

IT'S ALL IN THE WIRING

It all began when my Dad, Ned Herrmann, a physicist by training, became head of management education at GE's Crotonville management development center in the 1960s. He wanted to figure out the nature and source of creative thinking and why the people he lived and worked with approached ideas, problems and processes so *differently*.

This led him naturally to the brain. One day I came home from school and he asked if I would be willing to get wired up to an EEG (electroencephalogram) for testing as part of his research. Soon my friends were coming over and getting tested to see how our brains worked in response to different situations, questions and activities. Needless to say, we had a strange reputation in the neighborhood. I was intrigued: I knew that this research on the brain would have an impact on my life, yet I wasn't sure how. As I pursued my own journey and ultimately moved overseas, I would "check back in" every few years on the research, attend one of Dad's programs or do some of my own reading on the subject.

Some years later, I was working for a computer leasing firm in Paris, France and had a struggle with a co-worker who did not agree with my approach to our collective work. I found myself confronted with a classic example of how I could use what Dad had learned about the brain to improve our process and hopefully convince this naysayer to look at things differently. Using the model, we came together as a group to challenge the assumptions of how we had always approached the installation process of the huge mainframe computers we were leasing. The resulting new process saved the company time, money and client frustration.

Ultimately, Dad's 'research project' evolved into an assessment profile, funded by GE, to measure your thinking preferences (HBDI™) and body of work applying Whole Brain Thinking™ to a variety of business issues. I decided to quit my job and invested my savings to launch a satellite of Dad's post-GE brain research company in Paris, later returning to the US to lead the now global enterprise, Herrmann International.

Dad's legacy lives on and I am still "into wiring", having spent the last 25 years *applying* what we have learned about how we create and think all over the world. My passion is focused on helping people and organizations better leverage their brains and get *unstuck* mentally. When was the last time you were stuck mentally? How did you 'rewire' to get unstuck? I am interested in hearing your story (ann@hbdi.com). If you are stuck now, try the Challenging Assumptions module and let me know how it works. Click [here](#) to watch the podcast.

By the way, Dad also learned a lot about why some learning programs work and other programs don't -but that is the subject of another story. Let me know if you would like to know more.

Herrmann International is about helping you and your organization get better results through better thinking. Whole Brain Thinking™. Try it. It works!

Ann Herrmann-Nehdi