maintaining traditional and proven views, conditions, and institutions.
- creative** • Having unusual ideas and innovative thoughts. Able to put things together in new and imaginative ways.
- critical** • Exercising or involving careful judgement or evaluation, e.g., judging the feasibility of an idea or product.
- detailed** • Paying attention to the small items or parts of an idea or project.
- dominant** • Ruling or controlling; having strong impact on others.
- emotional** • Having feelings that are easily stirred; displaying those feelings.
- empathetic** • Able to understand how another person feels, and able to communicate that feeling.
- extrovert** • More interested in people and things outside of self than internal thoughts and feelings. Quickly and easily exposes thoughts, reactions, feelings, etc. to others.
- financial** • Competent in monitoring and handling of quantitative issues related to costs, budgets, and investments.
- holistic** • Able to perceive and understand the "big picture" without dwelling on individual elements of an idea, concepts, or situation. Can see the forest as contrasted with the trees.
- imaginative** • Able to form mental images of things not immediately available to the senses or never wholly perceived in reality; able to confront and deal with a problem in a new way.
- implementation** • Able to carry out an activity and ensure fulfillment by concrete measures and results.
- innovating** • Able to introduce new or novel ideas, methods, or devices.
- integration** • The ability to combine pieces, parts and elements of ideas, concepts and situations into a unified whole.
- intellectual** • Having superior reasoning powers; able to acquire and retain knowledge.
- interpersonal** • Easily able to develop and maintain meaningful and pleasant relationships with many different kinds of people.
- introvert** • Directed more toward inward reflection and understanding than toward people and things outside of self. Slow to expose reactions, feelings, and thoughts to others.
- intuitive** • Knowing something without thinking it out - having instant understanding without need for facts or proof.
- logical** • Able to reason deductively from what has gone before.
- mathematical** • Perceiving and understanding numbers and being able to manipulate them to a desired end.
- metaphorical** • Able to understand and make use of visual and verbal figures of speech to suggest a likeness or an analogy in place of literal descriptions, e.g., "heart of gold."
- musical** • Having an interest in or talent for music and/or dance.
- organized** • Able to arrange people, concepts, objects, elements, etc. into coherent relationships with each other.
- planning** • Formulating methods or means to achieve a desired end in advance of taking actions to implement.
- problem solving** • Able to find solutions to difficult problems by reasoning.
- quantitative** • Oriented toward numerical relationships; inclined to know or seek exact measures.
- rational** • Making choices on the basis of reason as opposed to emotion.
- reader** • One who reads often and enjoys it.
- rigorous thinking** • Having a thorough, detailed approach to problem-solving.
- sequential** • Dealing with things and ideas one after another or in order.
- simultaneous** • Able to process more than one type of mental input at a time, e.g. visual, verbal, and musical; able to attend to more than one activity at a time.
- spatial** • Able to perceive, understand and manipulate the relative positions of objects in space.
- spiritual** • Having to do with spirit or soul as apart from the body or material things.
- symbolic** • Able to use and understand objects, marks, and signs as representative of facts and ideas.
- synthesizer** • One who unites separate ideas, elements, or concepts into something new.
- technical** • Able to understand and apply engineering and scientific knowledge.
- teaching/training** • Able to explain ideas and procedures in a way that people can understand and apply them.
- verbal** • Having good speaking skills; clear and effective with words.
- writer** • One who communicates clearly with the written word and enjoys it.

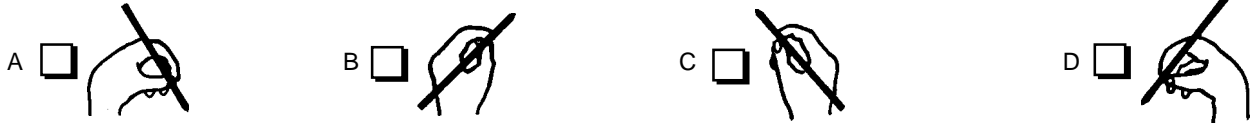
BIOGRAPHICAL INFORMATION

Please complete **every** question according to the directions given. Each response, including your answers to questions 2, 3 and 4, provide important data. When directions are not followed or data is incomplete we are unable to process your survey, and must return it to you.

1. Name _____ 2. Sex: M F
3. Educational focus or major _____
4. Occupation or job title _____
Describe your work (please be as specific as possible) _____

HANDEDNESS

5. Which picture most closely resembles the way you hold a pencil?



6. What is the strength and direction of your handedness?

- A Primary left B Primary left, some right C Both hands equal D Primary right, some left E Primary right

SCHOOL SUBJECTS

Think back to your performance in the elementary and/or secondary school subjects identified below. Rank order all three subjects on the basis of how well you did: **1** = best; **2** = second best; **3** = third best.

7. _____ Math 8. _____ Foreign language 9. _____ Native language or mother tongue

Please check that no number is duplicated: The numbers **1, 2, and 3 must be used once** and **only once**. Correct if necessary.

WORK ELEMENTS

Rate each of the work elements below according to your strength in that activity, using the following scale: **5** = work I do best; **4** = work I do well; **3** = neutral; **2** = work I do less well; **1** = work I do least well. Enter the appropriate number next to each element. **Do not use any number more than four times.**

- | | | |
|----------------------------|---------------------------------|-----------------------------|
| 10. _____ Analytical | 16. _____ Technical Aspects | 21. _____ Innovating |
| 11. _____ Administrative | 17. _____ Implementation | 22. _____ Teaching/Training |
| 12. _____ Conceptualizing | 18. _____ Planning | 23. _____ Organization |
| 13. _____ Expressing Ideas | 19. _____ Interpersonal Aspects | 24. _____ Creative Aspects |
| 14. _____ Integration | 20. _____ Problem Solving | 25. _____ Financial Aspects |
| 15. _____ Writing | | |

Please tally: Number of **5's** _____, **4's** _____, **3's** _____, **2's** _____, **1's** _____. If there are more than **four** for any category, please redistribute.

KEY DESCRIPTORS

Select **eight adjectives** which best describe the way you see yourself. Enter a **2** next to each of your **eight** selections. Then change one **2** to a **3** for the adjective which **best** describes you.

- | | | |
|------------------------|------------------------|------------------------|
| 26. _____ Logical | 35. _____ Emotional | 43. _____ Symbolic |
| 27. _____ Creative | 36. _____ Spatial | 44. _____ Dominant |
| 28. _____ Musical | 37. _____ Critical | 45. _____ Holistic |
| 29. _____ Sequential | 38. _____ Artistic | 46. _____ Intuitive |
| 30. _____ Synthesizer | 39. _____ Spiritual | 47. _____ Quantitative |
| 31. _____ Verbal | 40. _____ Rational | 48. _____ Reader |
| 32. _____ Conservative | 41. _____ Controlled | 49. _____ Simultaneous |
| 33. _____ Analytical | 42. _____ Mathematical | 50. _____ Factual |
| 34. _____ Detailed | | |

Please count: seven 2's and one 3? Correct if necessary.

HOBBIES

Indicate a **maximum of six** hobbies you are actively engaged in. Enter a **3** next to your major hobby, a **2** next to each primary hobby, and a **1** next to each secondary hobby. Enter only **one 3**.

- | | | |
|----------------------------|-----------------------------|----------------------------|
| 51. _____ Arts/Crafts | 59. _____ Gardening/Plants | 67. _____ Sewing |
| 52. _____ Boating | 60. _____ Golf | 68. _____ Spectator Sports |
| 53. _____ Camping/Hiking | 61. _____ Home Improvements | 69. _____ Swimming/Diving |
| 54. _____ Cards | 62. _____ Music Listening | 70. _____ Tennis |
| 55. _____ Collecting | 63. _____ Music Playing | 71. _____ Travel |
| 56. _____ Cooking | 64. _____ Photography | 72. _____ Woodworking |
| 57. _____ Creative Writing | 65. _____ Reading | _____ Other _____ |
| 58. _____ Fishing | 66. _____ Sailing | _____ |

Please review: Only one **3** and **no more than six hobbies**. Correct if necessary.

ENERGY LEVEL

73. Thinking about your energy level or “drive,” select the one that best represents you. Check box **A**, **B**, or **C**.

- a. Day person b. Day/night person equally c. Night person

MOTION SICKNESS

74. Have you ever experienced motion sickness (nausea, vomiting) in response to vehicular motion (while in a car, boat, plane, bus, train, amusement ride)? Check box **A**, **B**, **C**, or **D** to indicate the number of times.

- a. None b. 1-2 c. 3-10 d. More than 10

75. Can you read while traveling in a car without stomach awareness, nausea, or vomiting?

- a. Yes b. No

ADJECTIVE PAIRS

For **each paired item** below, check the word or phrase which is more descriptive of yourself. Check box **A** or **B** for **each** pair, even if the choice is a difficult one. **Do not omit any pairs**.

- | | |
|--|--|
| 76. Conservative <input type="checkbox"/> / <input type="checkbox"/> Empathetic | 88. Imaginative <input type="checkbox"/> / <input type="checkbox"/> Sequential |
| 77. Analyst <input type="checkbox"/> / <input type="checkbox"/> Synthesizer | 89. Original <input type="checkbox"/> / <input type="checkbox"/> Reliable |
| 78. Quantitative <input type="checkbox"/> / <input type="checkbox"/> Musical | 90. Creative <input type="checkbox"/> / <input type="checkbox"/> Logical |
| 79. ... Problem-solver <input type="checkbox"/> / <input type="checkbox"/> Planner | 91. Controlled <input type="checkbox"/> / <input type="checkbox"/> Emotional |
| 80. Controlled <input type="checkbox"/> / <input type="checkbox"/> Creative | 92. Musical <input type="checkbox"/> / <input type="checkbox"/> Detailed |
| 81. Original <input type="checkbox"/> / <input type="checkbox"/> Emotional | 93. Simultaneous <input type="checkbox"/> / <input type="checkbox"/> Empathetic |
| 82. Feeling <input type="checkbox"/> / <input type="checkbox"/> Thinking | 94. Communicator <input type="checkbox"/> / <input type="checkbox"/> Conceptualizer |
| 83. Interpersonal <input type="checkbox"/> / <input type="checkbox"/> Organizer | 95. Technical Things <input type="checkbox"/> / <input type="checkbox"/> People-oriented |
| 84. Spiritual <input type="checkbox"/> / <input type="checkbox"/> Creative | 96. Well-organized <input type="checkbox"/> / <input type="checkbox"/> Logical |
| 85. Detailed <input type="checkbox"/> / <input type="checkbox"/> Holistic | 97. Rigorous Thinking <input type="checkbox"/> / <input type="checkbox"/> Metaphorical Thinking |
| 86. ... Originate Ideas <input type="checkbox"/> / <input type="checkbox"/> Test and Prove Ideas | 98. . Like Things Planned <input type="checkbox"/> / <input type="checkbox"/> Like Things Mathematical |
| 87. ... Warm, Friendly <input type="checkbox"/> / <input type="checkbox"/> Analytical | 99. Technical <input type="checkbox"/> / <input type="checkbox"/> Dominant |

Please review: Did you mark one and only one of each pair? Correct if necessary.

INTROVERSION/EXTROVERSION

100. Check one box to place yourself on this scale from introvert to extrovert:

Introvert extrovert

TWENTY QUESTIONS

Respond to each statement by checking the box in the appropriate column.

| | strongly agree | agree | in between | disagree | strongly disagree |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| | ▼ | ▼ | ▼ | ▼ | ▼ |
| 101. I feel that a step-by-step method is best for solving problems. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 102. Daydreaming has provided the impetus for the solution of many of my more important problems. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 103. I like people who are most sure of their conclusions. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 104. I would rather be known as a reliable than an imaginative person. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 105. I often get my best ideas when doing nothing in particular. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 106. I rely on hunches and the feeling of "rightness" or "wrongness" when moving toward the solution to a problem. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 107. I sometimes get a kick out of breaking the rules and doing things I'm not supposed to do. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 108. Much of what is most important in life cannot be expressed in words. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 109. I'm basically more competitive with others than self-competitive. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 110. I would enjoy spending an entire day "alone with my thoughts." | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 111. I dislike things being uncertain and unpredictable. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 112. I prefer to work with others in a team effort rather than solo. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 113. It is important for me to have a place for everything and everything in its place. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 114. Unusual ideas and daring concepts interest and intrigue me. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 115. I prefer specific instructions to those which leave many details optional. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 116. Know-why is more important than know-how. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 117. Thorough planning and organization of time are mandatory for solving difficult problems. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 118. I can frequently anticipate the solutions to my problems. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 119. I tend to rely more on my first impressions and feelings when making judgments than on a careful analysis of the situation. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 120. I feel that laws should be strictly enforced. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Please review to make sure you have answered all 120 questions.

FROM

You must provide an address and indicate the method of payment in order to receive your HBDI results. Please print.

Name _____ Date _____

Company _____

Division _____

Company address _____

Daytime phone (____) _____ Evening phone (____) _____ Fax (____) _____

Home address _____

E-mail address _____

Note: There is a fee for processing this survey form.

Payment method (if specific arrangements have not been made, please provide credit card info):

credit card type: _____ (#) _____ Exp. Date _____

Other payment has been prearranged. Event date _____ Payment code _____

CONFIDENTIAL RESEARCH

The following questions are not used in scoring the HBDI. However, the answers to these questions are valuable in our continuing brain dominance research. Skip any question you wish, but please answer as many as you feel you can.

Indicate the birth order of your brothers, sisters, and self by checking the appropriate symbols. Then circle the symbol representing yourself.

| | | | | | | | | | | | | | |
|---------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|---------------|
| MALE | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | MALE |
| | Oldest | 2nd | 3rd | 4th | 5th | 6th | 7th | 8th | 9th | 10th | 11th | 12th | |
| FEMALE | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | FEMALE |

Date of birth _____ Years in current occupation _____

Nationality _____ Native language _____

Ethnicity: American Indian Black Caucasian Hispanic Asian Other: _____

How many children do you have? _____ age of oldest _____ age of youngest _____

Couple status: married separated divorced living together widow/widower single

To what extent were you formally educated for the field you are now working in?

not at all somewhat to a great degree fully

How do you see yourself? Please distribute 100 points between these four descriptions:

Rational _____ Organized _____ Interpersonal _____ Imaginative: _____

Please check the best descriptor indicating your mood or the way you felt at the time you were completing this survey:

happy enthusiastic interested OK relaxed indifferent distracted tired unhappy