

# Create your speech to spark whole brain connections

by David Saxby, Calgary, Alberta



**A**s speakers, we often develop a presentation in the thinking style that works best for us. Our audiences however, are whole brain thinkers, or they should be. By challenging our audiences to think using the whole brain, we assist them in retaining information from our presentations more easily, creating greater learning success.

The four quadrant Brain Dominance model, or whole brain thinking, concept (similar to the one on this page) was created by Ned Herrmann, a former manager with General Electric. Herrmann's Brain Dominance theory states that we tend to choose to use one dominant thinking quadrant over the others, when faced with challenges.

Here is a summary of the Whole Brain Thinking Preferences to assist you in developing your next presentation:

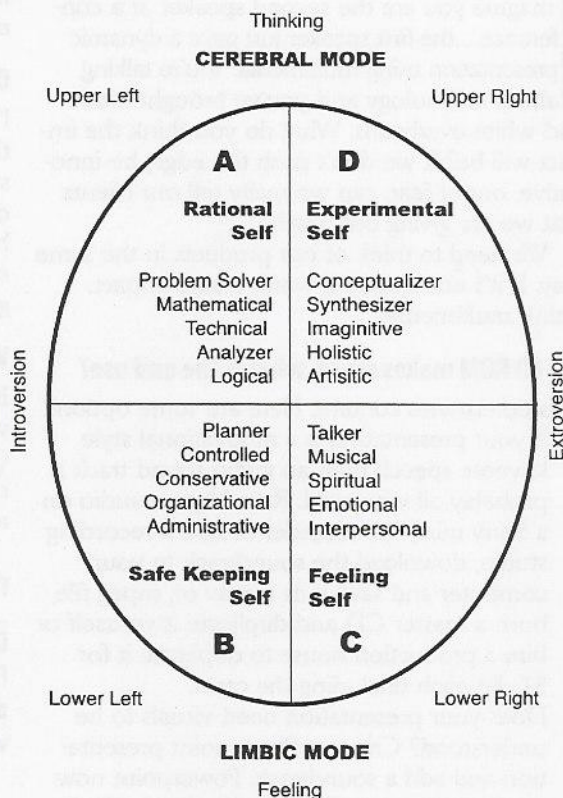
**A** Individuals with a dominant Analytical Thinking preference (quadrant A) are formal in nature and value critical analysis, technical or detailed information, facts and theories backed by data, charts and graphs. They learn best by evaluating and testing, applying logic and analysis in formulation of solutions.

**B** People whose dominant quadrant is Organizational Thinking (quadrant B), value step-by-step processes, rules, schedules, clear goals and objectives. They prefer to avoid risk. They learn best by having a roadmap, a structured, sequential arrangement content. They evaluate concepts using proven procedures. Case studies, charts and graphs reinforce their learning.

**C** Those who use the Interpersonal Thinking preference (quadrant C) are action oriented and relationship focused. They learn best from people oriented examples. They desire emotional stimulation and experiential messages. They learn quickly from brainstorming, unstructured, free flowing ideas and are not interested in detail. Visuals serve well to reinforce the message for this quadrant.

**D** The Experimental Thinking preference individuals (quadrant D), value thought provoking ideas, innovative and intuitive processes. They are big picture, future oriented thinkers, who prefer non-linear approaches. Open minded and experimental in nature, they enjoy the process of connecting the dots. Fun and humour are important elements of the learning process for this quadrant. Again, visuals enhance the learning process.

In preparing your speech, you can use the



brain chain process to link the four quadrants. If you are familiar with the mind map concept, where your main topic or theme is placed in the middle of the page and your dominant topic areas are created as branches from the center (like branches of a tree), you can use this concept to randomly dump your ideas on a single page. Then you can organize your thoughts at that point. Once you have completed this process you can go back and label each of the ideas with A, B, C and D to determine if you have covered all four thinking preferences.

If you have half a mind to enhance the impact of your presentation, try building your next presentation with the whole brain concept in mind.

David Saxby, President of Spark Communications Inc., speaks on Marketing, Creative Thinking, and Presentation Design and Delivery. He is a Past President of CAPS-Calgary Chapter.

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