

Discovering your 4 and 8 Dimension Brain

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...past and present

"The brain of man is double"

Hippocrates, who examined the brain during autopsies he performed, concluded: "The brain of man is double". It was in 400 BC that he became certain that there was a connection between the loss of speech and damage to the left side of the brain.

In 1864 a French surgeon named Paul Broca came to the same conclusion after observing that patients with aphasia (loss of speech) had damage to the left-brain.

In the 1960's Philip Vogel and Joseph Bogen performed their breakthrough split-brain surgery on three epileptic patients. Roger Sperry (who received a Nobel Prize for this work in 1981) with his colleagues Bogen, Vogel and Gazziniga tested these patients and discovered that the two hemispheres control vastly different aspects of thought and action. They found that the left (controlling the right side of the body) is dominant for language and speech and for analytical and logical thought, while the right (controlling the left side of the body) excels at visualising, holistic and unstructured tasks.

This breakthrough was followed by brain dominance research by Ned Herrmann, Jaquelyn Wonder, Priscilla Donovan, Beverly Moore and others.

The NBI® was developed after extensive international research since 1980 on left/right brain functions. Kobus Neethling, under the research guidance of Prof. Paul Torrance of the University of Georgia, first developed the NBI® for adults before applying similar methodologies (as explained in the research documents)* to develop a number of other brain preference instruments. The results of research on the NBI® have been very significant and ongoing research at a number of universities and institutes remains an essential part of 4 and 8 dimension brain science.

*Available at www.nbiprofile.com

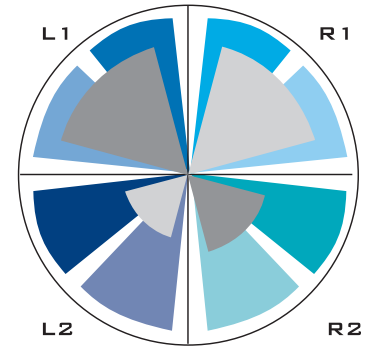
Important information on the NBI®

It is not difficult to understand or to interpret the Neethling Brain Instruments (NBI®). Always keep the following in mind:

- No brain profile is good or bad, right or wrong.
- The NBI® measures brain preferences, but not necessarily skills. In many instances they may of course be similar.
- You may therefore have skills in a quadrant with a low preference score, or strong preferences in an area where you have not had the opportunity to develop skills.
- A high score in a particular quadrant does not necessarily indicate equal preferences for all the processes of that quadrant.
- Your brain profile may change, but only if there are strong reasons for this to occur. This may occur over a long period of time because of changing interests, hobbies, environments and mentors. In rare cases changes occur over a short period of time because of traumatic events or drastic life changes. These changes may be temporary.
- Where a desire exists, certain quadrants can be developed through creative 4 and 8 dimensional brain exercises.
- The NBI® consists of a variety of instruments including a profile for children 4 to 9 years, students, adults and teachers.
- The brain profile gives an indication of how you:
 - communicate
 - act towards other people/in certain situations
 - do business
 - learn
 - teach
 - solve problems
 - make decisions etc.

Quadrant summary

The following summarises the thinking processes associated with each of the four quadrants.



Top Left (L1)

- Focus
- Essence
- Precise
- Accuracy
- Factual reasoning
- Logic
- Objective
- Diagnostic
- Analysing (digging deeper)
- Critical
- Clinical
- Factual memory
- Concrete
- Mathematical/financial
- Performance-driven
- Rational
- Realistic
- Quantitative
- Important to do it right
- Control

Top Right (R1)

- Holistic/big picture
- Experimentation
- Synthesis (link ideas)
- Strategic
- Visualising
- Idea-intuition
- Speculation
- Flexible
- Artistic flair
- Integrating ideas
- Unstructured
- Simultaneous (doing many things at once)
- Curious
- Risk-taking
- Looking for alternatives
- Investigation
- Imaginative
- Preference for change
- Fantasy

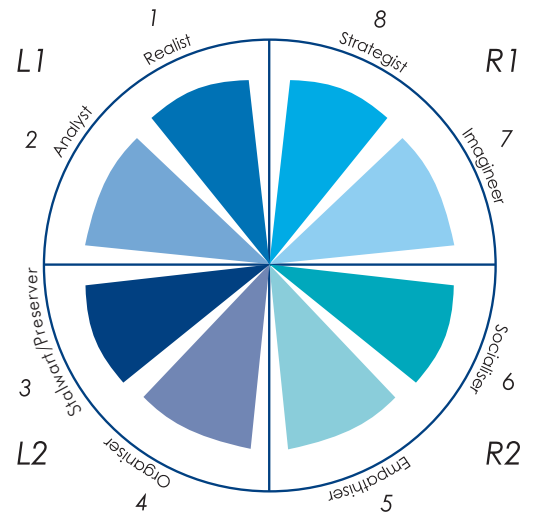
Bottom Left (L2)

- Organised/orderly
- Planned
- Structured
- Step-by-step approach
- Security/safe-keeping
- Detail
- Traditional
- Drive/task-driven
- Neat
- Punctual
- Time-conscious
- Steadfast
- Sequential
- Thorough
- Reliable
- Result-driven

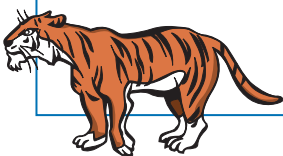
Bottom Right (R2)

- Non-verbal cues
- Touch
- Co-operation
- Sociable (one-on-one and/or groups)
- Take part
- Involved
- Playful
- Respectful
- People-focus
- Responsive
- Receptive
- Sensitive
- Support
- People awareness
- People perceptive
- Accessible
- Approachable
- Expressive
- Empathy
- Teamwork

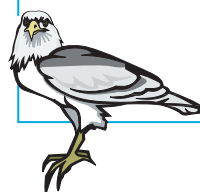
Eight Dimension summary



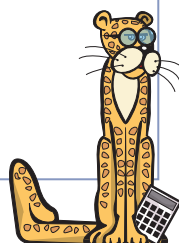
L1 - Realist	L1 - Analyst
Clarity No distractions Focused Set goals No mental clutter Define target Pros and cons Simplicity Clear guidelines Factual	Assess Monitor performance Dig deeper Financial Clinical Logical Priorities Calculate Probing Examining



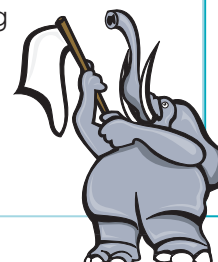
R1 - Strategist	R1 - Imagineer
Visionary Future-connected Predictions Change Risk-taking Big thinking Experience the unfamiliar Variety Design Challenge status quo	Inner voice Picture thinking Aha Daydream Fantasize Doodle/scribble Unsystematic Unconventional Clutter Zigzag thinking



L2 - Stalwart and Preserver	L2 - Organiser
Well-proven Discipline Order Time-conscious Methodical Cautious Loyalty Experience Stability Traditional	Action Hands-on Plan Systematic Supervise Persevere Checklist Schedules To-do list Organise



R2 - Empathiser	R2 - Socialiser
Encourage Assist Care Service-oriented Intuitive Hopeful Reaching out Sensitive Special attachments Nurturing	Groups Sharing Consensus Networking Co-operation Gatherings Entertaining Outgoing Connecting Sociable

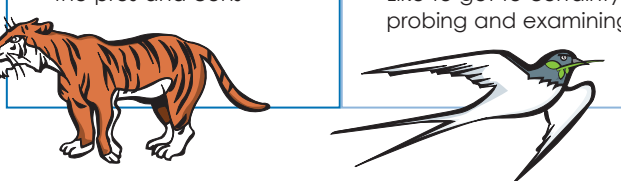


The eight dimensions of the brain

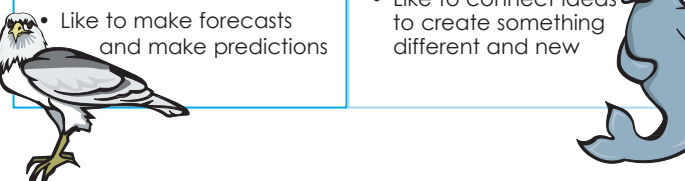
The dimensions of the L1 quadrant

The dimensions of the R1 quadrant

L1 - Realist	L1 - Analyst
<p>If this is your strongest dimension, you would:</p> <ul style="list-style-type: none"> Like simplicity and clarity Prefer to insulate yourself from distractions Like to keep your mind on specific tasks and outcomes Like to focus on important matters Prefer clear guidelines and directions Like ideas that have concrete value Give preference to factual points of view Prefer to think through the pros and cons 	<p>If this is your strongest dimension, you would:</p> <ul style="list-style-type: none"> Prefer to assess and monitor results and performance Like to dig deeper to understand the essence Like to be involved in matters of finance and investment Like to reason rationally Like to solve problems clinically and thoroughly Prefer to identify priorities clearly Like to calculate, examine and measure Like to get to certainty by probing and examining



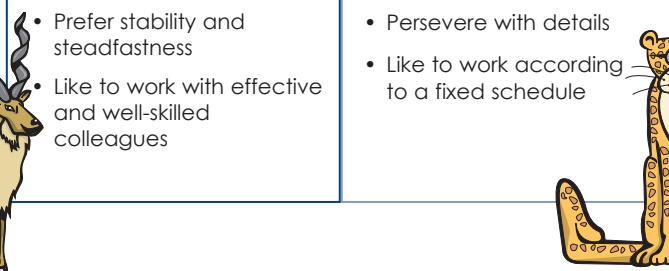
R1 - Strategist	R1 - Imagineer
<p>If this is your strongest dimension, you would:</p> <ul style="list-style-type: none"> Like to see through other people's eyes Like to see how the future connects with the past Prefer to think about big things while doing small things Love to move into uncharted and unfamiliar territory Prefer to gain insights from a variety of ideas and experiences Like to break new ground, to be part of change and transformation Like to take risks and to challenge the status quo Like to make forecasts and make predictions 	<p>The imagineer is someone who would:</p> <ul style="list-style-type: none"> Like to communicate with his/her inner voice Like to think in pictures Prefer the aha moment, the 'intuitive flash' to elaborate approaches Like to daydream and fantasize Like to use metaphors, images and doodles to describe experiences Like to be unorthodox and non-conformist when dealing with new projects Be comfortable in circumstances where there is some disorder and clutter Like to connect ideas to create something different and new



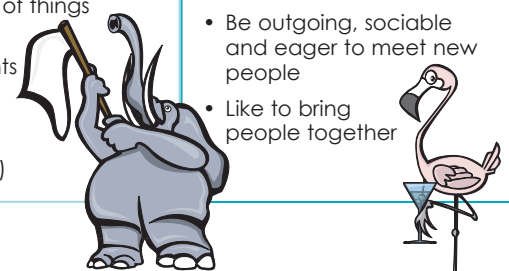
The dimensions of the L2 quadrant

The dimensions of the R2 quadrant

L2 - Stalwart and Preserver	L2 - Organiser
<p>If you are a stalwart/preserver you would:</p> <ul style="list-style-type: none"> Like to follow well-proven methods and practices Prefer disciplined and orderly environments Prefer circumstances where traditions, loyalty and rules are respected Like people to be time-conscious Work in a methodical and cautious way Give high preference to experience Prefer stability and steadfastness Like to work with effective and well-skilled colleagues 	<p>As an organiser you would:</p> <ul style="list-style-type: none"> Like to put things into action Prefer hands-on experience Like to organise, plan and arrange Like to supervise procedures and practices Prefer to have a to-do list Prefer to follow an orderly approach Persevere with details Like to work according to a fixed schedule



R2 - Empathiser	R2 - Socialiser
<p>If you are described as an empathiser you would:</p> <ul style="list-style-type: none"> Like to reach out to people Like to encourage and cheer people on Like to assist, help and put others first Like to add value to the lives of others Prefer to work in a service and 'hopeful' environment Depend on intuition when making decisions about people Appreciate the sentiment and mood of things Form attachments to a few special people (or animals) 	<p>If you are described as a socialiser you would:</p> <ul style="list-style-type: none"> Prefer to mingle with people Like to work in groups and share ideas with others Prefer consensus before deciding Like to entertain Prefer to co-operate and reach an understanding Prefer person to person communication, gatherings and get-togethers Be outgoing, sociable and eager to meet new people Like to bring people together



...in action in Communication

One of the key elements of a successful relationship is communication. This holds just as true in business. How can we use our insight into our 8 dimension brain to understand and accommodate different communication styles?

L1 WHAT?

R1 WHY?

Realist	Analyst
<ul style="list-style-type: none"> • Accurate • Coherent • Clear • Realistic • Focused 	<ul style="list-style-type: none"> • Valid • Calculating • Sensible • Probing • Questioning

Strategist	Imagineer
<ul style="list-style-type: none"> • Strategic • Forecasting • Challenging • Why? Questions • Visionary • Synthesising 	<ul style="list-style-type: none"> • Unconventional • Imagining • Intuitive • Metaphors/images • Meditative • Fantasizing

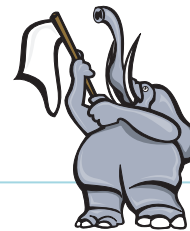
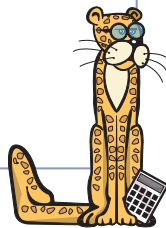


L2 HOW?

R2 WHO?

Stalwart/Preserver	Organiser
<ul style="list-style-type: none"> • Disciplined • Prepared • Controlled • Correct • Cautious • Methodical 	<ul style="list-style-type: none"> • Systematic • Arranged • Organised • Detailed • Planned • Orderly

Empathiser	Socialiser
<ul style="list-style-type: none"> • Kind • Understanding • Sensitive • Sympathetic • Caring 	<ul style="list-style-type: none"> • Sharing • Encouraging • Appreciative • Passionate • Tolerant



...in action in Business

Although many of the topics we discuss here are directly linked to business and play important roles in the successful running of any organisation (communication, creativity etc.), we now look specifically at the four quadrant brain in action in a few aspects of business.

1. Problem Solving

<ul style="list-style-type: none"> Analyses the facts Wants things to be correct Sees the facts clearly (no emotion) Gathers all information Has a neutral stance Sees problems rationally Deals with facts in a logical way Focuses on preciseness/exactness 	<ul style="list-style-type: none"> Solves problems in an intuitive way Sees the big picture Visualises the facts Is full of ideas and stimulating suggestions Sees opportunity and likes to speculate Likes alternatives Often has new and innovative ideas Likes to take risks Keeps an eye on the future
<ul style="list-style-type: none"> Organises/arranges facts (in categories, according to plan) Deals with facts chronologically Checks the facts Can be critical of ideas Finds faults and weaknesses in ideas of others Seeks detail and elaborations Practical aspects important Prefers tried and tested methods 	<ul style="list-style-type: none"> Suggestions often emotional Has an intuitive feel for people involved Values are important Feelings of suspicion and jealousy might limit vision Usually eager to share ideas Often brings new insight to ideas Enthusiastic about ideas Human aspects are fundamental

2. Strategic Thinking - the four quadrants

L1

- Bottom line
- Info, not motivation research
- Time-management
- Quick decisions
- Drives for success
- Observation rather than intuition
- Doing it my way
- Enforces decisions
- Little emotion

R1

- Intuition
- Straight to conclusion
- Speculation
- Risks
- Informal process of visionising
- Anti detail/stats
- Imaging provocative
- Can lose interest
- Fun options

L2

- Organises facts/data
- Evaluates all angles
- Finds the mistakes
- Validates
- Practical questions
- Thorough planning
- 'Look before you leap'
- Minimises risks
- Timely & effective implementation
- Back-ups

R2

- Socially considerate
- Values
- Eager to share info
- Feelings vs facts
- Instinctive
- Comfortable process
- Group dynamics
- Positive feedback
- Acceptance

L1=Fact-finding:

Determining the bottom line information necessary to support the R1 ideas

L2=Planning and Organising:

Developing the plans and organisational systems to put the ideas into action

R1=Strategic thinking:

Creating big picture, future-oriented, strategic ideas to take you and your organisation to the edge of possibilities and beyond

R2=Awareness and Acceptance Finding:

Communicating the ideas (facts and plans) to gain support and stimulate passion

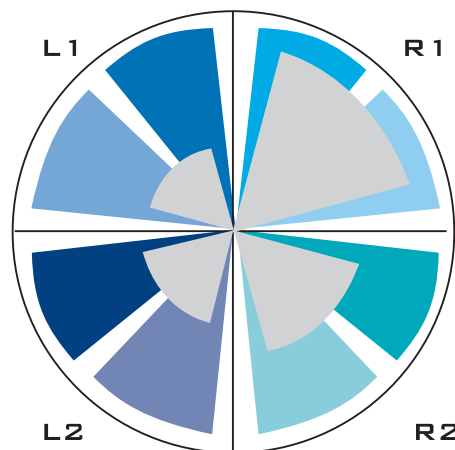
...in action in the Job and Skills Instrument

This instrument identifies an individual's skills. You may have acquired skills in a particular area that are not really indicative of your brain preference or you may have a very strong preference in one area, but have never had the opportunity to develop the necessary skills. The Skills Instrument determines in what quadrant of the brain your strongest skills reside. It is important for everyone, whether you are a student making subject or study direction choices or whether you are a person choosing a career. Combining the Skills Instrument with the brain preference profile will help you determine what you as an individual will like doing as well as be good at.

One of the most popular applications of the NBI® is in the design of the ideal job for each individual, taking into account his/her brain preferences. It now becomes possible to choose not only the job that you CAN do (skills), but also the job that you will LOVE doing (preferences).

Practitioners of the NBI® can assist you to design your ideal job. Here is one example of the advice they can give you.

Example:



Short summary:

- R2 skills: responsive; interpersonal; networking; etc.
- R1 skills: incorporating ideas; experimenting; idea-intuition; etc.

Occupational fields:

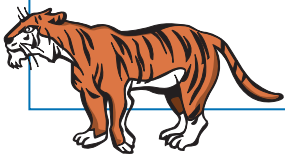
- Manager or owner of hotel, guest house, restaurant
- Marketing (produce new marketing initiatives for ideas, products, services e.g. advertisements, videos, photo series, puppet shows, shows)
- Tourism (provide new places to visit, experiences, entertainment, fun, rendering of service, caring, communication, atmosphere, empathy)
- Education (present courses in design, creative arts, psychology, motivation and languages; course and curriculum design for the 21st century)
- Medical (children, plastic surgery), music/art therapy

(Adapted from 'Very Smart Parents' by Kobus Neethling & Raché Rutherford)

...in action in Leadership

We are told we should lead by example. That is good advice unless that example is inflexible, one-sided and intolerant. The 21st century leader will need to be an 8 dimensional leader, a leader that understands the different brain preferences of his team and leads individuals in a way that would inspire them most. The starting point of this challenging (but exciting) journey is understanding your own leadership style and how this would impact on those you lead.

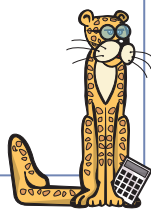
L1 - Realist	L1 - Analyst
<ul style="list-style-type: none"> You have an authoritative leadership style. You tend to stand firm on issues and prefer to have the last say. You are a focused leader, who may be seen as 'distant' by some. Because you have clear goals in mind, you may appear inflexible. You are decisive and others know exactly where they stand with you. 	<ul style="list-style-type: none"> Doing it 'right' is more important to you than doing it together. You like to investigate problems thoroughly before taking steps. Your leadership is strongly influenced by the bottom line. You keep tabs on performance and monitor and assess results. You like to 'get to the bottom' of things, identify priorities and work with certainties rather than assumptions.



R1 - Strategist	R1 - Imagineer
<ul style="list-style-type: none"> You support new ideas and encourage alternative ways of doing things. You will not cling to previous decisions and procedures. You may take risks when you believe in an idea. You are a visionary leader and future positioning is important to you. You like strategy sessions, but may become irritated with the details. 	<ul style="list-style-type: none"> Your style of leadership is probably more informal and sometimes playful. You are not very traditional and will be open-minded enough to listen to new suggestions. Dreaming up new schemes, etc. (not planning!) is a strong facet of your leadership. You are probably comfortable sharing authority and not strong on following rules and conventions. Your leadership style will be shaped by 'intuitive flashes' rather than elaborate approaches.



L2 - Stalwart and Preserver	L2 - Organiser
<ul style="list-style-type: none"> You prefer to lead by following well-proven methods and practices. You insist on punctuality and diligence. You give high preference to experienced and well skilled employees. You prefer to take the route of caution and won't take risks easily. You may just place more importance on the task than on the person. You insist that rules and regulations be adhered to. 	<ul style="list-style-type: none"> You set a high standard as far as planning and productivity are concerned. You do not tolerate a deviation from procedure. You can be described as an 'action up front' type of leader - you insist on results. You are a 'checklist' leader who involves him/herself in the supervision and evaluation of tasks.



R2 - Empathiser	R2 - Socialiser
<ul style="list-style-type: none"> You value the person above the task. You try to motivate, encourage and inspire your team. You willingly lend assistance where it is needed. You have an open-door policy and interact with your team members in a personal way. You are sensitive to atmosphere and mood changes and would act on these. 	<ul style="list-style-type: none"> You are a team-focused leader. You like to communicate with your team. You encourage feedback from your team and like to reach consensus. You involve others in decision making and are seen as approachable. Organising social events and gatherings is part of your leadership style.



Remember:

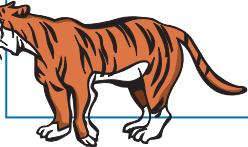

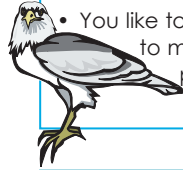


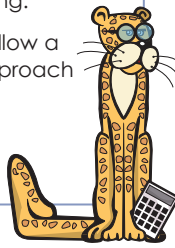


Your team most probably do not all share your preferences. The successful leader is the person who can lead and manage others according to their particular preferences at all times. Talking the language of the listener is the ideal 8 dimensional approach for all leaders.

...in action in Teaching and Learning

To apply the 8 dimension brain successfully in business, parenting and all other aspects of life, we need to lay the foundation in our teaching and training. Teachers, trainers as well as learners need to understand the meaning and impact of 8 dimension brain teaching.

<p>Teaching: textbook, precise instructions, logical arguments, opportunity to analyse, discuss technical aspects. Learning: at desk, supplies handy summaries, research. Environment: neat, info available, blackboard work accurate, quiet.</p>	<p>Teaching: holistic view, spontaneous participation, visual, associate contents with past/future, fun, experimentation, new concepts. Learning: sits/lies - seldom at desk, diagrams, learning games, tries new methods, rarely timetable, mind wanders. Environment: colourful, challenging info, humorous exhibitions, artistic, changing.</p>
<p>Teaching: textbook, chronological & well-planned lessons, clear instructions, repetition, clear lesson objectives, formal lessons. Learning: at desk, detailed summaries, practices subject-matter, practical application, timetable for studying. Environment: programs etc. handy, detailed blackboard work.</p>	<p>Teaching: group work, movement, music, associate contents with personal experiences, show emotions, acting as teacher. Learning: amongst people, emotional about contents, music, talks loud to memorise, non-verbal communication, role play. Environment: room for movement, music, person-oriented, exhibitions, friendly, colourful, comfortable.</p>

Learning and the eight dimensions

L1 - Realist	L1 - Analyst	R1 - Strategist	R1 - Imagineer
<ul style="list-style-type: none"> You find it easy to focus for a stretch at a time. You prefer to study alone and in quiet surroundings. You set yourself achievable goals while studying. You like to have clear guidelines to study to. You make short, clear summaries when studying. 	<ul style="list-style-type: none"> You like to do research when studying. Your favourite subjects are those that deal with facts, figures and concrete issues. You are constantly jotting down notes as you dig deeper into information. You are always analysing content. You do not accept all information and can be critical of content. 	<ul style="list-style-type: none"> You find new and experimental work an enjoyable challenge. You get bored easily with repetition. You prefer studies that have future value and that fit into your vision. You question content regularly. You like to use information to make future predictions. 	<ul style="list-style-type: none"> Timetables and planning your studies are not favourites! You find it difficult to focus on one subject for any length of time. Diagrams and visual aids suit your learning style better than summaries. You prefer to do your work in an informal way and environment. You prefer unstructured and unconventional subjects. 
L2 - Stalwart and Preserver	L2 - Organiser	R2 - Empathiser	R2 - Socialiser
<ul style="list-style-type: none"> You are disciplined when it comes to studying. You repeat content until you feel secure in your knowledge. You probably make extensive summaries. You prefer clear and precise instructions. You study best in quiet, stable environments. 	<ul style="list-style-type: none"> You prefer to work according to a timetable. Your surroundings need to be orderly and organised. You probably make clear and orderly summaries. You enjoy any practical, hands-on learning. You prefer to follow a step by step approach when studying. 	<ul style="list-style-type: none"> You learn best if you find meaning in the subject. You prefer those subjects that will develop you as a person. Connecting content with life experiences helps you understand and remember facts. Atmosphere influences your ability to study. You like studying in groups if you feel you can add value to others. 	<ul style="list-style-type: none"> You often prefer to study in the company of others. You talk out loud when memorising. You like to 'talk it through' with others when dealing with challenging work. Group projects are a favourite. Your emotions often influence your attitude towards your studies. 

Remember:

Sometimes you will have to develop skills in your weaker dimensions in order to be a more effective student.

...in action in Creativity

Creativity can be found in all four of the brain quadrants.

1. Exercises to develop your 4 quadrant creativity:

<p>Ask: What? (do I need, must I know, must I do) Change problems to challenges Dig deeper into the situation Learn a new program (eg. Computer) Watch a movie and analyse the different elements Write a comprehensive financial plan on how to become rich! Read an article and summarise it in 5 bullet points</p>	<p>Ask: Why? (is this important, do I need to make this work) Fantasize Eat an exotic dish Rearrange your furniture Arrange a surprise outing Make a crazy idea work Photograph 'weird' things Play a musical instrument (you made yourself)</p>
<p>Ask: How? (will I deal with this, plan my action steps) Plan a new route to work/town Revamp your filing system Change impractical ideas into practical solutions Make lists (shopping, gifts, and a few unique ones) Alphabetise your bookshelves</p>	<p>Ask: Who? (are involved) Put candles on the table Arrange a picnic Think of new family games Hug! Share your sentiments with someone Listen to music and draw what you visualise (or dance with the broom stick!) Design your own greeting messages</p>

2. Creative study methods for the 4 quadrants:

<p>Summarise in short bullet points Analyse content Write specific outcomes</p>	<p>Mind mapping Visualising content and outcomes Try out study games Use unorthodox methods</p>
<p>Categorise content Repeat Draw up timetables Follow an orderly approach</p>	<p>Talk out loud Create stories about content Discuss with others Study with people Study with music in background</p>

3. Creativity techniques for the 4 quadrants:

There are hundreds of creative techniques to solve problems.
 Here are some examples:

<p>Attribute Listing Card Roundabout Morphological Analysis Fact Finding Technique Probing the Essence</p>	<p>Picture Stimulation The Mad Hatter Fantastic Reality Pot Luck Basket Balloon Ideas</p>
<p>Scamper Matrixing Idea Listing Time Structure Technique</p>	<p>Role Reversal Sensing Semantic Intuition Nature Walks Blindfold Communication</p>

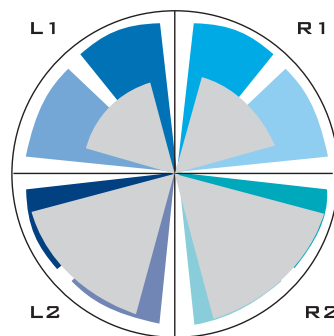
...in action in Parenting

Understanding your child's unique preferences is essential for successful parenting.

Although parenting is probably the most important and difficult job we ever have to do, there is very little training and guidance available. The biggest challenge for a parent is to parent a child who is very different from you. Try to recognise your style when studying the following and compare that with your child's brain preferences.

Parenting and the four quadrants

Example:



This profile shows that your preferences lie in the bottom hemisphere of the brain. You therefore have strong preferences for detail, structure and systematic arrangement (the bottom left quadrant), as well as for people-sensitivity and interaction (the bottom right quadrant).

Although you show strong preferences for several of the thinking processes of these two quadrants, it does not necessarily mean that you have strong, or equally strong, preferences for all the processes. Therefore some of the following descriptions may not be completely accurate in all cases.

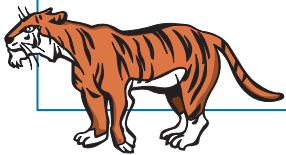
- You are the parent who can be described as the obedient servant! You definitely do and give a great deal for your child.
- You like to caress and pamper your child, but also to put words into action. Your house is neat and organised and you also try to teach your child this important lesson. On the other hand you tidy up yourself if he is lax.
- You believe in routine and encourage your child to eat and take a bath at set times.
- You do not take kindly to your arrangements being upset because your child (or the school) is disorganised.
- If there is something wrong with your child, you will not stop questioning and nagging until your child is willing to share with you.
- You like to participate in your child's games, provided there is order in the game, the 'right' steps are followed and things are put away neatly afterwards.
- Your child sometimes becomes irritated because you focus a lot on the little things (room tidy and clean, neat appearance, punctuality).
- You have strict rules of conduct for your child and can become very upset and emotional if these are broken, because you do so much for your family!
- Because you are not always flexible and prefer the traditional, you may often oppose changes in you child's life. It may even make you fearful and anxious.

(Extract from 'Very Smart Parents' by Kobus Neethling & Raché Rutherford)

Parenting and the eight dimensions

L1 - Realist

- You follow the rational approach and do not often allow for emotions.
- You have strict rules that have to be adhered to (there is a 'right' and 'wrong').
- You do not like your authority challenged.
- You insist on your child focusing on the task at hand.
- You tend to be the decision maker - have the final word.



L1 - Analyst

- You insist on your child performing well and would monitor performance closely.
- Your child's future financial security is a priority.
- You may be quite critical of your child's mistakes.
- You will insist on thorough explanations for behaviour.
- You will put a strong emphasis on your child understanding priorities.



R1 - Strategist

- You take your child's opinions and ideas into account.
- You encourage a variety of interests.
- You are usually open to your child 'trying out' something new.
- Dreaming of the future is a favourite pastime when talking to your child.
- You are probably not a stickler for rules.



R1 - Imagineer

- You are probably not the 'traditional' parent.
- You like to do things with your child on the spur of the moment.
- You sometimes forget important details (appointments, dates, etc.)
- You like to surprise your child.
- Fantasy is an important facet of your relationship with your child.
- You like to share way-out ideas with your child.



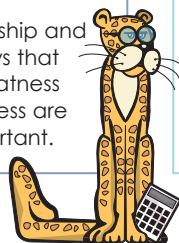
L2 - Stalwart and Preserver

- Good behaviour and discipline are high priorities.
- You do not tolerate untidiness.
- You insist on strict routines to keep the household running smoothly.
- You are very safety conscious and may even be overprotective.
- Because you are traditional, a child who experiments with new trends may give you a pounding headache!



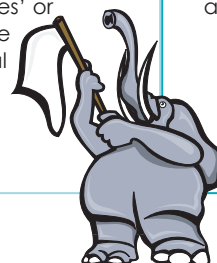
L2 - Organiser

- You tend to organise your child's life.
- You run your household to a strict schedule and a disruptive child is not tolerated.
- You set clear rules and ensure that these are followed.
- You tend to sacrifice a great deal for your child - so where is the appreciation?
- You run a tight ship and your child knows that punctuality, neatness and thoroughness are extremely important.



R2 - Empathiser

- You like to encourage and cheer on your child.
- Your child's happiness and well-being are more important to you than performance.
- You are very sensitive to your child's moods.
- You would encourage activities that will develop your child as a person.
- You may regard your child's 'failures' or disobedience as a personal failure or attack.



R2 - Socialiser

- You share most things with your child and expect the same back.
- You sometimes react in an overly emotional way - to regret it later!
- You encourage group activities and want your child to be a 'joiner'.
- You involve your child in decision making.
- You are a loving and affectionate parent.



Remember

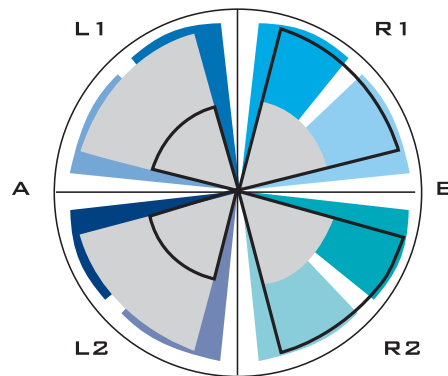
You may have a different profile than that of your child. Your challenge would be to parent your child according to his/her preferences as far as possible. You and your spouse may also have different preferences. In this case you need to develop tolerance and together gain insight into the best way to parent your children.

...in action in Relationships

Many relationships are fragile at best. This is often because we lack tolerance towards differences, we think 'we are always right', we do not understand that others can think and act differently from us in similar circumstances. Understanding your - and your partner's brain preferences and how these impact on your relationship will go a long way towards growing understanding, tolerance and excitement instead of criticism and the constant battle of trying to change others to be more like you! Discover your own - and your loved one's relationship thinking style and wait for the aha's!

Relationships and the four quadrants

Example:



These two profiles in a relationship could be a recipe for disaster, but that does not have to be the case. Tolerance and understanding have to form the foundation for this couple.

Because **A** in this relationship is finicky and wants things to be planned in detail and **B** is just the opposite, **B**'s impulsiveness and **A**'s attention to detail and planning can lead to irritations in the relationship.

B is lovable and emotional and expects the same from **A** who has better control over her/his emotions and may appear to be cool and aloof at times.

B enjoys trying out something new, would like to visit new places and try new dishes, while **A** prefers the tried and trusted.

B is more emotional and likes to talk things through - **A** seldom feels the need to 'talk about us'. To tell the truth, **A** very seldom realises that something is wrong and needs talking about! This makes **B** feel that **A** is rather insensitive.

B prefers romantic, unusual and impulsive gifts, whereas **A** likes practical, useful and technologically advanced gifts. **A** often asks, "How much did this cost"? And **B** will reply, "Who cares - as long as it makes you happy."

Because **A** is a realist and **B** an idealist, their views on the future of their relationship often differ.

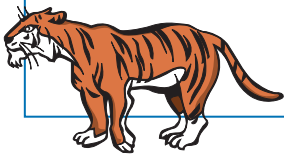
B might feel the relationship with **A** is getting boring; he/she is becoming restless because the relationship lacks variety and excitement. Ideas about 'a good night out' could be vastly different.

B is intuitive, senses the atmosphere, knows instinctively that something is amiss and is sensitive to the changing mood of his/her partner. **A** on the other hand, feels **B** is too sensitive and senses things which don't exist.

Relationships and the eight dimensions

L1 - Realist

- You have a clear-headed approach to relationships.
- No falling head over heels in love for you.
- You are clear on what is 'right' and 'wrong' in a relationship.
- You need to know exactly where the relationship is heading.
- You prove your love in concrete ways.



L1 - Analyst

- You prefer logic over sentiment.
- You analyse problems instead of reacting in emotional ways.
- You dig deeper into problems (and may be seen as cold and distant).
- Financial security comes before romantic gifts.
- You can be critical of your partner's behaviour.



R1 - Strategist

- You are full of surprises and like to be surprised in return.
- You may seem to neglect your relationships at times because you are busy with many different projects.
- You like to experiment in your relationship.
- The future of your relationship is very important.
- You may sometimes sail close to the wind and find excitement in being daring.



R1 - Imagineer

- You spice up your love life through fantasy.
- You may get into trouble forgetting important details.
- You often plan outings on the spur of the moment.
- You show your affection spontaneously.
- You often daydream about your relationship and about love in general.



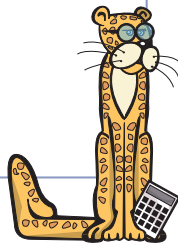
L2 - Stalwart and Preserver

- You will consider the advantages and disadvantages of a new relationship.
- You prefer stable, long lasting relationships.
- You treasure loyalty in your partner.
- Traditions regarding relationships are important.
- You would not be likely to 'break the rules'.



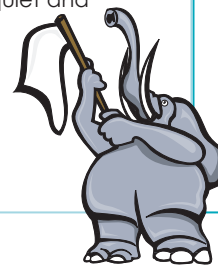
L2 - Organiser

- You like to organise the outings etc. in your relationship.
- You are the 'long suffering' partner who perseveres through the tough times.
- You show your love in very practical ways.
- You like 'to do' things for your partner.
- You don't like surprises.



R2 - Empathiser

- You are sensitive to your partner's needs and moods.
- You like to 'look after' your loved one.
- You are sensitive and easily hurt by your partner's behaviour.
- You are sensitive to atmosphere and affected by it.
- You like quiet and intimate moments with your partner.



R2 - Socialiser

- You are affectionate and don't hide your emotions.
- You can be a passionate and enthusiastic lover.
- Socialising with friends is an important part of your relationship.
- You share your feelings and ideas openly.
- You wear your heart on your sleeve!



Remember:

You and your partner may have different brain preferences - the challenge is to be tolerant and to find ways to accommodate your loved one.

...in action in Sport

A brain profile provides a glimpse into the soul. There is hardly a field or area of life that cannot be enhanced by a better understanding of the preferences of each role player. Sport is an area where the successful use of the NBI® has been proven over and over again.

The Player (Rugby)

Focused: the ability to apply the mind to the game Keeps to the essence of each moment Thinks correctly, logically Does not make mistakes Remembers to apply what has been taught in training Correct application of skills (kicking, scrumming, line-out work) Automatic application of techniques as taught	Individualism Creative play when drilled-in patterns fail Handles situations in unique way Creates patterns of play to suit circumstances Sees the bigger picture intuitively
Discipline (regular attendance, punctuality) Drilling in of specific steps, procedures Development of fixed patterns Consistency (danger of lacking variation and becoming predictable)	Spontaneous group cohesion Re-groups automatically Re-grouping arises from intuition (not drilled-in tactics) Individual passion Enthusiasm that keeps the energy level up Able to handle emotions Able to handle conflict/moments of crises during game

(Extract from 'Creative Rugby' by Kobus Neethling & Naas Botha)

...in living a Healthy Lifestyle

As we have mentioned before, there is hardly an area of our lives where the whole brain does not have a role to play. Sport goes hand in hand with a healthy lifestyle. Ever wondered why you don't stick to a diet or exercise programme? The 4 quadrant approach is probably what you need!

Example: Starting a new diet (healthy eating style)

Study the information meticulously, analytically Weigh, measure Work out desired weight loss Insist on scientific accuracy (Pitfall: enthusiasm and passion are lacking, too critical if things don't work out as planned, realistic view of yourself, rejects the 'dream body' you badly want)	Fantasize about perfect body Strategy in place to reach your goal Diets must be interesting Not too detailed Must offer various options (Pitfall: gets bored with the diet, measuring out portions, weighing gets on your nerves, convince yourself you don't really need the diet)
Plan your diet carefully Work out details for every meal Keep record of weight Rigidly committed (Pitfall: too rigid, feels it interferes with your 'normal life', irritate others with your nitpicking, change is too drastic to persevere)	Start enthusiastically Tell others about it Try to involve others to join you (Pitfall: food is your comfort and now you feel miserable, food is your reward so you become despondent easily, feel irritated and depressed because you are deprived of your normal treats)

(Extract from 'Talk to your Food' by Kobus Neethling and Raché Rutherford)

Kobus Neethling 8 Dimension Creativity

COMMENTS FROM CLIENTS OF THE KOBUS NEETHLING GROUP

Avroy Shlain (Large Cosmetic Company)

It was not long after implementing The Kobus Neethling Programmes when we started to experience positive results on many fronts. Our sales people were able to communicate remarkably better with our clients; we all understood the needs of our clients so much clearer and the ability to use our 4 quadrant brain in problem solving changed everything for us. Six months after implementing the KN programme our profits rose by 54 percent.

(Marinda le Roux; Regional Manager: Avroy Shlain)

O'Keeffe & Swartz (Tele-Marketing Company)

This was the best training we have ever received. The results were immediate. The focus was on finding solutions and to move away from a problem oriented organisation and this worked for us. Our profits went way above our expectations; we are opening new offices all over and there are just no limits anymore. There is an aliveness amongst all our employees and the clients are now more positive towards us than ever before. We are keeping our association with Kobus Neethling. We have the policy in our company that every employee must attend the Kobus Neethling Creativity Training Programmes.

(Shaun O'Keeffe: Director)

INTERNATIONAL REFERENCES & QUOTES

Kobus Neethling has taken whole brain research way beyond the paradigms of the past -- I know of no one else who has taken whole brain thinking to these levels.

(Prof Paul Torrance: Mr. Creativity of the 20th Century)

Kobus Neethling has demonstrated the most thorough scholarship in creativity that I have been able to witness in my years of teaching.

(Dr. Mary Frasier; Past President of the American Creativity Association)

In my more than 30 years as an academic I put Kobus Neethling's doctoral thesis at the top of my list. His first draft was virtually his final draft. His in-depth research portrayed a person of unique insight, dedication and remarkable commitment to his science.

(Prof. Ben Schutte; Alumnus Professor of Education: University of Potchefstroom)

I have admired your writings and commitment to creativity for a long time. You are internationally regarded as the leader of creativity in South Africa.

(Prof. M.K. Raingq; Jawaharial Nehru University)





About the Author Dr Kobus Neethling

President of the South African Creativity Foundation

Holds six degrees including two Masters, a Doctorate and Post-Doctorate (cum laude) in the identification and development of creative behaviour (Universities of Cape Town and Georgia - USA)

Has written more than 80 books and 9 TV series including a number of international best-sellers (Including three new international best-sellers: 'Creativity uncovered'; 'Very smart parents' and version two of 'Am I clever or am I stupid' has sold more than 200000 copies)

Guinness World Record Holder: Co-author of 'Making the Impossible possible', the book of more than a 100 pages written in the fastest time ever - four and a half minutes

Has received 10 International Who's Who Awards including Personality of the Year (2000); One of 2000 outstanding Scholars of the 20th century (1999: Cambridge, England) and The International Who's Who of Intellectuals Award

Received the 1998 International Leadership Award from the Creative Problem Solving Institute (USA): Most prestigious creativity award in the world

Received the first International Creative Genius Award (2004) from the International Genius Academy (USA)

Developed the largest battery of 4 and 8 Dimension Brain Instruments in the world (used in 30 countries) including the acclaimed 8 - Dimension Brain Model

International Silver Screen Award (for a TV episode called Creativity - 2005)

Works with major corporations, national sporting teams, and education groups from all over the world

Voted by Femina magazine as one of the six best presenters in South Africa (2005)

Co-developer of the Hit TV show 'Out of the Box' - WINNER OF THE 2007 'US INTERNATIONAL FILM AND VIDEO FESTIVAL' SILVER SCREEN AWARD

2008 Recipient of the Excellence in Innovation Award (Mumbai: Feb 2008) The most prestigious Creativity and Innovation Award in Asia

Anglo Platinum (Anglo American Platinum Mine: Swartkop):

'We started production on this mine 50 years ago. During the past three years we were able to equal the production of the previous 47 years. This miracle was due to two factors: new technology and the introduction of the Kobus Neethling Creativity Programmes.'

Dr Mary Frasier: President of the American Society for Creative Teaching :

'Kobus Neethling has demonstrated the most thorough scholarship in creativity that I have been able to witness in my years of teaching.'

