

HBDI journey leads to change of business focus and better results



Aureum Limited grew out of a profound insight Juliette Smale had when her own HBDI® was de-briefed. The 'aha' moment made her realise she had been focusing her consulting business in an area of least preference, the B quadrant. Up until the HBDI® de-brief she had experienced difficulty deciding on the best human resource area to focus her business.

"The HBDI® provided great clarity and the insight led me to become a HBDI® Certified Practitioner, changing the focus of my business which had been in legislative compliance. Aureum now offers diagnostic and development services, enabling clients to increase productivity, motivate and retain staff," said Juliette, CEO Aureum Limited.

Juliette explains that unproductive behaviour in staff can present in some of the following forms:

- conflict between two or more people
- lack of motivation or avoidance of certain tasks
- communication style disconnect
- productive people becoming unproductive
- management team disconnect

Juliette uses Whole Brain Technology™ to deepen thinking and create insight into what is causing these behaviours. "This insight creates a road map to more productive behaviours. Clients have had fantastic results in resolving conflict and building stronger, more productive teams," said Juliette.

She has a strong interest in setting new managers up for success after seeing many struggle with their transition from staff member to manager. Juliette said, "Often they are expected to hit the ground running and they can find it quite daunting suddenly being faced with getting the job done through others."

Her strong interest in speeding up this transition from high performing staff member to effective manager, led her to become a facilitator of the Whole Brain® Manager program.

"This program is a great bridging tool in the transition from staff member to effective manager. The participants leave the workshop with Whole Brain® practical tools they can apply immediately back at work," said Juliette.



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

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