

Unlock your strategic thinking with this simple 'brain hack'

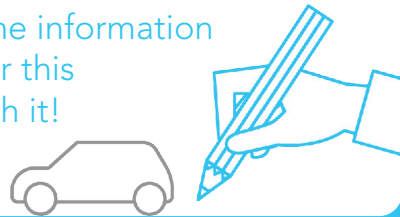


The success of any good strategy depends on the quality of the thinking that shapes it. When leaders understand their thinking, they can see their thinking preferences and patterns and how this affects the collective thinking. The HBDI® (Herrmann Brain Dominance Instrument) creates a platform for leaders, as individuals and as a team, to understand each other better. Whole Brain® Thinking is a framework that can help teams to define an effective strategy - one that leverages all thinking preferences and creates a clear direction for better business results.

Here is a great Whole Brain® Walk-Around exercise for individual, team and organisational application to ignite strategic thinking.

1 Use the metaphor of a vehicle

Draw a vehicle (car, train, truck, plane etc.) that illustrates your company as you see it today. Include the information using only visuals. You don't need any skill for this (lines and stick figures are fine). Have fun with it! It doesn't have to be realistic.



2 Sketch the environment

What does the route look like, is it blocked, bumpy, a dead-end?
Is the road ahead long?
What does the terrain look like?



4 Compare

Now compare the two. What is different? What can you learn about what might need to happen to get you to your desired future state?



3 Now draw another vehicle

But this time it should represent your ideal company in 5 year's time. Be creative here - it doesn't even have to be the same type of vehicle.

