

## Australian Central Credit Union adopts Whole Brain Thinking



Australian Central Credit Union first began using Whole Brain Technology® in 2004.

They found that the Whole Brain Model™/HBDI® concepts and language were a great fit with their chosen differentiation strategy.

Darlene Mattiske-Wood, General Manager, Organisational Development for Australian Central explains, "The HBDI® system is backed by strong research and this was a good fit with the banking industry. The Whole Brain Model™ and tools are very easy for staff to understand and work with. The HBDI® system supports leaders, staff and teams, which allows the opportunity to increase their emotional intelligence. It also provided us the opportunity to measure our culture at a very reasonable cost."

Australian Central have applied the HBDI® to cultural awareness building by recognising and valuing diversity within the workplace and to enhance individual self awareness and development. The application of Whole Brain® Thinking has assisted outcomes and facilitated greater acceptance.

"The HBDI® forms part of our internal language. We utilise and apply Whole Brain® Thinking concepts and materials in our training, to improve and build on team and member relationships by understanding others' thinking preferences. We use that knowledge to better engage with customers and deliver information in a way that suits the customer, which in turn supports our strategic intent," explains Darlene.

Furthermore, Australian Central have used the HBDI® with some of their key external partners to enhance relationships, understanding of processes, and to develop ways to improve efficiency and effectiveness in achieving mutual outcomes.

Awareness of the HBDI® among Australian Central Leaders is high and they are proactive in requesting the completion of profiles for the benefit of the individual and team.

Darlene says, "The reaction to the HBDI® has been overwhelmingly positive with 99.5% of all Australian Central employees completing a profile when given the opportunity."



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The Originators of Whole Brain Technology® and the Creators of the Herrmann Brain Dominance Instrument® (HBDI®)

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