



Adopting a new way of thinking

IBM has adopted a new way of thinking for its global leadership training.

LEADing@IBM is an 'on-demand' learning program that takes an enterprise wide learning approach to leadership development. LEADing@IBM covers staff development from pre-management right through to senior executives.

The HBDI™ and Whole Brain Technology are woven into the entire program.

Since the year 2000, over 75 IBM facilitators have been HBDI™ Certified world-wide and they have trained over 30,000 managers in LEADing@IBM.

IBM—one of the world's great success stories of an organisation 'adopting a new way of thinking'.

