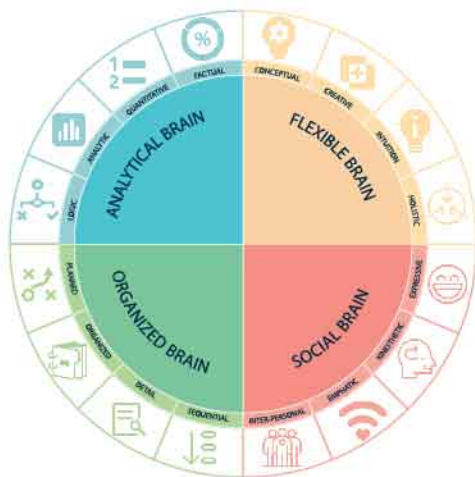


# DOMINANCE IN THE WAY OF THINKING (BRAIN DOMINANCE)



## Dominance of a person's way of thinking and behaving

**Whole Brain Model.** Brain dominance analysis in this report refers to Whole Brain Model theory developed by Ned Hermann. Brain dominance theoretical model by Hermann divides brain function into 4 quadrants, each with its own distinctive cognitive function



### Top left:

logic, analytic, data-based and quantitative

### Bottom left:

organized, sequential, planned and detailed

### Top right:

holistic, intuition, integration and synthesis

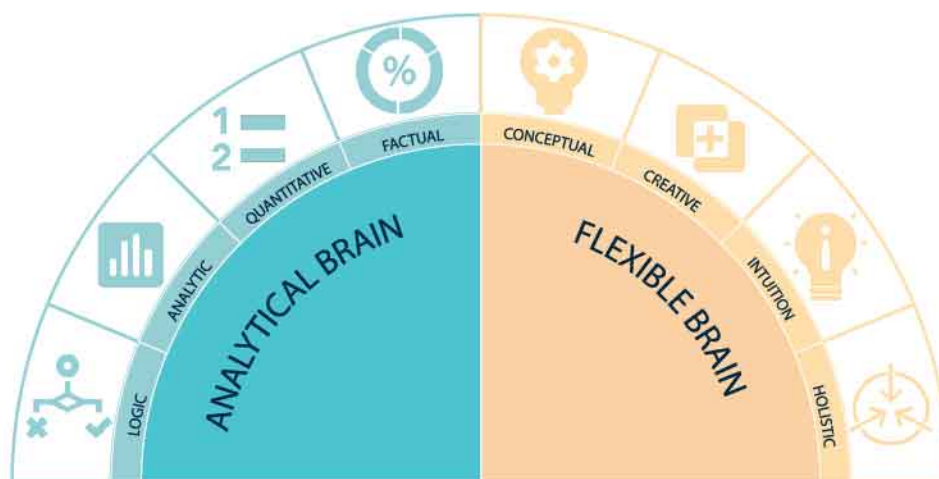
### Bottom right:

interpersonal, feeling-based, kinesthetic and emotional

**The benefit of dominance.** Hermann (1990) believes that dominance or natural preference in using a particular body parts give two direct benefits: (1) Dominance gives us an automatic main response in every situation. Dominance strengthens our ability in giving a fast and effective respond by eliminating the process of decision-making. (2) Dominance gives us a higher level of skill to do something better than the usual. One of the real-life examples is when we find it hard to write with our left hand if we are dominant in using our right hand, and when we can not easily kick a foot-ball with our left foot if we are dominant in using our right foot.

**Brain Dominance.** Brain dominance explains our preference in learning, understanding, and expressing something. Hermann called it as cognitive preference. Cognitive preference has a high correlation with our preferred study subject and method. One general rule is applied in brain dominance theory: if we prefer something, we might clearly reject another thing.

**Can dominance change?** Hermann tends to believe that our mental preference is stable because it has been determined by genetics. Then what if we want to do a certain activities better if it is not one of our preference? Or what if we want to change our thinking preference for achieving a balance in those quadrants? It can be, such as by practicing, parenting, life experience, or cultural influence. Practically there will be an improvement, but it will be quite hard for you to hide your genetically determined dominance or preference. Education, training, and life experience will develop your specialized brain, while your genetic brain is basically stable because it is inherited.



## Thinking preference of top left brain



### Logical

#### Thinking tendency:

Able to find deductive answer on what has happened before.

#### Learning tendency:

Logical analysis of implementation and create theories

#### Activity response to learning style:

Formal teaching and learning program



### Analytic

#### Thinking tendency:

Dissect ideas or any other thing to several small parts then redescribe it as a whole entity.

#### Learning tendency:

Thinking through ideas and build a case study

#### Activity response to learning style:

Behavioural change



### Quantitative

#### Thinking tendency:

Oriented to numbers, used to calculate exact number, accurate.

#### Learning tendency:

Processing complex matters.

#### Activity response to learning style:

Discussions on technical or financial cases



### Factual

#### Thinking tendency:

Put forward facts and data in solving problems, rational.

#### Learning tendency:

Digging into and quantifying facts.

#### Activity response to learning style:

Textbook and biography, data-based content.

## Thinking preference of top right brain



### Conceptual

#### Thinking tendency:

Can imagine thoughts and ideas, then generalize abstract ideas from a specific example

#### Learning tendency:

Exploring hidden possibilities

#### Activity response to learning style:

Experiment. An opportunity to enrich experiences



### Synthesis

#### Thinking tendency:

Can unite separated ideas, elements, or concepts to become a whole new thing

#### Learning tendency:

Synthesize learning content, build concept, self-discovery

#### Activity response to learning style:

Nuances of art (aesthetics). Being directly involved in the learning process



### Intuition

#### Thinking tendency:

Knowing something without thinking further. Understand instantly without prior data or facts.

#### Learning tendency:

Depend on intuition.

#### Activity response to learning style:

Spontaneity, playfulness. Visual-based learning materials.



### Holistic

#### Thinking tendency:

Can unite fractions, parts, and elements into one idea, concept, and substitute them into the whole entity.

#### Learning tendency:

Take the initiative.

#### Activity response to learning style:

Case discussion.



## Thinking preference of bottom left brain

## Thinking preference of bottom right brain



### Planned

**Thinking tendency:**  
Formulate method to achieve a final aim before moving to the implementation.

**Learning tendency:**  
Implement the content of learning materials.

**Activity response to learning style:**  
Comprehensive planning of learning program structure.

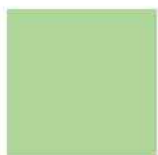


### Organized

**Thinking tendency:**  
Can organize people, concept, element, etc to create a harmonious relation with one another.

**Learning tendency:**  
Organizing and structuring learning content.

**Activity response to learning style:**  
Discussion of organizational and administrative cases.

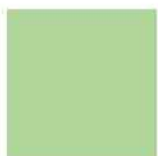


### Detailed

**Thinking tendency:**  
Pay attention to small matters or small parts of an idea or project.

**Learning tendency:**  
Evaluate and test a theory.

**Activity response to learning style:**  
Formal teaching textbook.



### Sequential

**Thinking tendency:**  
Working on a matter or idea one by one, sequentially (step by step).

**Learning tendency:**  
Building skills through practice.

**Activity response to learning style:**  
A clear and organized process stages. Behavioural change.



### Inter-personal

**Thinking tendency:**  
Open, build harmony.

**Learning tendency:**  
Cooperate in a team, share ideas to the other people.

**Activity response to learning style:**  
Social interaction/ social groups.



### Feeling-based

**Thinking tendency:**  
Empathy; thinking about the effect of an event/ decision on other people; put forward intuition than facts.

**Learning tendency:**  
Put forward emotional approach in interaction; listening.

**Activity response to learning style:**  
Sensitive to humanity issues.



### Kinesthetic

**Thinking tendency:**  
Emphasize the importance of experience.

**Learning tendency:**  
Experiential (gaining knowledge based on experiences).

**Activity response to learning style:**  
Movement; melody, music.

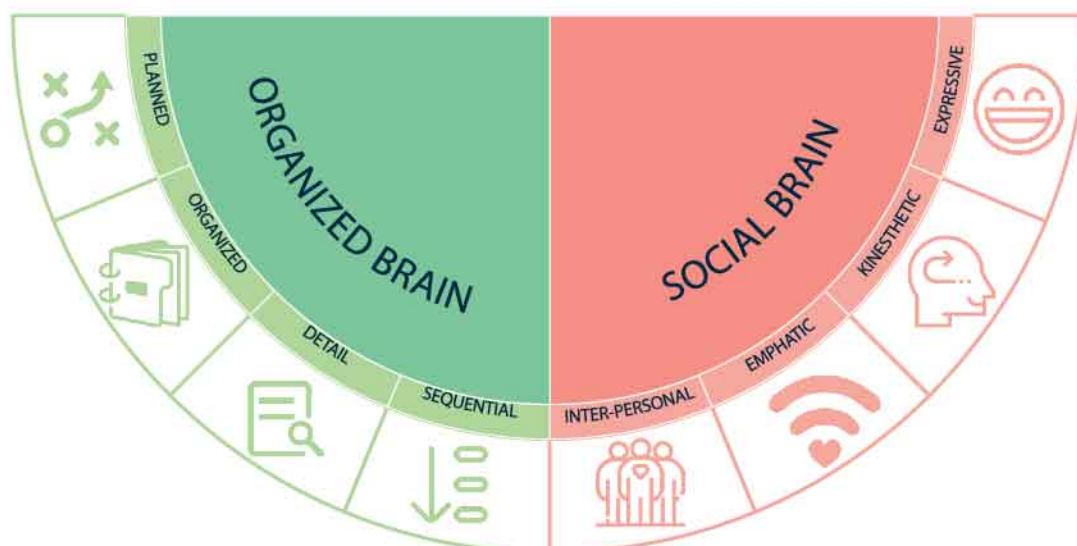


### Emotional

**Thinking tendency:**  
Work in harmony; sensitive to other people's feelings.

**Learning tendency:**  
Thinking intuitively.

**Activity response to learning style:**  
All activities that involve sensory motion.



# STEP 1



## THE ORIGIN OF YOU

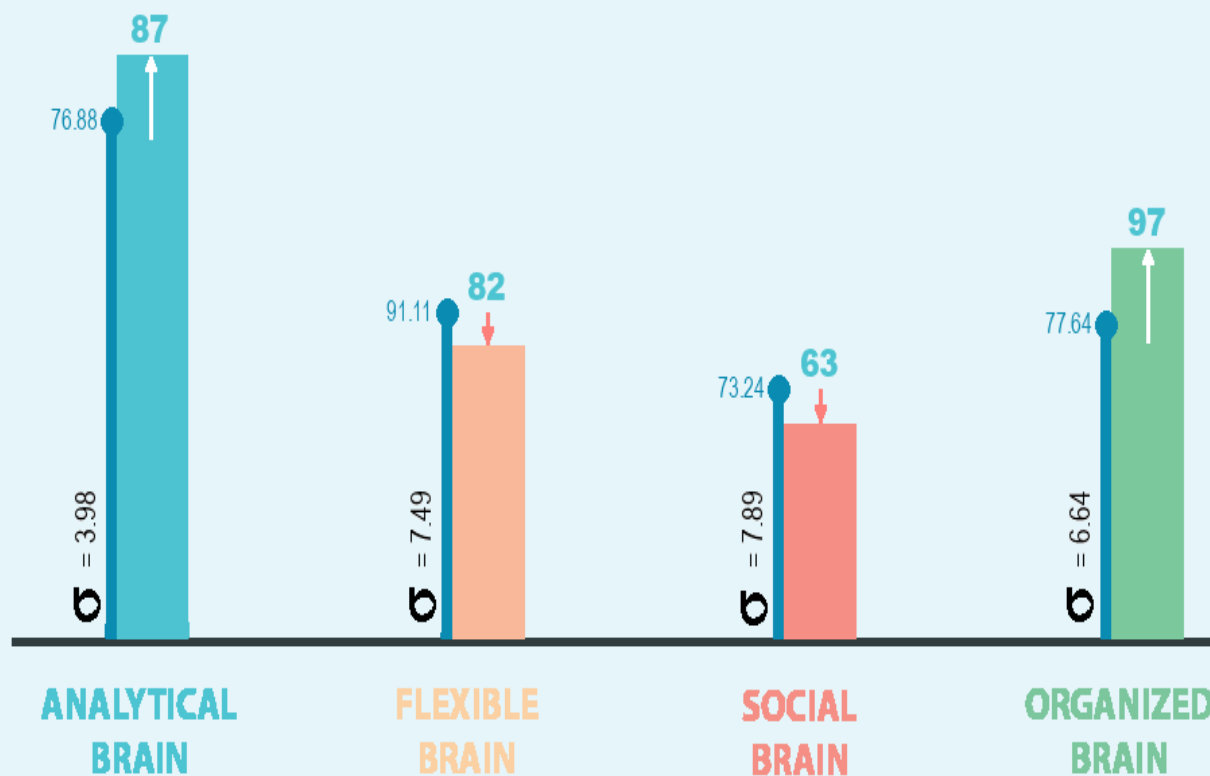
### Tips on reading PRiADI test result

The picture on the side is an example of the result from "Brain Dominance" test of a PRiADI testee. The resulted score of the organized brain for that graph is 93, with an average of 78.1 and standard deviation of 7.69. From the graph we can see that the score of organized brain is far above the average, with an estimated distribution 2 times of its standard deviation. The result means that the testee is a perfectionist, and it is predicted that more than 95% of the population is scored below the testee in terms of procedural, methodological, and systematic thinking preference.



### Natural way of thinking preference of your brain dominance

Compared with the others, generally the tendency of your natural way of thinking preference is as described below:



Average ( $\mu$ )  
 Average of test result data

Your natural data  
 Result based on your fingerprints

$\sigma$  Standard deviation  
 Distance to the average value

## ANALYTICAL BRAIN

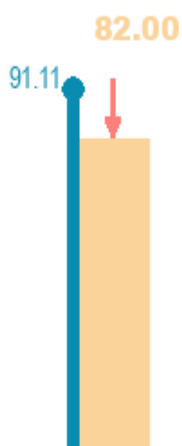
**Description**

You solve problems logically, factually, analytically, and critically. In making decisions, you tend to be careful, comprehensive, and objective, so that you can develop a good solution. You are considered being able to work effectively and think strategically.

**Self Development**

To develop, it would be better if you make sure that your work tempo is reasonable. Do not avoid risk too much, you may take a breakthrough step with careful considerations sometimes (risk taker).

## FLEXIBLE BRAIN

**Description**

You tend to be rigid and are not very flexible. You seem to be stubborn and not make rooms for accepting perspectives other than yours.

**Self Development**

To develop, you should be more flexible and not be rigid in your actions and perspectives. Avoid being a "stubborn" and "closed" person when dealing with people around you. Be more tolerant and wise in dealing with differences around you. Try not to be too egoistic and do not only think about your own interest. Be open-minded for new creative ideas and innovations.

## ORGANIZED BRAIN

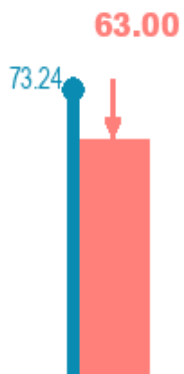
**Description**

You are an organized person who tend to be a perfectionist as well. You are the type of worker who has high ambition and work standard. You work based on plan, organized, methodological, and by following a certain procedure. However, your "organized" domain function is way too dominant it makes you seem to be "rigid", "stubborn", and "complicated" in your actions. In some cases, an "organized brain", if being too dominant, can make you are hard to put trust in their subordinates ("suspicious"); prone to be anxious under stress, so they seem to be forceful ("take over"); and hard to work with the other people unless it is related to your own interest or, in other words, has a clear beneficial reason behind it.

**Self Development**

To develop, you should get used to work with a high standard, but keep having tolerance for the mistakes made by your co-worker. By doing so, you prevent yourself from being perceived as a person who "sweats the small stuff"; you should keep up the harmony of your life by working seriously and improving your interpersonal relationship. Otherwise, your less socializing behaviour and lack of personal communication with your closest ones may make people think that you haven't had enough holiday. It would be better if you listen carefully to what the others say to you because their perspective and thorough analysis may actually be better than yours. Enjoy and fill up your life with harmony, happiness, and tolerance - to make it more meaningful and impactful for the others.

## SOCIAL BRAIN

**Description**

You are considered as a person who is reserved, individualistic, and selective in making friends. You tend to withdraw yourself socially, be less expressive in pouring out your emotions, and lack empathy for the feelings of other people around you.

**Self Development**

To develop, you should pay more attention to the quality of your social relationship. Try to be more sensitive/emphatic towards the feelings of other people around you, more open and respectful in interpersonal relationship, be more willing to work hand-in-hand with the others, as well as more harmonized in the relationship with people closest to you. Change your social mindset, from making friendships or interact with people on the basis of "importance" to make it on the basis of "sincerity and humanity".



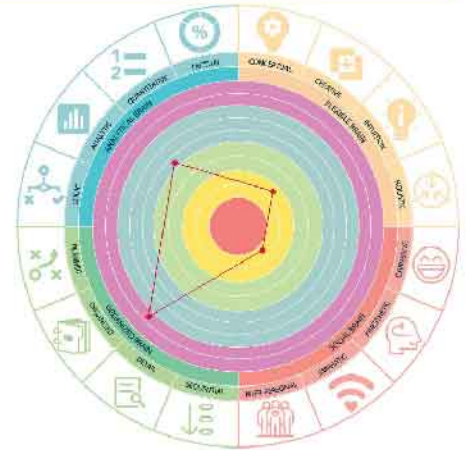
# STEP 2



## DATA INTERPRETATION

### Tips on reading PRiADI test result

“Rainbow” report result on the side is an interpretation of the original data in STEP 1 by PRiADI inventor. This interpretation result is presented in a gradation of rainbow colors where each of the colors represent the work projection of each facet. “Rainbow” picture of brain dominance on the side, for example, in relation to “Organized Brain” facet seems to be situated at the “first purple” level. This means that testee is predicted to have a very strong “Organized Brain” capacity or may even situated above the normal level (touching the limits). Meanwhile, the “Analytical Brain” score of the testee is situated at the “first blue” level, which means that the testee is predicted to have a high analytical capacity which support everyday work process (high performer).



### Interpretation result of the rainbow model based on your brain dominance preference

- purple
  - TOUCHING THE LIMITS**  
all criteria are met, but some exceeding the limit
- blue
  - HIGH PERFORMING**  
all criteria are met
- green
  - MEET EXPECTATIONS**  
many criteria are met
- yellow
  - NEED IMPROVEMENT**  
several criteria are met
- orange
  - POOR**  
only few criteria are met

