

As School Registrar and Marketing Manager at Mentone Grammar, Marie Rosier applied whole brain thinking to her role with great results

During her six years as Registrar and Marketing Manager at Mentone Grammar (from 2002-2008), a leading independent school in Melbourne, Marie Rosier applied whole brain® thinking to many aspects of her role.

From producing two successful school prospectuses, to tailoring parent interviews to meet individual needs using whole brain clue spotting; to presenting whole brain thinking principles to colleagues and exploring the implications for teaching.

In creating both school publications, Marie explains “It was the application of the Whole Brain Model™ throughout every stage of planning and development that enabled two outstanding outcomes”.

Marie started with a whole brain® meeting/educational session which included the copy writer and graphic designer to ensure that the team were all on board with the whole brain process which she says helped them think outside the square.

While Mentone Grammar was still a boys school, a whole brain strap line was created for the first prospectus: Mentoring to Manhood. Developing Performance and Well-being to appeal to everyone: it represented a journey with a goal (yellow), structure and direction (green), promoted achievement (blue) and was underpinned by pastoral care (red). The cover incorporated an interactive wheel depicting a young boy going through the stages of development to manhood. The result was an international award winning prospectus (Centre for School Marketing Award).

In the production of her second school prospectus, after the school transitioned to coeducation, Marie directed the creative team to apply the principles of whole brain thinking to every page as well for even broader appeal.

Each double spread aimed to have an introductory paragraph outlining the main points (blue) about a feature of the School (eg facilities); a full-page close-up emotion-evoking photo of a student with topic related small inset photos of teachers and students (red); a brief dot point summary of the information on that page (green); and a computer mouse icon at the bottom indicating where you could find further information on that topic on the school website (yellow).

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As Registrar, Marie also applied whole brain thinking to help tailor parent interviews. She was able to pick up on clues from the prospective families she interviewed.

For example, Marie explains, “Mums often wanted to know about how their child would be looked after, what the uniforms looked like, if their child would fit in and in the end it was the mum that made the decision on gut feel (red). Some parents were more interested in the VCE results and the fees (blue). Sometimes I’d get a parent who brought a checklist of things they wanted to ask and tick it off as we went for a tour (green). And occasionally I had a parent who asked about opportunities for creativity and extra curricular activities such as theatre production (yellow). I was continually surprised by the positive feedback I’d get from parents about the interview. Of course I’m sure all this helped gain enrolments,” said Marie.

According to Marie, “The more I use whole brain thinking and develop awareness of it in other people, the better off we all are.”

Marie Rosier is a Certified HBDI Practitioner and has since started her own business, Rosier Outlook, to assist people to be more effective in their lives. For more information email marie@rosieroutlook.com.au or visit her website: www.rosieroutlook.com.au.



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