



Ignite your passion

“The Neethling Brain Instruments (NBI®) is a revolutionary battery of instruments that strives to develop whole-brain thinking in individuals. These assessment tools will help you develop strategies to sustain creativity and positive thinking in your personal and professional life. You will also be able to identify the essence of your problems and apply creative solutions immediately.

How was the NBI® developed?

The NBI® was developed after almost 30 years of extensive international research on left and right-brain functions. The instruments were developed by Kobus Neethling, under the research guidance of Professor Paul Torrance of the University of Georgia.

Initially developed for adults, the NBI® has been expanded to include a number of other whole-brain instruments that are tailored to children, young adults, sportspeople and businesspeople. On-going research at a number of universities and institutes remains an integral part of the NBI® and whole-brain science in general.

Better relationships, increased confidence through participation, and improved decision making skills are a few of the benefits gained by understanding our thinking profiles. Making positive career choices, or identifying the right course of study, can allow an individual to enjoy a productive and fulfilling life.

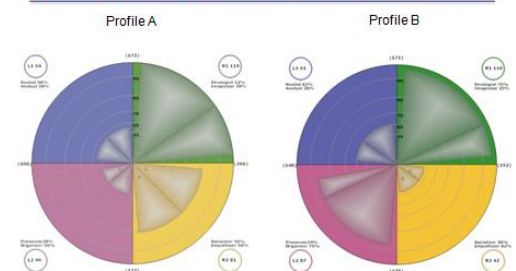
What will the NBI® tell me?

- The NBI® gives an indication of how you communicate.
- Act towards other people or in certain situations, understand yourself and other better.
- Do business
- Learn
- Teach
- Would manage in a certain career
- Solve problems
- Make decisions.

The NBI® enables you to:

- Develop effective teams
- Resolve conflicts in your personal and professional life
- Receive the best guidance in choosing a new career
- Improve the level of creativity and leadership in your business
- Select the best-suited employees for new positions
- Retain valuable employees
- Choose the best course of study
- Develop the whole-brain mental edge in your sport.

What Might their Collaboration Be Like?



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How does the NBI® work?

The NBI® is a 30-question diagnostic survey that indicates your personal thinking preferences. Your thinking preferences influence the way you communicate, make decisions, solve problems and manage those around you. Understanding your thinking preferences can give you a new perspective on yourself and those you interact with every day.

Every response that participants choose is current, relevant and topical. They are making a choice around their thinking preferences AS THEY ARE TODAY!

For over a century, researchers have focused on gaining deeper insight into the functioning of the four-quadrant brain. Although the concept ‘whole-brain thinking’ is in itself a major innovation with diverse applications, it is only the tip of the iceberg.

With the four quadrants as the basis, we are proud to introduce the 8 Dimensions Instrument, which identifies two dimensions within each of the four quadrants. The 8 dimensions are a revolutionary aspect of the NBI® as they provide greater insight into elements within each of the four quadrants. This allows for a more thorough interpretation of an individual's thinking preferences.

What will I get once I complete the survey?

After completing the survey, you will receive the following:

- A full-colour profile of your personal thinking preferences.
- An in-depth description of your profile and scores.
- An interpretation of the implications that your results have on your life in both a personal and professional sense.

Trainers, consultants, human resources professionals, executive coaches, psychologists, businesspeople, students and parents from all walks of life use the NBI® products and services to take the guesswork out of personal and professional growth.

Available NBI™ Instruments

<p>BUSINESS INSTRUMENTS</p> <ul style="list-style-type: none"> • NBI™ Adult Instrument • NBI™ Leadership Instrument • NBI™ Skills Instrument • NBI™ Job Instrument • NBI™ Learning Instrument • NBI™ Creativity Instrument • Organisational wellness • 360 	<p>OTHER</p> <ul style="list-style-type: none"> • NBI™ Personal Negativity Instrument • Organisational Wellness Instrument • Organisational Negativity Instrument • Relationship Instruments • NBI™ Parenting Instrument • NBI™ Relationship Instrument
<p>EDUCATIONAL INSTRUMENTS</p> <ul style="list-style-type: none"> • NBI™ Teacher/Trainer Instrument • NBI™ Senior Student Instrument - College/University 17+ • NBI™ Junior Student Instrument - 9- 17 years • NBI™ Young Child Instrument 	<p>SPORTS INSTRUMENTS</p> <ul style="list-style-type: none"> • NBI™ Rugby Instrument • NBI™ Rugby Referee Instrument • NBI™ Rugby Instrument • NBI™ Soccer Instrument • NBI™ Golf Instrument • NBI™ Tennis Instrument • NBI™ Cricket Instrument • NBI™ Netball Instrument

ENTREPRENEURS

Understanding how the brain works can help you and your team turns negativity to optimism and boost your competitive edge.

Are you a realist, or a dreamer? Do you organise, or do you prefer to socialise? Dr Kobus Neethling, president of the SA Creativity Foundation and developer of Neethling Brain Instruments, says the ability to understand how you think is a critical skill for the entrepreneur.

“It has long been acknowledged that each hemisphere of the brain has its own specialist functions,” says Neethling. “Most of us prefer the functions and processes of one of the two hemispheres to the other. The key is to understand how you and your team think so that you are aware of how you communicate, how you act towards other people, how you learn, teach and solve problems, and how you do business.

The Eight Dimensions

The left and right brain processes can be divided into two definitive categories, effectively separating the brain into four quadrants, two on the left (L1 and L2), and two on the right (R1 and R2), each of which is further divided in two. The two dimensions identified within the L1 quadrant are the Realist (who prefers clarity of thinking, exactness and thoroughness) and the Analyst (who wants to discover the essence of things and dig deeper).

In the L2 quadrant, there is the Stalwart (who prefers traditional approaches and appreciates rules and regulations) and the Organiser (who prefers to plan, to sort out and classify).

In the R2 quadrant there is the Socialiser/Networker (who likes to network and meet people) and the Empathiser (who likes to assist and reach out to others). Lastly, in the R1 quadrant we find the Strategist (who predicts and strategises) and the Fantasiser/Imagineer (who thinks in pictures and imagines impossible ideas). "If you're selling a car to an L2, you'll focus on proven methods, practises and values," says Neethling. "An L2 will buy the car and read the manual from cover-to-cover, whereas an R1 will own the car for five years without ever taking the manual out of its cellophane wrapping."

Whole Brain Thinking

What is the significance of whole brain thinking in business? "Quite simply, organisations which are able to put all eight dimensions of the brain into action – what we call whole brain strategising – can optimise organisational performance," says Neethling.

Successful entrepreneurs are often found in the R1 quadrant. "They start off in the imagineering dimension, playing loosely with ideas. From there, they begin to strategise and think about tomorrow, which is when planning becomes important. Next, they enter the dimension of the realist or analyst, putting their plans onto action and then ensuring that they monitor and assess results. That done, the truly innovative entrepreneur will start to dream up new ideas, and so the cycle continues."

Choose Positivity

Neethling notes that many highly creative people become extremely frustrated because they are unable to turn their ideas into reality. However, this is not an irredeemable situation. People can be trained to turn their ideas into reality through a profound process of change.

"One of the greatest stumbling blocks for the entrepreneur is negativity," says Neethling. "It's a subtle disease that sends the brain into problem-mode thinking. Others around you realise it and are influenced by it, to the disadvantage of everyone and the business. And when times are hard, people are even more likely to express negativity – every day we are told how bad the economy is, and eventually that becomes part of our belief system."

Neethling and his team have developed a 29-day habit-changing programme that helps people to overcome unconstructive, pessimistic behaviour. "It takes three to four weeks to redesign your thinking processes and get rid of bad habits – whether it's smoking, eating the wrong food, or thinking negatively. If you stick with the programme for 29 days, the old habit dies and you develop a new one that comes to you spontaneously and without effort."

Write it Down

Neethling recommends keeping a negativity diary. "R2 dominant people, who are sensitive and passionate, tend to give up because of bad self-talk. L2s, on the other hand, find it more difficult than others to change established routines because they are so much more disciplined and organised." He suggests writing down what the result is of your particular bad habit, and then noting the alternative.

If you list five negatives (I cannot do this task because ...), be sure to list five positives (I can do this because I am ...).

“Over time, the negative thoughts begin to recede into the background as you train yourself to focus on what you are capable of achieving. We have done this exercise with groups of up to 600 people and seen the evidence as positivity translates into energy, creativity – and increased sales.”

The Eight Dimensions of the Brain

L1 – Realist	L1 – Analyst	R1 – Strategist	R1 – Imagineer
<ul style="list-style-type: none"> * Authoritative leadership style * Stands firm on issues * Focused * Decisive 	<ul style="list-style-type: none"> * Doing it “right” is more important than doing it together * Identifies priorities and work with certainties 	<ul style="list-style-type: none"> * New ideas, alternative ways * Visionary leader * Risk-taker * Open to new ways of doing things 	<ul style="list-style-type: none"> * Informal leadership style * Comfortable with sharing authority * Open-minded * Dreamer
L2 – Preserver	L2 – Organiser	R2 – Empathiser	R2 – Socialiser
<ul style="list-style-type: none"> * Leads by following proven methods and practices * Prefers employees with skills and experience * Likes rules and regulations 	<ul style="list-style-type: none"> * Sets high standards for planning and productivity * No deviation from procedure * Likes checklists, supervision and evaluation 	<ul style="list-style-type: none"> * Values the person above the task * Motivates, encourages and inspires * Open-door policy * Sensitive to atmosphere 	<ul style="list-style-type: none"> * Team-focused leader * Likes to communicate * Encourages feedback * Involves other in decisions