

EMERGENETICS THINKING ATTRIBUTES

The Analytical Part of Your Brain

BURNING QUESTION: Do I have the pertinent facts?

CHARACTERISTICS

Clear thinker
Logical problem solver
Enjoys math
Rational
Learns by mental analysis

MANAGEMENT APPROACH

Technical

LEADERSHIP STYLE

Analysis
Problem resolution
Fact-based

MAY OVERLOOK

Feelings of others
Synergistic opportunities
Intuitive feelings



COMMUNICATION

Needs to have facts to support points made
Direct and to the point
Leave time for thinking and analysis

LEARNING

Learns by thinking and watching
Seeking facts
Testing theories
Thinking through ideas
Prefers ideas/concepts to people
Like traditional classrooms

PROBLEM SOLVING

Gathers ideas
Analyzes Data
Concern is for the bottom line
Approach is abstract and theoretical

HOW YOU PRESENT TO THE ANALYTICAL PART OF THE BRAIN

Key facts, figures up front
Presenter must have credibility
Written documentation for later review
One color print/font type is okay
Must see value in time expended

The Structural Part of Your Brain

BURNING QUESTION: Will I be in control?

CHARACTERISTICS

Practical thinker
Likes guidelines
Cautious with new ideas
Predictable
Learns by doing

MANAGEMENT APPROACH

Traditional

LEADERSHIP STYLE

Implementation
Action/Execution
Pragmatic

MAY OVERLOOK

Alternative solutions
Novel ideas
Big picture

HOW YOU PRESENT TO THE STRUCTURAL PART OF THE BRAIN

Provide agenda, all information prior to meeting
Detail is crucial
Neat and orderly format
Date/times important
Action plan/next steps
Use traditional structure/format

COMMUNICATION

Very deliberate and clear
Speaks in complete sentences/paragraphs
Asks who, what, when, where questions

LEARNING

Likes hands-on experiences
Likes black and white concepts
Thinks through steps
Outlines, organization, sequence
Learns by doing

PROBLEM SOLVING

Approach is systematic/pragmatic
Concern is for implementation
Selects from options
Lists many options



EMERGENETICS THINKING ATTRIBUTES

The Social Part of Your Brain

BURNING QUESTION: How will I affect others?

CHARACTERISTICS

Learns from others
Empathetic
Sympathetic
Socially aware
Intuitive about people

MANAGEMENT APPROACH

Humanistic

LEADERSHIP STYLE

Inclusive
Consultative
Facilitative

MAY OVERLOOK

Facts/Planning
Logic

COMMUNICATION

Uses stories/experiences
to illustrate points

LEARNING

Learns by doing, sensing, watching
Intuition (gut) reaction
Through personal experience
Talking/listening to others
Relating concepts to self
Color/music helps learning process

PROBLEM SOLVING

Discusses options
Decides based on others input
Concern is for how it will impact others
Approach is emotional and intuitive

HOW YOU PRESENT TO THE SOCIAL PART OF THE BRAIN

Good rapport between presenter/audience
Stories, parables, vignettes
Give opportunity for them to respond
Information personalized
Eye contact crucial
Emotion
Music when appropriate



The Conceptual Part of Your Brain

BURNING QUESTION: Have I seen all the possibilities?

CHARACTERISTICS

Imaginative
Intuitive about ideas
Visionary
Enjoys the unusual
Learns by experimenting

MANAGEMENT APPROACH

Experimental

LEADERSHIP STYLE

Initiation
Strategy
Visionary

MAY OVERLOOK

Details/Practicality
Tradition

HOW YOU PRESENT TO THE CONCEPTUAL PART OF THE BRAIN

Budget/numbers show graphically (pie charts)
Changing something every 10–15 minutes
Allow them to fantasize/visualize
Creativity
Visual impact crucial
Overview and summary vital

COMMUNICATION

Very abstract in speaking
Stops in mid-sentence assuming
others know
Asks questions that lead to other questions
Uses metaphors

LEARNING

Trial/Error — self-discovery
Taking risks
Thinking about options
Doing several things at once
Looking at the whole picture
Pictures and color enhance learning

PROBLEM SOLVING

Takes in a lot of data
Looks for hidden possibilities
Concern is for creative/unusual answers
Approach is intuitive and global

