

## Adopting a new way of thinking

Flexirent Capital is the market leader point of sale financier in Australia and New Zealand, specialising in computer equipment and office technology. They are the largest supplier of small ticket leasing products to Harvey Norman's computers and electrical products division.

Flexirent has adopted a new way of thinking by utilising Whole Brain Technology to assist in becoming an Employer of Choice. They have used the technology to improve:

Individual Performance by providing individuals with a better understanding of themselves, the way they think and the implications for them in their work and personal lives, and providing a common language within the organisation.

Team Effectiveness by helping teams understand themselves and how to increase productivity and effectiveness.

Sales Effectiveness by assisting Area Managers to understand themselves, and to think and communicate more effectively. They have increased sales results through a better understanding of both the sales force and customers.

Business Relationships and Results by forming part of the Flexirent Academy, created to assist Flexirent's key strategic retail partner's sales staff in understanding themselves and their customers—which has resulted in increased sales results.