

The value of the HBDI® Pair Profile

One of our recent workshop participants, Adrian Kelly, attended a HBDI® Certification Workshop with a view to using the HBDI® with his corporate clients.

Upon completing the training he found far greater value in a completely unexpected place.

After taking a redundancy from a management position with a multinational pharmaceutical company 4 years ago Adrian decided to join his wife in her personal coaching business.

“Like every new business, it’s fair to say there were more trials and tribulations than jubilation for much of the time. Before attending the HBDI® workshop, I had basically planted myself squarely in charge in our business. Completing my own profile for the course, and then having my wife complete her profile afterwards sparked an absolute light bulb moment”, explains Adrian.

Adrian’s profile (1122) was suggestive of preference for operational management and system/process improvement, while his wife’s profile (2111) with highest score in Quadrant D appeared more suited to the more entrepreneurial demands of shaping business direction, marketing the products and services, and guiding the networking activities.

A quick reflection on Adrian’s part revealed that trying to control the show had resulted in delays when his wife experienced one of her many ‘gut feelings’ regarding a business direction that they should take. She was invariably proven absolutely correct, and Adrian’s natural caution and resistance to change in fact stifled, delayed and occasionally cost them business opportunities.

“Letting Jill do what she does best and focusing on the areas where I can add the greatest value has seen our business revenue grow almost 50% for the first half of 2008 compared to the previous 6 month period. Just as importantly we are simply having more fun, now that we are focusing on relative areas of strength and preference,” added Adrian.



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

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