

PLAYING TO THE
EDGE

SEPTEMBER 24-27
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LAS VEGAS, NEVADA



Two Brains are Better than One:

Using 4-Quadrant Brain Theory for Deepened Client Connections!

Presenters: Dr. Terrence Maltbia and David Matthew Prior, MCC

Terry's Professional Summary

- **Experience**

- *Over 20 years in Corporate: Sales, Sales Management, Corporate Employment & College Relations; Leadership Development; VP, Organizational Effectiveness*
- *Consulting: Process Improvement Firm, Sales Effectiveness, & Private Practice*

- **Education**

- *Undergraduate: Business Administration, The Ohio State University*
- *Masters: Workplace Learning/Organizational Psychology, Teachers, Columbia University*
- *Doctorate: Adult Learning and Leadership (AEGIS), TC*

- **Research Interests**

- *Diversity and Cultural Competence (EQ/SQ)*
- *Leadership and Organizational Effectiveness*
- *Executive and Organizational Coaching*

David's Professional Summary

■ Experience

- *15 years in executive coaching, focused on leadership development*
- *International Corporate Trainer – Leadership Pipeline*
- *Vice President, International Consortium for Coaching in Organizations (ICCO) 2010-2011*
- *Vice President and Executive Committee Member of the International Coach Federation (ICF) 2005-2007; Co-Chair ICF Ethics and Standards Committee (2003-2006)*
- *Fluency in Spanish and French (coaches in both)*
- *Certifications: Lominger Voices360; Booth 360; Hogan; NBI; DISC, PIAV*

■ Education

- *Masters: MBA, Thunderbird Global School of Management*
- *Undergraduate: University of Vermont*
- *Associates: American Academy of Dramatic Arts, NY*

■ Other Interests

- *Creativity, Innovation and Applied Improvisation in Business*

Today's Topics | Session Flow

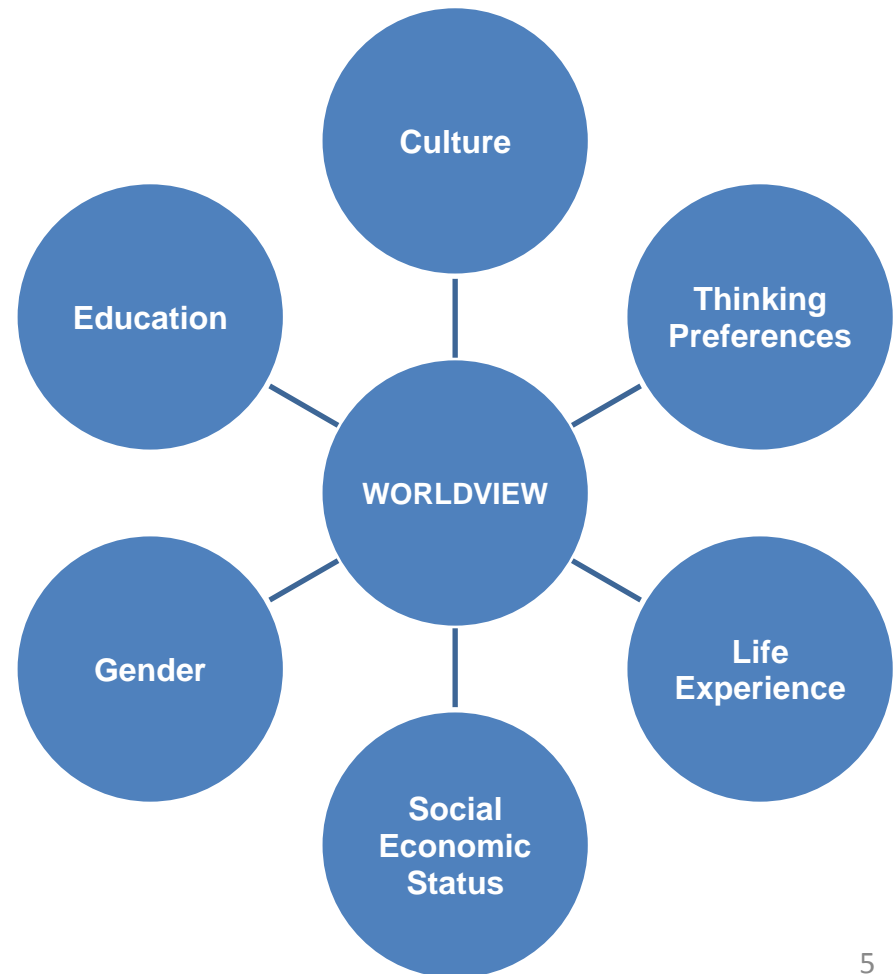
- Welcome and Introductions
- Primer: 4-Quadrant Brain Theory
- Predicting Your Thinking Style
- Coach Demo: Round #1
- Debrief | Coach/Client Profiles
- Coach Demo: Round #2
- Debrief | Implications for Practice

Positioning: Impact of Worldview

Definition: The collection of one's personal philosophies, beliefs and perspectives that inform how one sees the world.

"We don't see things as they are, we see things as we are."

– Anais Nin



Background: About the NBI...

- **Purpose**
 - Neethling Brain Instruments™ (NBI) can help identify your thinking preferences (“Profiler”)
- **Source**
 - Developed by Dr. Kobus Neethling based on extensive research on the left and right brain functions
- **Origins**
 - Research on the left and right brain hemispheres was done by Dr. Roger Sperry in the 1960s
- **Key Thinkers**
 - Ned Herrmann, Jaquelyn Wonder, Priscilla Donovan and Beverly Moore and others
- **Clear Point:**
 - Thinking processes can be clustered into four quadrants in the brain, with each quadrant dealing with different thinking processes (foundation for EQ/SQ/CQ)

Uses...

The NBI can give you an indication of:

- How comfortable you are in a certain job / roles
- Your relationship with other people
- The way you do business
- Your communication style
- Your learning style
- Your problem solving and decision making approach

What Does the NBI Measure?

The extent to which an individual prefers certain types of thinking / mental processes over other types of thinking / mental processes.

The tools do not measure skill or ability, although often we end up being more skilled at those things which we strongly prefer.

Consider...

ALL PROFILES ARE MODERATED BY...

- Skill
- Strength of Preference
- Combination with Other Preferences
- Culture
- Environment and Context
- Demographics

Theory Input—2 Sides

Left Side Processes:

Speech
Analysis
Time
Sequence

It Recognizes:

Letters
Numbers
Words



Right Side Processes:

Creativity
Patterns
Spatial awareness
Context

It Recognizes:

Faces
Places
Objects

Theory Input—Primary Regions...

CEREBRAL CORTEX

LOBES (High Road)

Frontal Lobe: Motor Behavior (planning and regulation)

Parietal Lobe: Touch, pain, integration of sensory info

Temporal Lobe: Emotions, memory, recognizing speech

Occipital Lobe: Visual perception

DEEPER BRAIN STRUCTURES

LIMBIC SYSTEM (Low Road)

Hippocampus: Learning and memory

Amygdala: Emotions, response to stress and threat

Basal Ganglia: Motor control, emotion, cognition

Quadrants: Four Thinking Styles



Prediction

- **Review** content of four quadrants on p. 4 (of handout)
- **Use** bottom of p. 3 to record you most “preferred,” secondary, next, and least preferred thinking style

WORDS USED TO DESCRIBE...

L1 – REALIST & ANALYST

CLEAR

RATIONAL

LOGICAL

OBJECTIVE

CRITICAL

REALISTIC

CONCRETE

FOCUSED

SENSIBLE

ACCURATE

COHERENT

CALCULATING

GOALS

PERFORMANCE

BOTTOM-LINE

WORDS USED TO DESCRIBE...

R1 – STRATEGIST & IMAGINEER

CURIOUS

STRATEGIC

IMAGINATIVE

INTUITIVE

RISK-TAKING

VISIONARY

CREATIVE

SIMULTANEOUS

VISUAL THINKER

UNCONVENTIONAL

EXPERIMENTING

BIG-PICTURE

OPPORTUNITY-ORIENTED

BORED QUICKLY

STRIVES ON DIVERSITY

WORDS USED TO DESCRIBE...

R2 – EMPATHIZER & SOCIALIZER

SOCIABLE

APPROACHABLE

PERCEPTIVE

EMPATHETIC

UNDERSTANDING

SUPPORTIVE

HARMONY

RELATIONSHIP-ORIENTED

LOYAL

TOLERANT

SENSITIVE

AFFECTIONATE

FEELING

EMOTIONALLY EXPRESSIVE

COHESION

WORDS USED TO DESCRIBE...

L2 – ORGANIZER & PRESERVER

ORDERLY

NEAT

STRUCTURED

RELIABLE

CONSISTENT

DILIGENT

METHODICAL

DETAIL-ORIENTED

PREPARED

SYSTEMATIC

HABITUAL

ROUTINE

PUNCTUAL

EFFICIENT

ORGANIZED

Prediction...

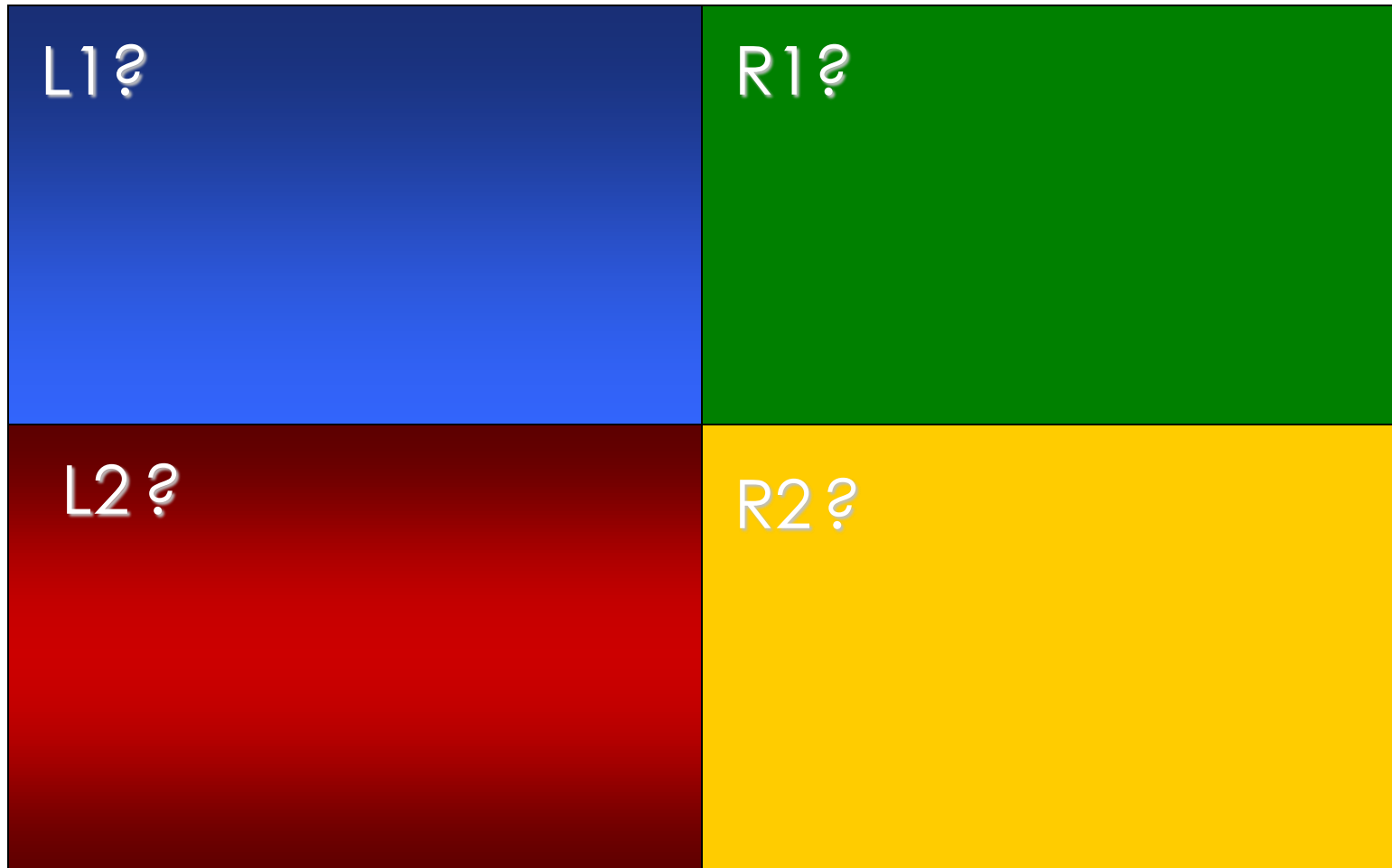
- Most Preferred Thinking Style

- Secondary Thinking Style

- Next

- Least Preferred Thinking Style

Private Polling: 1 “Vote” – Most Preferred



Demo | Teach: Guidelines & Rd. #1

■ Purpose

- *General: Opportunity to observe relevant theory and/or framework to the practice of coaching in action*
- *1st Round: Use indicators to predict coach's thinking style (use a **check mark** on p. 4) and the client's thinking style (use a **star**) – examine the potential impact on the coaching conversation*

■ Roles

- *Client*
- *Coach*
- *Audience*
- *Facilitator*

Debrief Rd. #1 | Thinking Profiles

■ Process

- *Ask the Coach and Client to Leave the Room*
- *Audience Predict Coach and Client's Thinking Style (based on 4-Quadrant indicators)*
- *Reveal Coach and Client Thinking Profiles*
- *Solicit Observations*

■ Audience Debrief...

- *Share your predicted thinking style*
- *Share "1" thing you noticed about how the coach's thinking style "showed up" in the way they approach the interaction with the client **or***
- *Share "1" thing you noticed about how the client's thinking style "showed up" in the coaching conversation **or***
- *Share "1" thing you noticed about how the thinking style of the coach and client influenced the coaching interaction*

Private Polling: 1 “Vote” – Predictions

L1?

Coach:

Client:

R1?

Coach:

Client:

L2?

Coach:

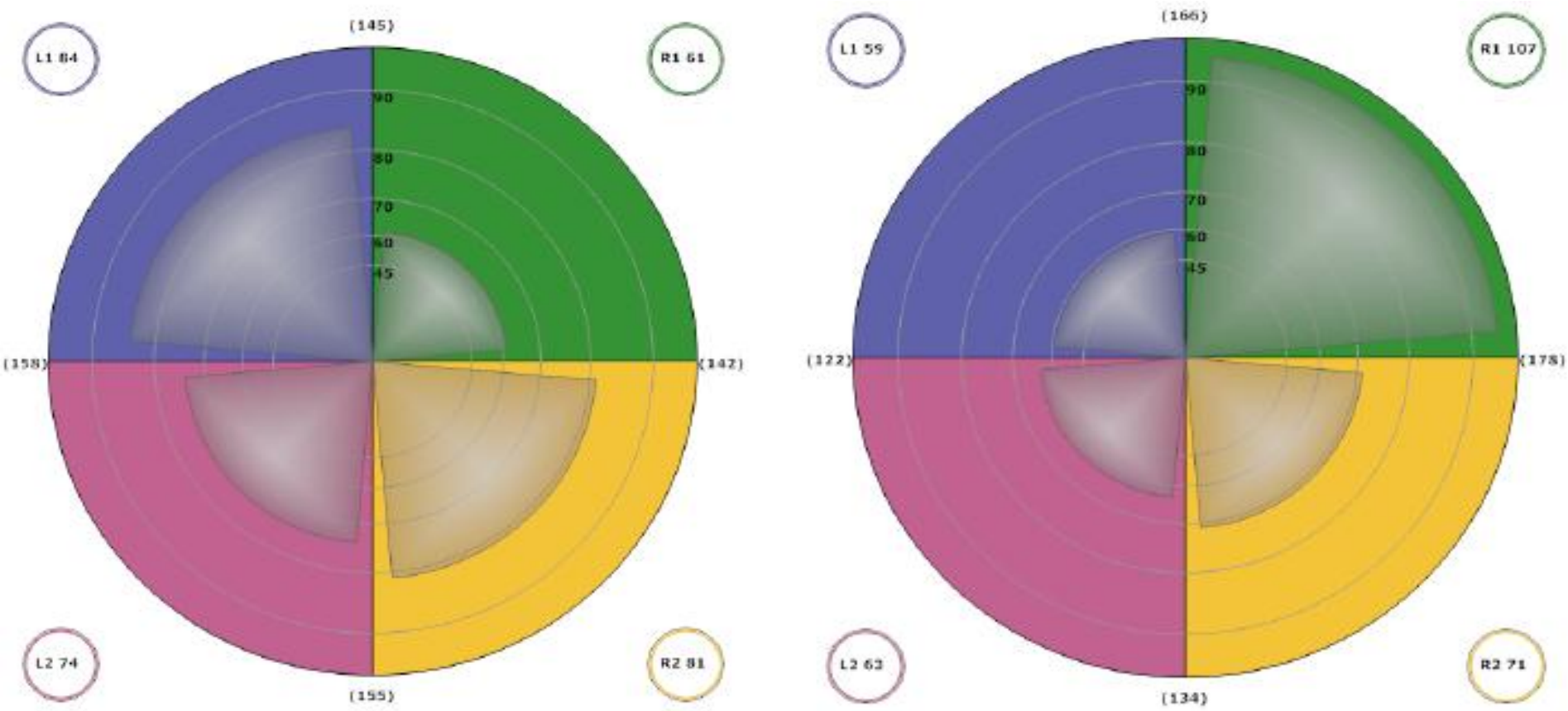
Client:

R2?

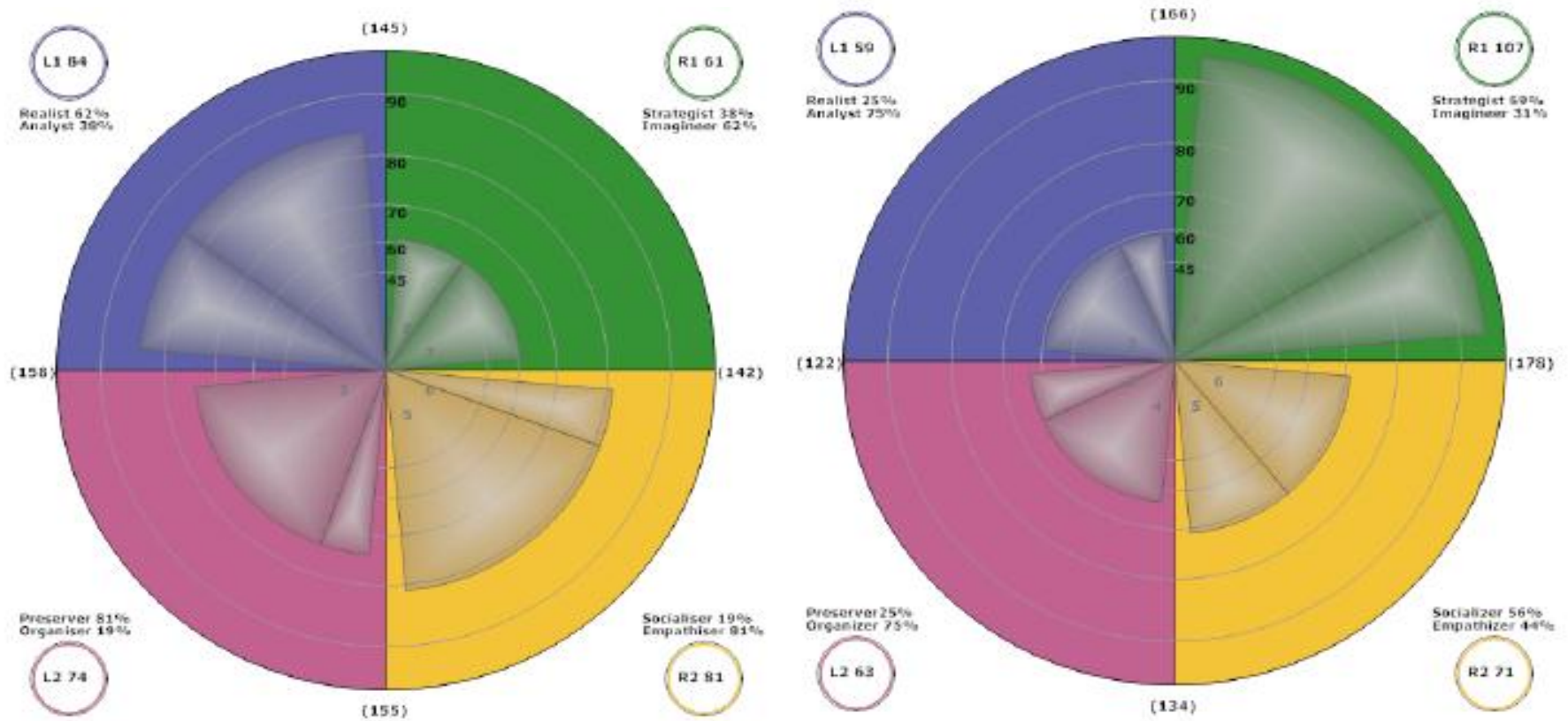
Coach:

Client:

Coach & Client Profiles



A Closer Look...



Demo Rd. #2

- Purpose

- *2nd Round: Capture observations how the coach's knowledge of the client's thinking style can influence the "advancing" of the coaching conversation*

- Roles (same as round #1)

- *Client*
- *Coach*
- *Audience*
- *Facilitator*

Debrief Rd. #2 | Discussion

■ Process Question and Guidelines

- PQ: *How did the coach use the knowledge of the client’s thinking style (and their own) to “advance” the coaching conversation?*
- Baseline: *Start by sharing the observation (or asking a question) from your preferred thinking style (e.g., As an R1 I noticed the coach...)*
- Edge: *Then share the same observation (or question) from your least preferred thinking style*
- Wrap-up: *What are your “key learnings” from the session? Implications for your coaching practice?*
- Application: *Scripts by thinking style – questions asked; values, orientation toward goals, reputation, communication style, and decision making*