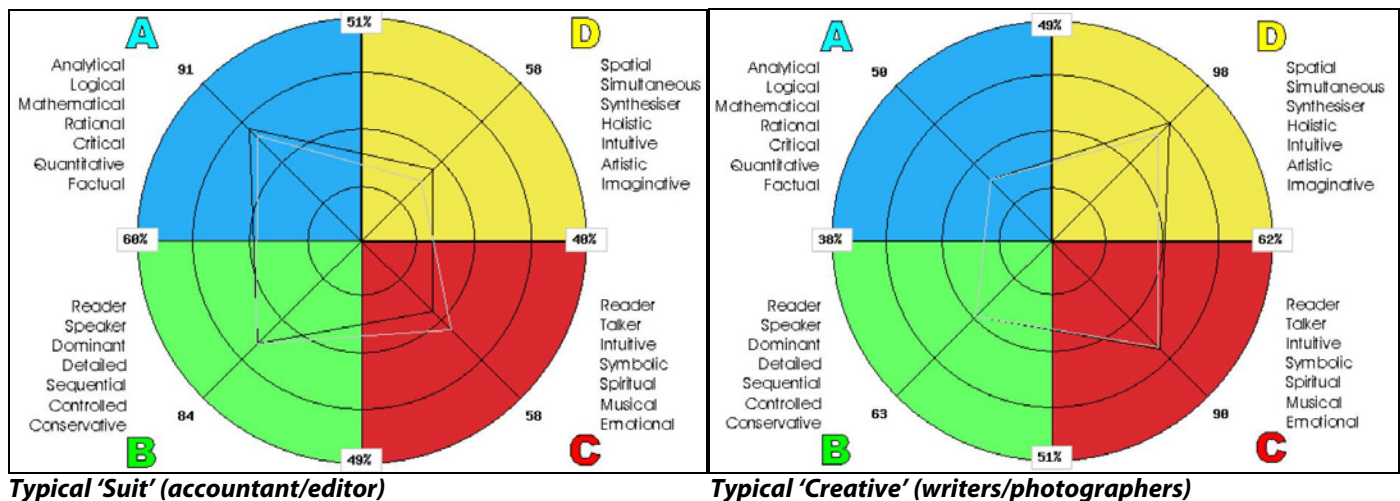


Revenues Skyrocket After Magazine Aligns with How Readers Think

Using the Whole Brain Model™ to analyse both staff and readers' thinking preferences *Cuisine at Home Magazine* was able to reinvent itself and increase annual revenues from \$80K to \$450K in just two years.

Herrmann International, global experts in Whole Brain® Thinking, provided the framework through which this amazing turnaround was achieved. The first step was to profile magazine staff using the HBDI® profile* to determine thinking preferences and communication styles which revealed a significant incompatibility. Both groups (*suits vs. creatives*) were integral to the success of the magazine but the two just couldn't collaborate successfully.

After completing their HBDI®s the employees finally understood why their two groups were so different, as illustrated in the example below:



The 'suits' were highly organised, analytical and procedural, paying attention to details, numbers and deadlines, while the 'creatives' were more curious, imaginative and spontaneous.

The Whole Brain Model™ enabled staff to recognise and value each others thinking preferences and provided a common language to improve communication and facilitate teamwork.

Once the staff function had been addressed, they decided to apply the same Whole Brain® analysis to their readership. This highlighted a disconnect between readership values and the magazine's profile when understood through the Whole Brain Model™. By making significant editorial and design changes which included opening up the magazine, adding more white space and reducing step-by-step instructions, they were able to better cater to their reader's preferences. This alignment led to a dramatic readership increase and subsequent revenue growth.

* **Herrmann Brain Dominance Instrument®** At the core of Whole Brain Technology® is the HBDI®, the worldwide standard for measuring thinking preferences and brain dominance, scientifically designed to help you and your people achieve *Better Results through Better Thinking*.

For further information or to arrange an interview
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