

INNOVATE. ADAPT. PERFORM. THINK!



HERRMANN
INTERNATIONAL



BETTER THINKING. BETTER RESULTS.

WHERE DO COMPANIES LIKE THIS...

- 
- IBM ■
 - NOVARTIS ■
 - THE LIMITED BRANDS ■
 - MTV ■
 - BANK OF AMERICA ■
 - BMW ■
 - MICROSOFT ■
 - THE WHARTON SCHOOL OF BUSINESS ■
 - WEYERHAEUSER ■
 - THE U.S. NAVY ■
 - PROCTER & GAMBLE ■
 - SHELL OIL ■

...TURN FOR RESULTS LIKE THIS?

STRATEGIC CHANGE:

- Created a new market position for an existing company and restructured the company to deliver in the new market
- Re-aligned IT to deliver on aggressive new sales and production goals

FINANCIAL RETURNS:

- Increased revenue by \$100 million
- Freed \$500 million previously buried in departmental line items

PROCESS IMPROVEMENT:

- Accelerated product development time
- Improved company-wide safety record

PRODUCTIVITY AND PERSONNEL GAINS:

- Lowered attrition by 50%
- Cut the time to “job mastery” for senior sales staff from 24 to 7 months

ENHANCED CUSTOMER SERVICE:

- Reduced tech support call times by 39%
- Achieved #1 in industry, nationwide in customer satisfaction



RETURN ON INTELLIGENCE™

Successful companies have the ability to put all aspects of intelligence – from raw creativity to technical expertise and managerial discipline – to work for them.

Herrmann International delivers that ability – and the performance improvements that go with it.

We start with the differences in how people think. Then we give them tools to make the most of their own natural preferences – and to be able to step outside them when the situation requires.

And we do it with an approach designed specifically to deliver business results.

More than one million people have completed the Herrmann Brain Dominance Instrument™ (HBDI), the assessment tool at the core of our work.

Whole Brain Thinking has given our Field Technology Solutions Professional Managers a critical new method for improving business planning, strengthening their teams and boosting efficiency.

Jerry Smith
Field Sales Manager
Microsoft

BETTER

HERRMANN INTERNATIONAL.

IMPROVED PERFORMANCE AT EVERY LEVEL OF YOUR COMPANY

Clients count on Herrmann International to:

- **Transform strategic thinking**, develop leadership, and effect change management
- **Boost functional performance** in sales, customer service, research & development, or marketing
- **Strengthen teams** and their ability to solve problems, create new processes, and manage projects
- **Improve individual results** and effectiveness

Herrmann International offers a new way to harness the combined analytic, organizational, human, and creative skills it takes to succeed today.

It's an approach based on a sophisticated understanding of how people think and communicate, backed by years of practical experience in organizations large and small.

We call it Whole Brain Thinking.

Our clients call it a whole new way to do business.



THINKING.

HERRMANN INTERNATIONAL.



FROM THE EXECUTIVE TEAM TO THE SALES FORCE

Whether you're facing major organizational change or need to address a particular problem in a single division, turn to Herrmann International.

- **Consulting services** give executive and management teams rapid insight into their organization and proven methods for developing strategy, responding to change, or transforming culture.
- **Learning programs**, Intro to WBT (Whole Brain Thinking) e-Learning and BOT (Business of Thinking) instructor led workshops drive operational team and functional unit results more efficiently and effectively. These programs can be used separately or blended to address specific disciplines and solve business challenges across the organization.
- **Publications and products** give you the tools to reinforce what people have learned and to build on our work, long after our engagement is over.

*Learn why so many of the world's leading companies count on Herrmann International. **Call us today.***

Winner of the 2004 Business of the Year Award
from ISA – The Association of Learning Providers

BETTER

GROUNDING IN RESEARCH. PROVEN IN THE REAL WORLD.

The Herrmann International methods have their roots in work that began at General Electric, and they've been validated by more than 25 years of research, including a database of results from more than 1,000,000 surveys. 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.

Just as important, we've proven our work in the field, among clients large and small – from Fortune 500® companies to leading academic institutions – in the U.S., Asia, Europe, and Latin America.



We use HI methods worldwide to strengthen our leadership communications and improve the effectiveness of new managers. The Whole Brain approach also played an integral role in our recent successful efforts to increase sales and improve customer satisfaction with our sales force.

Larry W. Green
Vice President
Global Marketing & Sales Learning
Novartis Pharmaceuticals Corporation

RESULTS.

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