Herrmann's **Brain Dominance Model**

In his brain dominance model. Herrmann identifies four different modes of thinking:

Analytical thinking

Key words: Auditive, logical, factual, critical, technical and quantitative.

Preferred activities: collecting data, analysis, understanding how things work, judging ideas based on facts, criteria and logical reasoning.

Sequential thinking

Key words: safekeeping, structured, organized, complexity or detailed, planned.

Preferred activities: following directions, detail oriented work, step-by-step problem solving, organization and implementation.

Interpersonal thinking

Key words: Kinesthetic, emotional, spiritual, sensory,

Preferred activities: listening to and expressing ideas, looking for personal meaning, sensory input, and group interaction.

Imaginative thinking

Key words: Visual, holistic, intuitive, innovative, and conceptual.

Preferred activities: Looking at the big picture, taking initiative, challenging assumptions, visuals, metaphoric thinking, creative problem solving, long term thinking.

Source: Wikipedia

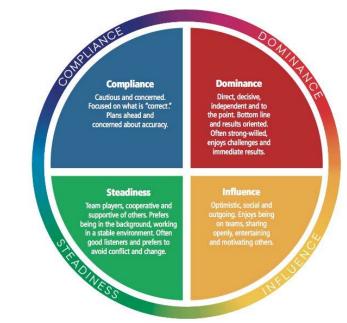
DISC Personality Types

D = Dominant (Active DISC Style, Task-Oriented)

I = Influential (Active DISC Style, People-Oriented)

S = Steady (Passive DISC Style, People-Oriented)

C = Conscientious (Passive DISC Style, Task-Oriented)



Source: Wikipedia

Kolb's Learning Styles

- Concrete Experience (a new experience of situation is encountered, or a reinterpretation of existing experience).
- Reflective Observation (of the new experience. Of particular importance are any inconsistencies between experience and understanding).
- Abstract Conceptualization (Reflection gives rise to a new idea, or a modification of an existing abstract concept).
- Active Experimentation (the learner applies them to the world around them to see what results).



4MAT Learning Styles

Type Four: Feelers/Doers

- · Seek hidden possibilities
- . Need to know what can be done with things
- · Learn by trial-and-error, self-discovery · Enrich reality
- · Adaptable to change and relish it
- · Enjoy variety and excel in being flexible
- · Enjoy taking risks
- Often reach accurate conclusions

Strength: action, carrying out plans Goal: making things happen

Favorite Question: What if?

Type One: Feelers/Watchers

- · Seek meaning
- · Need to be personally involved
- · Learn by listening and sharing ideas
- · Absorb reality
- · Interested in people and culture
- · Function through social interaction

Strength: innovating and imagination bringing unity to diversity

Favorite Question: Why?

Type Three: Thinkers/Doers

- · Seek usability
- . Need to know how things work
- · Learn by testing theories using practical methods
- · Edit reality
- . Use factual data to build concepts
- · Enjoy hands-on experience
- · Problem solving · Need "real-life" correlation

Strength: practical application of ideas Goals: bringing their view of the present into line with the future

Favorite Question: How?

Type Two: Thinkers/Watchers

- · Seek and examine the facts
- · Need to know what the experts think
- Form reality
- · Interested in ideas and concepts
- · Critique information, collect data
- · Thorough and industrious
- · Enjoy the traditional classroom
- · Function by adapting to experts

Strength: creating concepts and models Goals: self-satisfaction and intellectual recognition

Favorite Question: What?

Source: https://www.simplypsychology.org/learning-kolb.html

Source: http://coachfederation.org/blog/index.php/1763/