

What's Your Preferred Brain Style?

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Adapted from the work of Ned Herrman (www.hbdi.com), and Katherine Benziger, (www.benziger.org)

Directions: Choose the **letter** that best describes you. Write the **number** for each of the responses in all of the lettered boxes. Rank your choices by using a number **only once** for each question. There are no right or wrong answers – just your preferences.

	A	B	C	D
Example	1	3	2	0
1				
2				
3				
4				
5				
6				
7				
Total				

Growing Up: What were your preferences under the age of 18?

- | | | | | |
|--------------------------|--------------------------|------------------------|-----------------------------|-------------------------|
| 1. I liked: | A. Taking things apart | B. Organizing my stuff | C. Playing with others | D. Making up games |
| 2. I was: | A. Natural leader | B. Followed the rules | C. Team player | D. Tomboy or Rebel |
| 3. In school, I: | A. Wanted to be the best | B. Studied hard | C. Socialized with friends | D. Daydreamed a lot |
| 4. My favorite subject: | A. Math | B. History | C. English | D. Art |
| 5. In my free time I: | A. Made things | B. Watch sports on TV | C. Listened to music | D. Watched a movie |
| 6. I enjoyed reading: | A. Science fiction | B. Historical novels | C. Romance & travel stories | D. Adventure or fantasy |
| 7. In high school I was: | A. competitor | B. Hard worker | C. Helper | D. Free Spirit |

	A	B	C	D
8				
9				
10				
11				
12				
13				
14				
15				
16				
17				
18				
19				
20				
21				
22				
23				
24				
25				
Total				

Adult Life: What are your preferences at work and leisure time activities?

- | | | | | |
|----------------------------|---------------------------|---------------------------|-----------------------------|---------------------------|
| 8. I prefer to: | A. Do numbers or facts | B. Follow routines | C. Help others | D. Create something new |
| 9. At work I usually: | A. Clarify priorities | B. Make a plan | C. Encourage others | D. Combine ideas together |
| 10. I ask: | A. What are the facts? | B. How will we do this? | C. Who will this affect? | D. Why are we doing this? |
| 11. My decisions are: | A. Logical | B. Appropriate | C. Meaningful | D. Visionary |
| 12. I prefer to: | A. Figure things out | B. Implement the plan | C. Teach others | D. See the big picture |
| 13. My work area is: | A. Precisely arranged | B. Filed and organized | C. Cluttered and personal | D. Messy with stacks |
| 14. At work, I prefer: | A. Critical analysis | B. Following directions | C. Improving morale | D. Brainstorming ideas |
| 15. In a conflict I: | A. Seek to win | B. Re-state the rules | C. Seek a mutual solution | D. Create another option |
| 16. I value being: | A. Clear and logical | B. Reliable and thorough | C. Warm and friendly | D. Playful and original |
| 17. Other think I am too: | A. Hard-hearted | B. In a rut | C. Emotional | D. Idealistic |
| 18. Communication: | A. Brief and precise | B. Easy to follow | C. Respectful of needs | D. Visual with metaphors |
| 19. Leaders should: | A. Set the bottom line | B. Deliver on promises | C. Develop teamwork | D. Inspire the vision |
| 20. To influence others I: | A. Debate | B. Refer to policy | C. Establish trust | D. Ask for flexibility |
| 21. My clothes are: | A. Name brand labels | B. Appropriate | C. Comfortable | D. Unique |
| 22. When cooking I: | A. measure precisely | B. Follow proven recipes | C. Prefer group potlucks | D. Improvise a recipe |
| 23. On vacation I like: | A. A competitive activity | B. Well-planned schedules | C. Time with family/friends | D. Adventure |
| 24. My home has: | A. Technical equipment | B. Collections displayed | C. Photos/sentimental | D. Arts & Crafts |
| 25. I read: | A. Summaries by experts | B. How-to books | C. Inspirational material | D. Browse many books |

Best Descriptors: Which of the following words best describes you? Choose **only 8** from the list below. **Circle your #1 choice.** When you are done, count up how many words you chose in each column. **Add 5 extra points** for your #1 top descriptor.

	A	B	C	D	A	B	C	D
1					Logical	Methodical & Sequential	Emotional	Holistic
2					Factual	Detailed	Spiritual	Artistic
3					Technical	Organized	Verbally Expressive	Imaginative
4					Mathematical	Planner	Helps Others	Visual - Likes Metaphors
5					Decisive	Reliable	Empathetic	Playful
6					Realistic	Punctual	Intuitive About People	Integrates & Unifies Ideas
Total X 3								

Preferred Activities: Circle the adjective or phrase for each pair that better describes you. Mark the appropriate box. When you are done, count the total number of times you chose an adjective in the A, B, C, or D columns. List your totals below.

A	B
Problem Solver	Organizer
Test & Prove Ideas	Gets Things Done
Wants Bottom Line	Wants Details
Is Competitive	Follows the Rules
A	C
Is Logical	Is Emotional
Is Intellectual	Listens to Gut Feelings
Likes Money & Numbers	Likes Being with People
Is Objective	Is Empathetic
A	D
Is Decisive	Likes Options
Likes Technical Things	Likes Artistic Things
Is Focused	Is Holistic
Is Realistic	Is Idealistic

C	D
Prefers to Teach	Prefers to Inspire
Values Being Spiritual	Values Ideals
Reads Non-Verbal Cues	Intuitive About Solutions
Values Harmony	Values Innovation
B	D
Is Cautious	Is a Risk Taker
Is Dependable	Is Playful
Implements the Plan	Sees the Big Picture
Refers to Past Decisions	New Decisions for Future
B	C
Is Traditional	Is Compassionate
Is Practical	Values Personal Growth
Likes Cleanliness & Order	Likes Music & Dance
Is Predictable	Is Spontaneous

A Totals:		x2	=	
B Totals:		x2	=	
C Totals:		x2	=	
D Totals:		x2	=	

Brain Preference Profile Summary

Total up the number of points per letter (A, B, C, D) from each of the sections and write them below.

Assessment Section	A	B	C	D
Growing up (Under 18)				
Adult Life				
Best Descriptors (Add 5 Extra Points)				
Preferred Adjectives/Possible Back-up Style				
Total Summary of Points				
Your Brain Style Preference Code				
1=70 Points & Above (High)				
2=36-69 Points (Medium)				
3=35 & Below (Low or Avoidance)				
My Preferred Brain Style:	Logical Thinker	Practical Organizer	Relational "Feeler"	Creative Explorer