**Herrmann’s Brain Dominance Model**

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

1. **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.

2. **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.

3. **Interpersonal thinking**
   - **Key words:** Kinesthetic, emotional, spiritual, sensory, feeling.
   - **Preferred activities:** listening to and expressing ideas, looking for personal meaning, sensory input, and group interaction.

4. **Imaginative thinking**
   - **Key words:** Visual, holistic, intuitive, innovative, and conceptual.
   - **Preferred activities:** Looking at the big picture, taking initiative, challenging assumptions, visuals, metaphor thinking, creative problem solving, long term thinking.

**Source:** Wikipedia

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**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

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**Kolb’s Learning Styles**

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

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

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**4MAT Learning Styles**

**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
- Like people

**Strengths:** innovating and imagination

**Goals:** Self-involvement in important issues, bringing unity to diversity

**Favorite Question:** Why?

**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

**Strengths:** creating concepts and models

**Goals:** Self-satisfaction and intellectual recognition

**Favorite Question:** What?

**Type Three: Feelers/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

**Strengths:** practical application of ideas

**Goals:** bringing their view of the present into line with the future

**Favorite Question:** How?

**Type Four: Thinkers/Doers**
- Seek validity
- 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

**Strengths:** practical application of ideas

**Goals:** bringing their view of the present into line with the future

**Favorite Question:** How?

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