

Certified Training



HBDI Certification

Become a Certified Practitioner of Herrmann Brain Dominance Instrument (HBDI)?

The HBDI, Herrmann Brain Dominance Instrument, is one of the most powerful and flexible diagnostic tools available. It is a diagnostic survey made up of 120 questions. The answers to these questions indicate a person's 'brain dominance', i.e. the degree to which they prefer a particular way of thinking, and therefore, behaving.

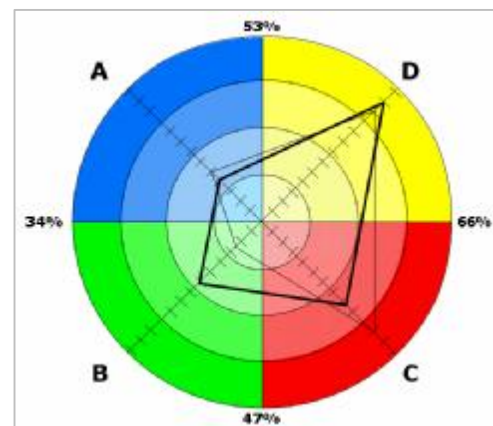
Based on over 15 years of research, the HBDI has been the subject of many independent validations. Also, a large number of dissertations and countless scientific papers have been published on the HBDI. A summary of some of these can be found in Ned Herrmann's book 'The Creative Brain'.

The HBDI results are presented in a full-colour profile, with an accompanying interpretation booklet that explains the profile and scores in detail, as well as the implications it has for business and personal life.

Application of the HBDI



- § Personal growth.
- § Team formation and group processes.
- § Management and Selling styles.
- § Communication.
- § Creative problem solving.
- § Conflict management/counselling.
- § Choice of profession, or study specialisation.
- § Teaching and learning.



Benefits of the HBDI



- § Understanding of self.
- § Understanding mental diversity, and taking advantage of the differences in people.
- § Understanding learning styles and how they affect personal learning, and teaching others.
- § Understanding management styles and how they affect self & others.
- § Understanding communication and through that understanding, improving the ability to interact with others individually, in teams and in large groups.
- § Understanding of colleagues, associates, bosses and subordinates.
- § Understanding relationships and developing teams.
- § Understanding that the nature and source of creativity is mental, and establishing a climate and circumstance for unleashing your creativity, and that of others.
- § Enhancing creativity and innovation.

What will YOU take away from the HBDI Certification Workshop?



- § HBDI Practitioner Certificate from HBDI International and Alpha UK
- § Training Materials in Power Point on a CD
- § A copy of HBDISurvey data entry software
- § Listed on the website as HBDI practitioner
- § 5 Free Profiles Report (\$600 value)

Users of HBDI



AT&T – IBM - Shell Oil – Intel - Texas Instruments - Johnson & Johnson - 3M - US Army – US Navy – Citibank – Volvo - Coca-Cola - McDonnell Douglas – Woolworth – DEC - Mobil Oil – Xerox – Motorola - Franklin University - Douglas Aircraft - Iowa State University - Dunn & Bradstreet - NatWest Bank - Texas University - General Electric – Oracle - General Motors - University of CA - Goodyear Tire – Polaroid - University of Georgia - The Guardian – and many others.



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Registration Form

Please register me (us) in the following course:

Course ID	Course Title	Date	Venue	Days	Fees
651	HBDI Certification (E)	20 – 21 August 2008	Kuala Lumpur	2	US\$2300

Name	Phone	Email

My Contact Details:

Name	
Position	
Organisation	
Address	
City and Country	
Phone (Work)	
Phone (Mobile)	
Fax	
Email	

How to Register?

You may register by phone, fax or email.

Tel: +971 4 351 6993
Fax: +971 4 351 6994
Email: dubai@alphatraining.co.uk

Method of Payment:

- By Company Cheque
- By Bank Transfer
- Please Invoice my Company (*Official Purchase Order and contact details required*).

Please note that full payment must be received prior to the event. Only those delegates whose fees have been paid in full will be admitted to the event.

Bank Details:

All payments must be made to the following account:
Account Name: Alpha UK Training
Bank Name: Union National Bank
Bank Address: PO Box 981 Dubai, UAE
Account No: 800 104 3909

Cancellation:

If a confirmed registration is cancelled more than 7 calendar days prior to the program start date, a substitute participant may be nominated to attend the same program, or a 10% cancellation charge is applied. Full fee will be charged in case the participant is a no-show. Due to unforeseen circumstances, Alpha reserves the right to alter the date, venue and/or speakers.

Discounts:

10% for early registration (60 days before the event)
5% for groups (3 or more)

Payment and Invoice Details:

Contact Name	
Position	
Organisation	
Address	
City and Country	
Phone (Work)	
Phone (Mobile)	
Fax	
Email	

Date :		Note:
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Please send this registration form by email or fax:

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