



**Neethling Brain
Instruments in...**

Business

Introduction

The Neethling Brain Instruments (NBI®) is a revolutionary battery of instruments that strives to develop whole-brain thinking in individuals. These assessment tools will help you develop strategies to sustain creativity and positive thinking in your personal and professional life. You will also be able to identify the essence of your problems and apply creative solutions immediately.

Focus on human resources

The current world of work depends not on physical or tangible resources, but on 'human' resources. Therefore, a business's success lies in its ability to harness the skills, knowledge and insight of its employees, clients and suppliers.

Getting ahead of the pack

Insight into personal thinking preferences can put your business ahead of the pack on a variety of fronts and can be applied in almost any area of business, such as:

- recruitment
- staff retention
- team building
- innovation
- marketing
- creativity
- leadership
- conflict management.

For example, knowing the personal thinking preferences of a job applicant will give a very good indication of his or her suitability for a certain position. If your business is undergoing major change - such as implementing employment equity or refocusing on emerging markets - an understanding of thinking preferences can reveal existing paradigms and ways in which these should be shifted.

Tailor-made solutions

Using a combination of the NBI® and creativity coaches, we can tailor-make solutions to meet the specific needs of your business. Our team of international trainers is on standby to provide the necessary consultations and training.

Neethling Brain Instruments



Testimonials

"It was not long after implementing the NBI® that we started to experience positive results on many fronts. Our salespeople were able to communicate remarkably better with our clients, and we all understood the needs of our clients so much more. The ability to use our whole brain in problem solving changed everything for us. Six months after implementing what we learned from the NBI®, our profits rose by 54 per cent."

Marinda le Roux, regional manager at cosmetics company Avroy Shlain

"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 NBI® creativity programmes."

Representative of the Anglo American platinum mine in Swartkop

"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 NBI® creativity programmes."

Shaun O'Keeffe, chief executive officer of telemarketing company O'Keeffe & Swartz

Learn to do business with your whole brain.

Instruments

- NBI® General Adult
- NBI® Skills
- NBI® Job
- NBI® Personal Negativity
- NBI® 360-Degree
- NBI® Leadership Style
- NBI® Creativity Style

Add value and insight to:

- Team Building Strategies
- Creativity and Leadership
- Conflict Control and Resolution
- New Employee Selection
- Employee Retention

Everyone needs us!

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