



Thinking Compass – The Herman Measuring Instrument



1440 – 2019

زامبيا – لوساكا
Zambia - LusakaThe **Herman Brain**
Dominance Instrument
HBDI**ALPHA**
TRAINING
Alpha Training UK Limited

د. علي بن عيسى الزهراني
مستشار التنمية البشرية في الشرق الأوسط
ACA
dr.ali.easa@gmail.com
+966-505-703-203

١٢ - ١٧ شوال ١٤٤٠ هـ
15- 20/JUN/2019لوساكا - زامبيا
Lusaka, Zambia

Dr. Ali Eisa Al Zahrani
@dralleasa

79 dr.ali.easa@gmail.com

(HRDA)

مغرب معتمد

(ACA)

مستشار التنمية البشرية في الشرق الأوسط

1

Dr.. Ali Bin Isa Al-Zahrani
Training and human resources development
Certified Trainer
From the British Academy of Human Resource Development
Trainer, consultant at Herman scale of thinking
Trainer and consultant in the automated decision-maker
Membership in a number of administrative councils
He chaired a number of committees
Trained more than 10,000 trainees
The commander of the founders of a certified US states
Training expert in Arab Board for Training and Consulting
A member of the Network of Arab trainers
consultant at ACA



Objectives of the Workshop/Method of Presentation



أهداف تعلم بوصلة التفكير ومقياس هيرمان

■ Objectives

- Getting familiar with the Herman Brain concept;
- Knowing how to use the Herman measurement of Brain Dominance;
- Application of Brain Dominance in developing management and creative skills including development of learning and training skills;



79 dr.ali.easa@gmail.com

(HRDA)

مغرب معتمد

(ACA)

مستشار التنمية البشرية في الشرق الأوسط

2



Contents of the workshop

محتويات الدورة



1. Theoretical basis of the thinking compass:
 - The Roger Sperry Model
 - The McLean Model
 - The Herman Model
2. Thinking Compass (The Herman Instrument)
 - Using the Herman Instrument
 - Explaining the Herman Instrument
 - Characteristics of the Herman Instrument
3. Applications of the Herman Instrument
 - Developing personal capabilities
 - Leadership management and Team Development
 - Creative and Management Development

3 د. علي بن عيسى الزهراني - خبير التدريب في البورد العربي - مستشار (ACC.A) - مدرب معتمد (HRDA) dr.al.easa@gmail.com 79



What you will learn from this Workshop

ماذا تتعلمه في هذه الدورة



□ At the end of this workshop every participant should know:

- How a human's brain works and how it can be engaged interactively
 - How do you think and how do others think?
 - Why do you do what you do and why do others do what they do?
 - What are the different ways of thinking in a human being?
- How to use the Herman Instrument on individuals and Institutions
 - Terminologies of the Herman Instrument
 - Explaining the Herman Instrument

4 د. علي بن عيسى الزهراني - خبير التدريب في البورد العربي - مستشار (ACC.A) - مدرب معتمد (HRDA) dr.al.easa@gmail.com 79



What you will learn from this Workshop

ماذا تتعلمه في هذه الدورة



□ At the end of this workshop every participant should know:

□ Application of the Herman Instrument in the following fields:

- ✓ Increasing production;
- ✓ Solving problems;
- ✓ Developing Human resource;
- ✓ Strategic planning;
- ✓ Employment;
- ✓ Supervision;
- ✓ Team Work;
- ✓ Innovation;
- ✓ Creative Thinking;
- ✓ Communication

5 د. علي بن عيسى الزهراني - خبير التدريب في البورد العربي - مستشار (ACC.A) - مدرب معتمد (HRDA) dr.al.easa@gmail.com 79



What does the Herman Model measure? ماذا يقيس نموذج هيرمان؟



- What does the Herman Model measure?
 - ❖ Preferences in the way of thinking
 - ❖ Methods of treating information
- Things that can not be measured by the Herman Model
 - ❖ Merit
 - ❖ Personality (MBTI)
 - ❖ Attitude (Temper)
 - ❖ Intelligence (IQS)



Positives of the Herman Instrument حسناً مقياس هيرمان



- The instrument is not concerned with presenting a judgement on a person.
- It's quick and can be understood easily.
- Balanced in terms of depth and friendliness.
- Designed in such a way that it can be remembered easily through numbers and colors.
- It provides us with valuable information on the group and team.
- Regards the variance of group members as a positive element.



Importance of the Herman Instrument أهمية نموذج هيرمان



- More than 60 "Doctorial" Theses have discussed the Herman Instrument.
- There are more than 100 scholarly articles that have been published on the Herman Instrument.
- Big international corporates use the instrument:
 - ❖ IBM, Shell, Pont, Coca Cola, Mobil Oil, Xerox, AT&T, INTEL, The American Army, University of Texas, Georgia University.
- It is used in the:
 - ❖ US, Britain, Germany, France, Turkey, Mexico, Argentina, Australia....



Application of the Instrument تطبيقات مقياس هيرمان



- Strategic Planning
- Recruitment
- Supervision
- Teamwork
- Senior Management
- Media and Communications
- Innovation and Creativity
- Organizational Development
- Personal Development
- Personal Understanding
- Education and upbringing
- Training
- Selling and Buying
- Development of institutional structures
- Change Management
- Social and family matters

9 د. علي بن عيسى الزهراني - خبير التكوين في البورد العربي - مستشار (AC&A) - مغرب معتمد (HRDA) dr.al.easa@gmail.com 79

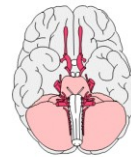


Human Brain

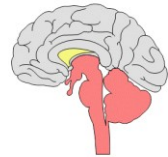
دماغ الإنسان



Human Brain



Horizontal clip

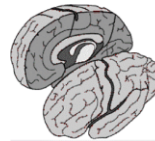


Vertical clip

10 د. علي بن عيسى الزهراني - خبير التكوين في البورد العربي - مستشار (AC&A) - مغرب معتمد (HRDA) dr.al.easa@gmail.com 79



The Rodger Sperry Model – Side by Side نموذج سبيري - التجانب



- In 1960, Roger Sperry discovered that each half of the brain, right and left, has a special function



- Because of this discovery, Sperry was awarded a Noble prize

11 د. علي بن عيسى الزهراني - خبير التكوين في البورد العربي - مستشار (AC&A) - مغرب معتمد (HRDA) dr.al.easa@gmail.com 79

The Rodger Sperry Model – Side by Side
نموذج سبيري – التجانب

•Words/	•Coordination
•Numbers/	•Colors
•Logic/	•Imagination
•Analysis	•Day Dreaming
•Arrangement	•Dimensions
•List	•Voices

79 dr.ail.easa@gmail.com (HRDA) مغرب معتمد (AC&A) مستشغل (AC&A) جنير التكريب في البورد العربي - ع. علي بن عيسى الزهراني

The Rodger Sperry Model – Side by Side
نموذج سبيري – التجانب – الأيمن

- This model prefers visual explanations
- It uses mental pictures
- It treats information as a whole
- It produces ideas in an intuitive way
- It prefers works that require abstract thinking
- It works with more than one task at once
- It prefers activities that require composition and formation
- It improvises with the information it has
- It prefers unlimited opportunities
- It prefers to access general ideas
- It counters problems seriously

79 dr.ail.easa@gmail.com (HRDA) مغرب معتمد (AC&A) مستشغل (AC&A) جنير التكريب في البورد العربي - ع. علي بن عيسى الزهراني

The Rodger Sperry Model – Side by Side
نموذج سبيري – التجانب – الأيسر

- They prefer oral explanations
- It uses language to remember
- It processes information consecutively
- It produces ideas logically
- It prefers works that require tangible thinking
- Focuses on one task always
- Prefers activities that require research and exploration
- Prefers works that are organized and arranged
- Prefers defined experiences
- Prefers learning details and facts
- Faces problems in a laissez-faire manner

79 dr.ail.easa@gmail.com (HRDA) مغرب معتمد (AC&A) مستشغل (AC&A) جنير التكريب في البورد العربي - ع. علي بن عيسى الزهراني

The Rodger Sperry Model – Side by Side
نموذج سبيري – التجانب – اليسار مثالا

Dominance of Body Parts



Focus on the right eye

Focus on the right arm

Focus on the right hand

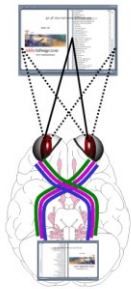
Focus on the right leg

Focus on the right foot

15

د. علي بن عيسى الزهراني - خبير التكوين في البورد العربي - مستشار (AC&A) - مغرب معتمد (HRDA) dr.al.easa@gmail.com 79

The Rodger Sperry Model – Side by Side
نموذج سبيري – التجانب



The left side is able to process words

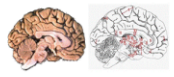
The right side can process more than one picture at the same time

16

د. علي بن عيسى الزهراني - خبير التكوين في البورد العربي - مستشار (AC&A) - مغرب معتمد (HRDA) dr.al.easa@gmail.com 79

The Rodger Sperry Model – Side by Side
نموذج سبيري – التجانب

New Understanding of the functions that the brain specializes in



- Centre for dealing with matters related to memory, recovery and storage which are important for learning
- Centre for emotional processing
- Centre for maintaining the personal side of security
- Centre for treating dreams
- Centre that controls matters related to hunger and sexual desires
- Centre concerned with weaknesses and addictions

17

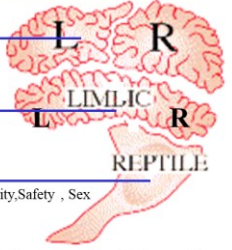
د. علي بن عيسى الزهراني - خبير التكوين في البورد العربي - مستشار (AC&A) - مغرب معتمد (HRDA) dr.al.easa@gmail.com 79

Paul MacLean Triune Brain
نموذج ماكلين الثلاثي

Neocortex: Thinking, Imagining, Learning

Limbic System: Emotions, Smell, Taste, Reaction

Reptile: Biological needs, Food, Drink, Security, Safety, Sex



Paul MacLean explained in the 70s that a human's brain consists of three brains namely: Neocortex, Limbic System and the Brain Stem

79 dr.ail.easa@gmail.com (HRDA) - مغرب معتمد (AC.8) - منشئ (AC.8) - خبير التفكير في البورد العربي - 18

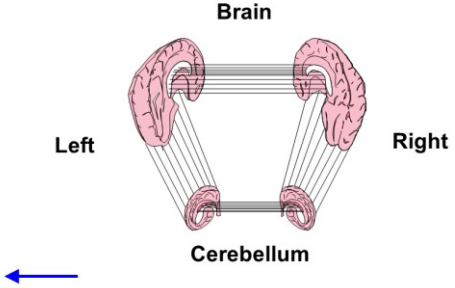
Paul MacLean Triune Brain
نموذج ماكلين الثلاثي



Function	Brain
Active, Material	Reptile
Emotional, Social	Mammal
Logic and thinking	Rational

79 dr.ail.easa@gmail.com (HRDA) - مغرب معتمد (AC.8) - منشئ (AC.8) - خبير التفكير في البورد العربي - 19

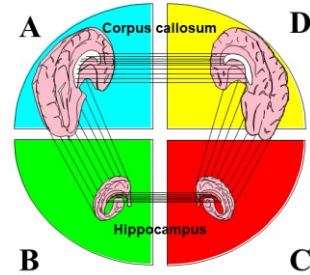
The Four Sides of Thinking
الجوانب التفكيرية الأربع



79 dr.ail.easa@gmail.com (HRDA) - مغرب معتمد (AC.8) - منشئ (AC.8) - خبير التفكير في البورد العربي - 20



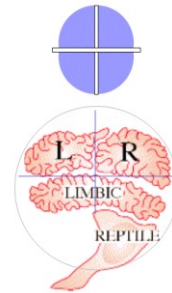
From Functions to Standard Models من علم الوظائف إلى النموذج الرمزي



21 د. علي بن عيسى الزهراني، خبير التكوين في البورد العربي - مستشار (AC&A) - مغرب معتمد (HRDA) 79 dr.ail.easa@gmail.com



The Quadruple Hermann Model نموذج هيرمان الرباعي



■ Hermann integrated the Sperry and MacLean model into one model and called it the **Quadruple Hermann Model**

■ **Hermann's** model is symbolic and not physiological

22 د. علي بن عيسى الزهراني، خبير التكوين في البورد العربي - مستشار (AC&A) - مغرب معتمد (HRDA) 79 dr.ail.easa@gmail.com



The standard Quadruple model of the Brain النموذج الرمزي الرباعي للدماغ



Development of medical research to the standard quadruple model of the brain



Hermann Model

=



Sperry Model

+



MacLean Model

23 د. علي بن عيسى الزهراني، خبير التكوين في البورد العربي - مستشار (AC&A) - مغرب معتمد (HRDA) 79 dr.ail.easa@gmail.com

26 د. علي بن عيسى الزهراني / خبير التكوين في البورد العربي - مستشار (ACA) - مدرب معتمد (HRDA) dr.aile.easa@gmail.com 79



Hermann Instrument

مقياس هيرمان



- The different thinking patterns of the participant have got no relationship with his competencies or his specializations on the other side
- A picture of a particular person is neither good nor bad, rather a number of considerations depend on it
- It is not a test but a measurement

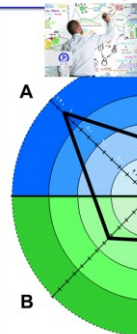


Upper Left Side

القسم العلوي الأيسر



- تحليل
- حقائق
- بيانات
- أرقام
- تركيز
- دراسة جدوى
- تقييم
- نتائج
- خطي
- الاستنتاجات
- عقلاني
- مالي
- تقني
- رياضيات



- Analysis
- Facts
- Data
- Number
- Focus
- Feasibility Study
- Evaluation
- Results/Findings
- Steps
- Deductions
- Rational
- Financial
- Technical
- Mathematical

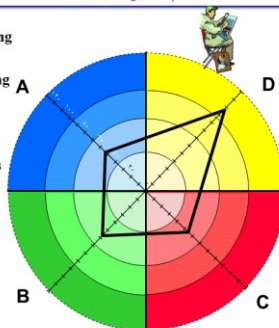


Top Right Part

القسم العلوي الأيمن



- Strategic Thinking
- Side Thinking
- Creative Thinking
- Overview
- Visions
- Explorations
- Multiple Options
- Experiences
- Creativity
- Innovation
- Intuitive
- Simultaneous
- Multi-tasking
- Adventurous



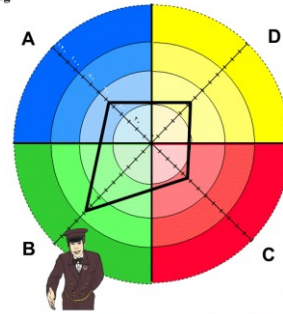
- تفكير استراتيجي
- تفكير جانبي
- تفكير إبداعي
- نظرة شاملة
- تصورات
- استكشاف
- خيارات متعددة
- تجارب
- إبداع
- ابتكار
- بديهية يفكر بالحدس
- التي يقوم بعدة أعمال
- مغامر



Lower Left Side القسم السفلي الأيسر



- Operational Planning
- Implementation
- Procedures
- Details
- Maintenance
- Administrative
- Organized
- Ways and Methods
- Organized
- Routinely
- Time Management
- Discipline
- Safety & Security
- Committed and reliable



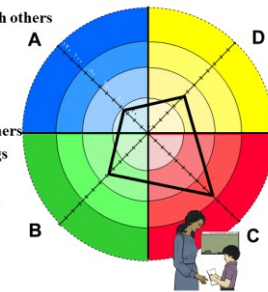
- تخطيط تشغيلي
- تنفيذ
- إجراءات
- تفاصيل
- صيانة
- إداري
- ترتيب
- طرق وأساليب
- منظم
- روتيني
- إدارة الوقت
- انضباط
- الأمن والسلامة
- ملتزم يعتمد عليه



The Bottom Right Part القسم السفلي الأيمن



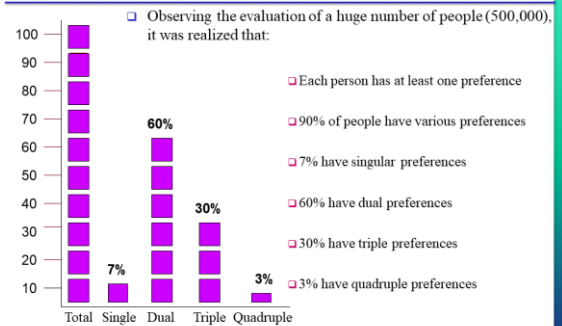
- Relationships with others
- Personal skills
- Feelings
- Sensors
- Emotions
- Working with others
- Humane meanings
- Care
- Care for humans
- Intuitive senses



- علاقات مع الآخرين
- المهارات الشخصية
- مشاعر
- حساس
- عواطف
- التعامل مع الآخرين
- معاني إنسانية
- رعاية
- اهتمام بالإنسان
- البديهة الحسية



نسب التفضيل Preference Rates



أمثلة 1 Examples 1

Managing Director

Technical Director

Secretary

Carer /Matron

Social Worker

Nurse

79 dr.ail.easa@gmail.com (HRDA) مغرب معتمد (AC.8) منشط
36

د. علي بن عيسى الزهراني - خبير التكوين في البورد العربي - منشط (AC.8) - مغرب معتمد (HRDA) dr.ail.easa@gmail.com

أمثلة 2 Examples 2

Business Man

Strategic Planner

Sales Manager

General Manager

Physician

Technician

79 dr.ail.easa@gmail.com (HRDA) مغرب معتمد (AC.8) منشط
37

د. علي بن عيسى الزهراني - خبير التكوين في البورد العربي - منشط (AC.8) - مغرب معتمد (HRDA) dr.ail.easa@gmail.com

A Man and a Woman المرأة والرجل

79 dr.ail.easa@gmail.com (HRDA) مغرب معتمد (AC.8) منشط
38

د. علي بن عيسى الزهراني - خبير التكوين في البورد العربي - منشط (AC.8) - مغرب معتمد (HRDA) dr.ail.easa@gmail.com

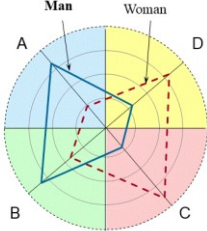


Attraction – Man and Woman

الانجذاب – المرأة والرجل

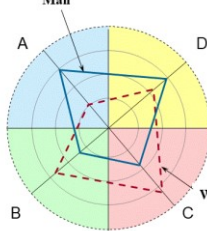


Man



Woman

Man



Woman

Research shows that the attraction of a man and woman to each other becomes more when their personalities are in contrast

79 dr.ail.easa@gmail.com (HRDA) مغرب معتمد (AC&A) منشئ

39



The Family Say Sameer whimsical

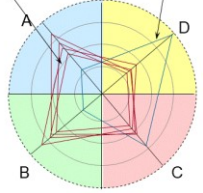
العائلة (سمير غريب الأطوار)



Family Members



Family Members



Sameer



79 dr.ail.easa@gmail.com (HRDA) مغرب معتمد (AC&A) منشئ

79 dr.ail.easa@gmail.com (HRDA) مغرب معتمد (AC&A) منشئ

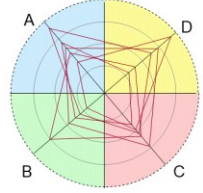
40



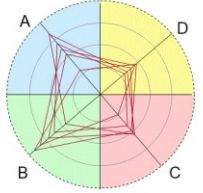
The Team

فريق العمل





Incoherent Team



Coherent Team

79 dr.ail.easa@gmail.com (HRDA) مغرب معتمد (AC&A) منشئ

41



الزمن: 5 دقائق

Exercise 3

تمرين ٣



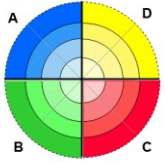
Time: 5 Minutes

☐ ONE WAY
☐ $E=MC^2$
☐ Scales
☐ Bar chart
☐ ONE WAY

☐ Hand holding pen
☐ Person in uniform
☐ Atom
☐ Hands holding a globe
☐ Flowchart

☐ Handshake
☐ Dollar sign
☐ Lightbulb
☐ People at a table
☐ Calculator

Put each of the symbols provided in one of the four quadrants of the Hermann Model



79 dr.ail.easa@gmail.com (HRDA) - مغرب معتمد (AC.8) - مستشار (AC.8) - خبير التكوين في الجودة العربي -

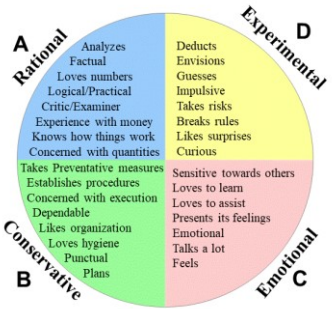
42



Four Personalities

أربع أنفس





79 dr.ail.easa@gmail.com (HRDA) - مغرب معتمد (AC.8) - مستشار (AC.8) - خبير التكوين في الجودة العربي -

43



Similarities in profiles despite different backgrounds

تشابه اللقطات برغم اختلاف الثقافات



- Jobs and tasks that need focus require similar competencies.
- Regardless of the environment or culture that one belongs to, the profiles of a Pharmacist, Pilot, Computer Programmer are similar.

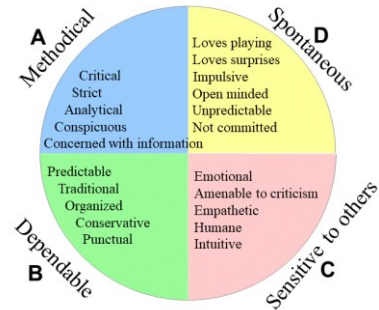


79 dr.ail.easa@gmail.com (HRDA) - مغرب معتمد (AC.8) - مستشار (AC.8) - خبير التكوين في الجودة العربي -

44



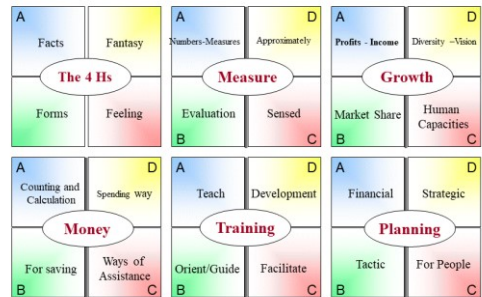
The Social Dimension البعد الاجتماعي - العلاقة



79 dr.ail.easa@gmail.com (HRDA) - مغرب معتمد (AC.A) - مستشار (AC.A) - خبير التدريب في البورد العربي - علي بن عيسى الزهراني - خبير التدريب في البورد العربي - 45



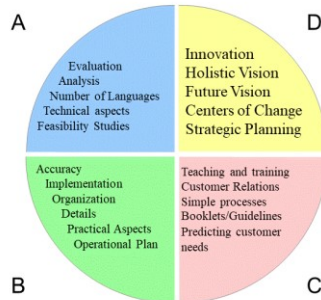
Different Languages for the Brain لغات مختلفة للدماغ



79 dr.ail.easa@gmail.com (HRDA) - مغرب معتمد (AC.A) - مستشار (AC.A) - خبير التدريب في البورد العربي - علي بن عيسى الزهراني - خبير التدريب في البورد العربي - 46



Management Skills المهارات الإدارية



79 dr.ail.easa@gmail.com (HRDA) - مغرب معتمد (AC.A) - مستشار (AC.A) - خبير التدريب في البورد العربي - علي بن عيسى الزهراني - خبير التدريب في البورد العربي - 47



Daily Tasks 1 الأعمال اليومية ١



A

Collects Facts
Analyzes the issue
Accurate, detailed measurement
Presents logical proofs
Solves problems logically

79 dr.ail.easa@gmail.com (HRDA) - مغرب معتمد (AC.8) - مستشار (AC.8) - خبير التكوين في البورد العربي - ع. علي بن عيسى الزهراني - 48



Daily Tasks 2 الأعمال اليومية ٢



D

Does not care about ambiguities
Looks at the holistic picture
Reads upcoming change indicators
Links thoughts and imaginations together
Wants to know new possibilities
Challenges existing policies
Looks out for different elements in everything new

79 dr.ail.easa@gmail.com (HRDA) - مغرب معتمد (AC.8) - مستشار (AC.8) - خبير التكوين في البورد العربي - ع. علي بن عيسى الزهراني - 49



Daily Tasks 3 الأعمال اليومية ٣



B

Maintains a certain level of coordination
Sets a detailed plan and defines processes
Organizes and maintains critical data
Implements projects within a defined period
Provides leadership and supervision
Maintains certain positions regarding issues
Solves problems scientifically
Organizes clear plans
Reads documents in detail

79 dr.ail.easa@gmail.com (HRDA) - مغرب معتمد (AC.8) - مستشار (AC.8) - خبير التكوين في البورد العربي - ع. علي بن عيسى الزهراني - 50



Daily Tasks 4

الأعمال اليومية ٤



Notices nods and signs in others
 Identifies obstacles in relationships
 Knows intuitively how others feel
 Works towards lighting up the zeal and will
 Anticipates what others will feel
 Empathizes with others
 Reconciles between people
 Convinces others
 Teaches others
 Concerned with values

C

79 dr.ail.easa@gmail.com (HRDA) مغرب معتمد (AC.8) - مستشار (AC.8) - خبير التدريب في البورد العربي
51



Four special interconnected clusters for mental treatment patterns

أربعة عناقيد متشابكة لأنماط المعالجة العقلية المتخصصة



Intellectual Abstract

Logical
Experimental and
Empirical
Knows how things
work
Problem solving
Analytical

Facts Critic
Rigid thinking
Knowing the basis
of things
proportional
Realistic

Monetary
Dealing with
numbers
Knowledgeable about
financial matters
Mathematical
Quantity

Technician

79 dr.ail.easa@gmail.com (HRDA) مغرب معتمد (AC.8) - مستشار (AC.8) - خبير التدريب في البورد العربي
52



Four special interconnected clusters for mental treatment patterns

أربعة عناقيد متشابكة لأنماط المعالجة العقلية المتخصصة



Conservative Traditional Controlling Dominant Secure

Detailed

Executive Practical

Linear Consecutive Step by Step Procedural

Speaker Reader

Disciplined Reliable Organized

Organizer Planner Office Work Preventative Detailed

79 dr.ail.easa@gmail.com (HRDA) مغرب معتمد (AC.8) - مستشار (AC.8) - خبير التدريب في البورد العربي
53

Four special interconnected clusters for mental treatment patterns
أربعة عناقيد متشابكة لأنماط المعالجة العقلية المتخصصة

The diagram illustrates four interconnected clusters for mental treatment patterns, arranged in a circular fashion around a central point. The clusters are:

- Relationship**: Friendship, Sensitive from others, Supporter, Understanding, Concerns with People.
- Poetic**: Orator, Teacher, Trainer, Expressive, Continuing.
- Writer**: Reader.
- Emotions**: Intuitive (People), Model, Spiritual.

79 dr.ail.easa@gmail.com (HRDA) مغرب معتمد (AC.8) - مستشغل (AC.8) - خبير التكوين في الجودة العربي - عيسى الزهراني - علي بن عيسى الزهراني

Four special interconnected clusters for mental treatment patterns
أربعة عناقيد متشابكة لأنماط المعالجة العقلية المتخصصة

The diagram illustrates four interconnected clusters for mental treatment patterns, arranged in a circular fashion around a central point. The clusters are:

- Initiator**: Imaginative, Innovator, Inventor, Amazing.
- Technician**: Space-based, Visual.
- Simultaneous**: Loves surprises, Enthusiastic.
- Strategic**: Foresight, Imaginative.

79 dr.ail.easa@gmail.com (HRDA) مغرب معتمد (AC.8) - مستشغل (AC.8) - خبير التكوين في الجودة العربي - عيسى الزهراني - علي بن عيسى الزهراني

Rate of Job Satisfaction
مستوى الرضى للوظيفة

The diagram illustrates the relationship between Job Profile, Personal Profile, and Job Satisfaction. It shows three circular profiles (Job Profile, Personal Profile, and Job Satisfaction) arranged in a triangle, with arrows indicating the flow of information between them. The Job Satisfaction profile is further divided into 'Much' and 'Little' categories.

The rate of job satisfaction, in most times, is connected to the job content

Job Profile

Personal Profile

Job Satisfaction And Perfect Performance

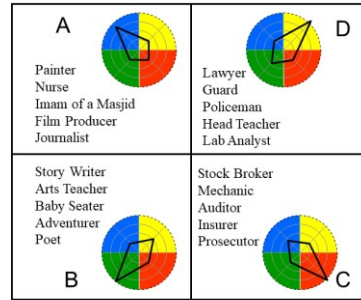
Much

Little

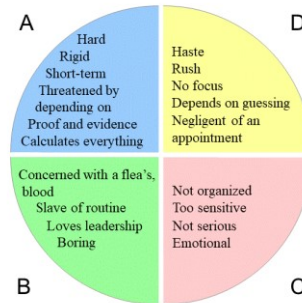
79 dr.ail.easa@gmail.com (HRDA) مغرب معتمد (AC.8) - مستشغل (AC.8) - خبير التكوين في الجودة العربي - عيسى الزهراني - علي بن عيسى الزهراني



Job incompatibility عدم التوافق المهني

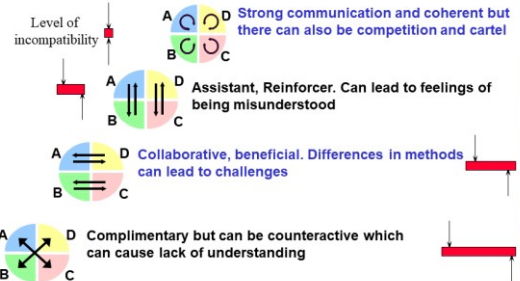


He can show to others يمكن أن يظهر للآخرين



The impact of thinking preferences on communication

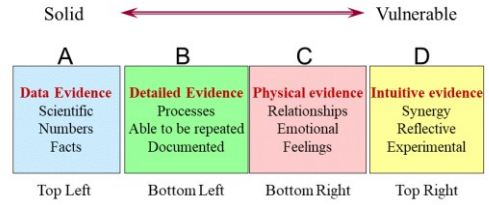
تأثير تفضيلات التفكير على عملية الاتصال (التخاطب بين الناس)





The staircase of Proof and Evidence

سلم الدليل والحجة

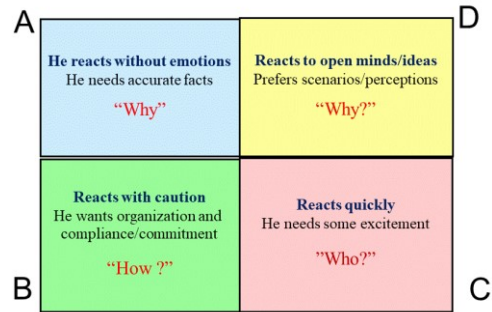


79 dr.ail.easa@gmail.com (HRDA) - مغرب معتمد (AC.A) - مستشار (AC.A) - خبير التكوين في الجودة العربي - علي بن عيسى الزهراني - خبير التكوين في الجودة العربي 60



Listener's Reaction

تفاعل المستمع



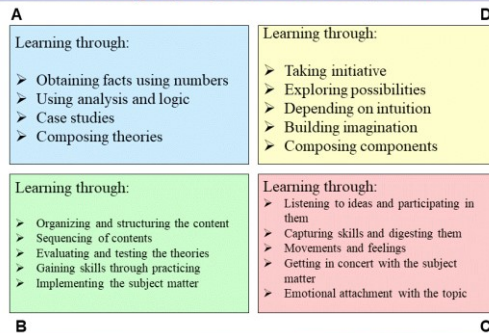
79 dr.ail.easa@gmail.com (HRDA) - مغرب معتمد (AC.A) - مستشار (AC.A) - خبير التكوين في الجودة العربي - علي بن عيسى الزهراني - خبير التكوين في الجودة العربي 61



Learning Methods 1:

The effect of thought preferences on designing educational programmes

أنماط التعلم ١ تأثير تفضيلات التفكير على تصميم البرامج التعليمية



79 dr.ail.easa@gmail.com (HRDA) - مغرب معتمد (AC.A) - مستشار (AC.A) - خبير التكوين في الجودة العربي - علي بن عيسى الزهراني - خبير التكوين في الجودة العربي 62



Learning Methods 2:
The effect of thought preferences on designing educational programmes

أنماط التعلم ٢ تأثير تفضيلات التفكير على تصميم البرامج التعليمية



A	D
The learner responds to the following: Organized lecture; Content based on data; Technical and financial discussions; References and sources; Planned learning	The learner responds to the following: Spontaneity and instantaneous; Opportunities for new skills and Experiences; Future case studies Visual presentations Individualization/Individualism
The Learner responds to the following: Detailed planning Continuity in presenting the subject Organization and administration Discussion of case studies Books and sources	The Learner responds to the following: Opportunities for new skills; Sensory movements; Musical and poetic sounds; Human cases; The responsiveness and interaction of the group

B

C

٦٩ dr.ail.easa@gmail.com (HRDA) - مغرب محمد (AC-A) - مستشار

د. علي بن عيسى الزهراني - مدير التطوير في الجودة العربي - مستشار (AC-A) - مغرب محمد (HRDA) - dr.ail.easa@gmail.com

 Learning Methods 3: Some reasons for lack of interest among learners	 أنماط التعلم ٣ بعض أسباب افتقار لدنى المتعلم
A Presenting the subject in an unorganized manner, Lengthy discussions in the groups, Inability to list down and present the subject in a Clear and brief manner, Inability to manage time well Little facts or data to support the subject Publicly displaying one's personal emotions Lack of indication of the lecturer's inability to answer questions Lack of a clear basis for the knowledge being shared	D Repetition, Slowness, Predictable routine, Continuous writing. Few visuals, Lack of entertainment, Rigidity, Monotony, Lack of a general view, Inability to link with other theories, Inability to link details with comprehensive models, Over preparedness (Too much fruitless exercises)
B Absence or lack of clarity of work programme Lack of coherence of the content Poor or lack of sequencing Loring things get out of hand Late finishing Inability to stick to the plan Inability to provide clear instructions Incomplete sentences Inability to complete the subject smoothly	C Not giving opportunity for participation and expression of opinions Lack of visual contact & inability to provide examples Dysraxis in method and lack of interaction Lack of group exercises Lack of a humane concern Inability to provide opportunity for exercises Lack or inadequate appreciation and encouragement



Learning Strategies Module 4:
Learning Strategies make different thinking preferences

أنماط التعلم 4 استراتيجيات تعلم تتناسب مع تفضيلات التفكير المختلفة



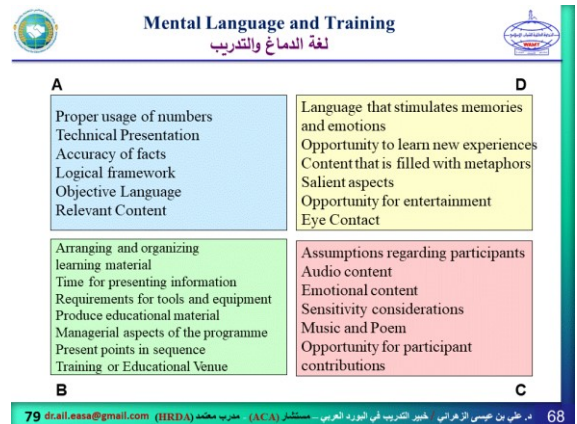
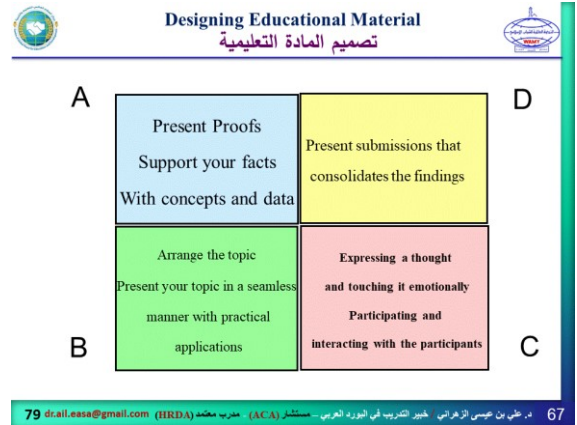
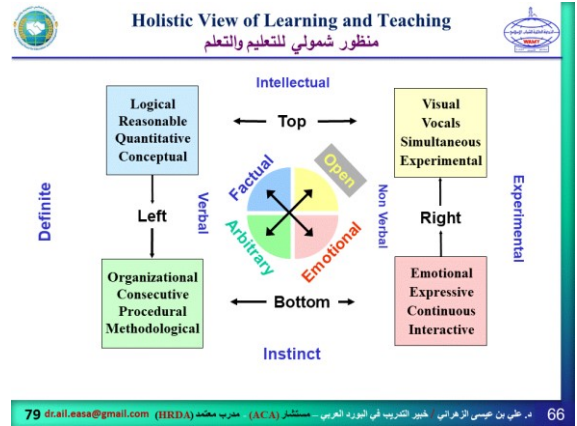
A	D
Lectures: Facts, Details Research Findings Cause Analysis Critical Thinking Educational materials, selected reading materials Case Studies Following logical steps Concepts Strategic Thinking	Creative Thinking Imaginative Picture Metaphor Active Imagination Clarification/Pictures Assertion Mental Maps Big Picture Drawing Patterns/Designs
Vocabulary and Terminologies Graphs Check Lists, Tables Policies, Procedures Organizing summaries Who, What, When, Where Step by Step exercises Solving problems step by step	Collaborative Learning Discussion Groups Role Plays Body Language Sharing of personal experiences Listening and sharing thoughts Story telling Interviews Active Movements

B

69 dr.ail.easa@gmail.com (HRDA) - مغرب مقدم (A.C.) - مستشار

C

65 د. ايلي بن عيسى الزهراني - خبير التطوير في الجودة العربي - مستشار





Selling البيع



- The seller needs to understand the thinking of the buyer, how he behaves, how solves his problems, and how to converse with him
- Through training and acquiring expertise, any person can develop his selling skills and open channels of getting along with the buyer
- Not everyone is capable of being a great seller but all people are capable of learning how to achieve rapport with the buyer and sustain that relationship until the right person comes along

79 dr.ail.easa@gmail.com (HRDA) - مغرب معتمد (AC.A) - مستشار (AC.A) - خبير التدريب في الجودة العربي - علي بن عيسى الزهراني - خبير التدريب في الجودة العربي 69



The Buyer A, B (The Seller) المشتري A, B (أنت كبايع)



A

The Office's Appearance: Organized with a little mess - presence of professional equipment or things
Personal Appearance: Conservative, classical tie, shirt.
Type and number of questions: Little but accurate
Meeting times: Short
Talking and Listening: Balanced and measured

B

The Office's Appearance: Very organized. No personal effects. Only things that concern the organization, perhaps only a picture or a certificate
Personal Appearance: Very conservative and smartly dressed
Type and number of questions: Detailed questions filled with many facts and details
Duration of the conversation: Defined previously
Talking and Listening: Listening to specific questions, controls the time of the meeting

79 dr.ail.easa@gmail.com (HRDA) - مغرب معتمد (AC.A) - مستشار (AC.A) - خبير التدريب في الجودة العربي - علي بن عيسى الزهراني - خبير التدريب في الجودة العربي 70



Buyer C, D (You as the seller) المشتري D, C (أنت كبايع)



D

The office's appearance: Not organized, scattered with personal effects, gifts, technical issues.
Personal Appearance: New clothing, independent look.
Type and number of questions: Too many questions that normally do not relate to the subject.
Period of the meeting: Changing, dependent on excitement
Talking and Listening: They have a lion's share

C

The office's appearance: Comfortable and maybe scattered
Personal Appearance: Casual, not (formal)
Type and number of questions: General and personal, a lot.
Period of conversation: Long
Talking and listening: Engaging, cordial, a lot of non-verbal expressions, might make you control or fail to control time.

79 dr.ail.easa@gmail.com (HRDA) - مغرب معتمد (AC.A) - مستشار (AC.A) - خبير التدريب في الجودة العربي - علي بن عيسى الزهراني - خبير التدريب في الجودة العربي 71



The Seller A, B (You as a buyer)

البائع A, B (أنت كمشتري)



A

Facts and Numbers, rationale and logic. There are no gaps in the presentation and there are no questions without answers. The seller needs to ensure the accuracy of his message. The buyer needs a series of encounters. There are no many sketches or pictures because the focus is directed towards facts and numbers.

B

The facts and numbers are presented in a very accurate and organized manner together with notes or documents that contain what has been said. The emphasis is on the solidness of the product and detailed descriptions. The facts and numbers need to be arranged prior to giving out the information. They attract much more information than is required. Regardless of the product, there are a lot of questions. The seller moves and speaks clearly and slowly without repeating himself. He presents to the buyer, brochures and leaflets and references and warranties and quality assurances. Not concerned with bright colors but rather with technical descriptions.

79 dr.ail.easa@gmail.com (HRDA) - مغرب معتمد (AC.8) - منشئ (AC.8) - خبير الترويج في البورد العربي - علي بن عيسى الزهراني - 72



The Seller C, D (You as the buyer)

البائع D, C (أنت كمشتري)



D

Bright colors, creativity and vitality, pictures, explanatory notes, visuals and sounds are used to remind the buyer new methods of doing things and and subsequently new needs. They emphasize the possibilities and expectations and what is possible by using the product. Philosophical or ideal ways become useful here.

C

Friendly talk with the customer. Discussion of personal issues of the buyer depending on what is provided within the environment like certificate of appreciation, prizes, memorable gifts. A presentation where the buyer participates in a very simple and attractive way. Listening to the buyer, providing assurances on unique advantages or peculiar characteristics to the producer and the benefits accruing to the buyer. Oral presentations are much more impactful. Emphasizing on the benefits of the product without entering into the technical details. The seller/producer becomes a friend to the customer and earns their confidence.

79 dr.ail.easa@gmail.com (HRDA) - مغرب معتمد (AC.8) - منشئ (AC.8) - خبير الترويج في البورد العربي - علي بن عيسى الزهراني - 73



Marketing A, B

التسويق A, B



A

A rational person is concerned with research and planning. The marketing programme is limited and the plans are detailed and convenient. The programming directed at marketing is limited. He chooses the marketing methods in a detailed and defined manner. Searching for a market takes places practically. All programmes, instruments and methods are complete waiting to serve the defined purpose.

B

The traditional way of marketing is concerned with safety and security. The programme is organized and has a definite structure. Research is the basic method for programming. The programme is convenient and of a utility nature. The planning for the marketing campaign is detailed, step by step, towards the target. The programme and the market are specified in details. The units of the programme are implemented one after the other. There is a focus on the perspectives of the experts and specialists to analyze the market and put in place a marketing plan.

79 dr.ail.easa@gmail.com (HRDA) - مغرب معتمد (AC.8) - منشئ (AC.8) - خبير الترويج في البورد العربي - علي بن عيسى الزهراني - 74



Marketing D, C

التسويق D, C



Creative programme, intuitive, interesting with colorful colors. Characterized by innovation, and risk taking. Interesting programme that depends on visual images. Uses a number of ways and methods at the same time. A number of explanations from clients are acceptable from planners. Slogans range from strange and philosophical things and concern/interest to confuse the mind, using varied slogans, and diverse market. It uses intuitive research methods.

C

Personal marketing methods. A team composed of different divisions develops a marketing programme. The group chooses a market and sets its plan. Ambition is a the primary source for the marketing process. It uses stimulation of emotions and humor. Loyalty is the principle slogan. Confidence is achieved through personal relations. Little research.

79 dr.ail.easa@gmail.com (HRDA) - مغرب معتمد (AC.8) - مستشار (AC.8) - خبير التسويق في البورد العربي - د. علي بن عيسى الزهراني



Creativity – Wallace Model

الإبداع - نموذج والاس



Identifying problem, need. Information gathering. Identifying the standards of accepting the solution.

Preparation

Leave the problem, and provide the brain freedom to find a solution. It might take minutes or years.

Incubation

Coming up of an idea in the mind as a creative response. The period of enlightenment is too short.

Enlightenment

Verifying the acceptance of the idea in light of the set standards.

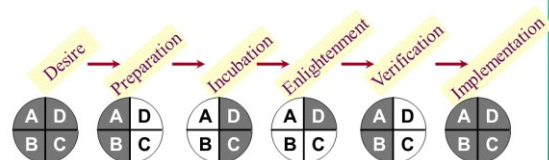
Verification

79 dr.ail.easa@gmail.com (HRDA) - مغرب معتمد (AC.8) - مستشار (AC.8) - خبير التسويق في البورد العربي - د. علي بن عيسى الزهراني



Process of Creativity in the Holistic Brain

عملية الإبداع في الدماغ الكلي

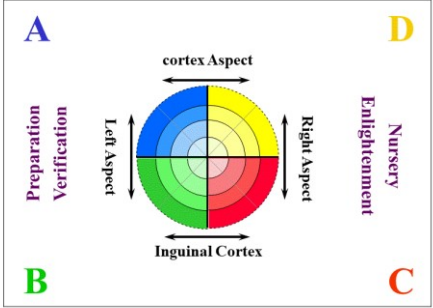


79 dr.ail.easa@gmail.com (HRDA) - مغرب معتمد (AC.8) - مستشار (AC.8) - خبير التسويق في البورد العربي - د. علي بن عيسى الزهراني



Innovation- Wallace Model with the Hermann Model
 الإبداع - نموذج والاس مع نموذج هيرمان





79 dr.ail.easa@gmail.com (HRDA) معرب معتمد (AC.8) مستشار - خبير التثريب في البورد العربي -
78






Thanks for listening

79 dr.ail.easa@gmail.com (HRDA) معرب معتمد (AC.8) مستشار - خبير التثريب في البورد العربي -
79