

Adopting a new way of thinking

CPA Australia underpins much of its learning and development activities with the Whole Brain Thinking Model[®].

The HBDI™ and Whole Brain Thinking Model[®] are used in internal culture change processes and within a variety of leadership and management development programs.

Whole Brain Thinking was initially introduced into the organisation as a stand alone communication aid and is now being embraced by many departments and divisions as a common communication and innovative thinking strategy.

It has been used by staff in all states of Australia, in New Zealand, Hong Kong, Singapore and Malaysia. By providing additional insight into the value of adjusting communication styles to the needs of others, the Whole Brain Thinking Model[®] has enhanced communication effectiveness for the organisation.