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## Week Four Creativity Tool

★★★★★

#1 New Release in Creativity Tools

160 Minutes w/ Friedman

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### Product Description

Week 4 Tool - New Tool Added and Thoughts Before Use

● The Brain Dominance flow: Brain dominance → thinking style preference → how we learn, what we pay attention to, how we communicate → How we will be successful at business + interact with people

■ ■ Thought about how I mostly am a numbers person, but I still wanna contribute in other ways as well ■

● Left Side of Brain = numbers, facts, words

■ ■ Thought this was definately more who I am how do I tap into the right side more ■

● Right side of the brain = music, colors

● Blue Brain → What?

■ Logical, straight forward

■ Clear + precise

■ Data + fact-based

■ Present in a way that aligns with corporate goals and objectives

● Red Brain → Who?

■ Animated face

■ Nonverbal gestures

■ Stories to illustrate points

■ Talks out loud, empathy-based, personal touch, eye contact

● Green Brain → How?

■ Very concrete when speaking, sequential

■ Step-by-step unfolding of the topic

■ Written schedule + action plan

■ Alignment with established procedures

■ ■ Thought about how green represents me as well, but it seems like I am lacking in the other departments. ■

● Yellow Brain → Why?

■ Speaks in phrases, maybe stopping mid-sentence

■ Very abstract thinking

■ Spontaneous

■ Ask "why" questions

● HBDI purpose = to understand thinking style and also to know how to best interact with people → Whole brain teams are 66% more effective

## Tool Description

Tool Description: This week 4 tool helps me understand HBDI and brain dominance. I helps me realize how I am going to be successful in this world through what I am best at and enjoy the most. This tool also helps me understand the brains of other people so I am better suited to interact with them. The tool will help me understand those around me better. Week 4 -

## Customer Reviews

### ★★★★★ Verified Student

🗨 The Brain Dominance flow: Brain dominance → thinking style preference → how we learn, what we pay attention to, how we communicate → How we will be successful at business + interact with people  
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### ★★★★★ Verified Student

🗨 Right side of the brain = music, colors

### ★★★★★ Using My New Creativity Tool Reevaluation

Verified Student

Using My New Creativity Tool Reevaluation:

- This week 4 tool really made me think a lot more about who I am as a person. I always knew I was more of a numbers and stats guy, but wasn't aware of a lot of the other stuff associated with the blue brain. One thing in particular was the logical and straightforward aspect that represents me very well.
- I remember on the walk to my next class after the September 17 class, I thought about my friends and family and tried classifying them. My mom definitely red my dad blue and my best friend super yellow. I started to realize why they sometimes act the way they do, like when my best friend Connor decides to drive 45 minutes to a random river on a Tuesday afternoon and float down it.

### Customers say

Summary: This new tool was able to give me some clarification on who I am as well as the people around me. I have begun to understand why people act the way they do. I also, through this tool, was able to spot my weak points. I really do want to tap more into the red and yellow parts of the brain - yellow in specific. I feel like that will help me improve my creativity. Since I'm naturally a numbers person, I might as well try to improve in other areas to become more well-rounded, even though it will be super difficult.