



∞ Teaming Up

# **Bring out the best in each other with BrainStyle**

Leverage the power of diversity in your teams

# BrainStyle: leveraging everyone's thinking style

Your BrainStyle is your work style. *Style matters.* Because your work style determines how you - and your colleagues - shape your competence. So it's indispensable to know about each other at work.

And - this is unique: BrainStyle is in line with neuroscience. So what we measure is really accurate. 95% of people recognize themselves in the results and want to work with it immediately.

## Make the most of your agile teams

In agile teams, people have to switch gears a lot, and get results immediately, with colleagues they often don't know well yet. That doesn't always go smoothly.

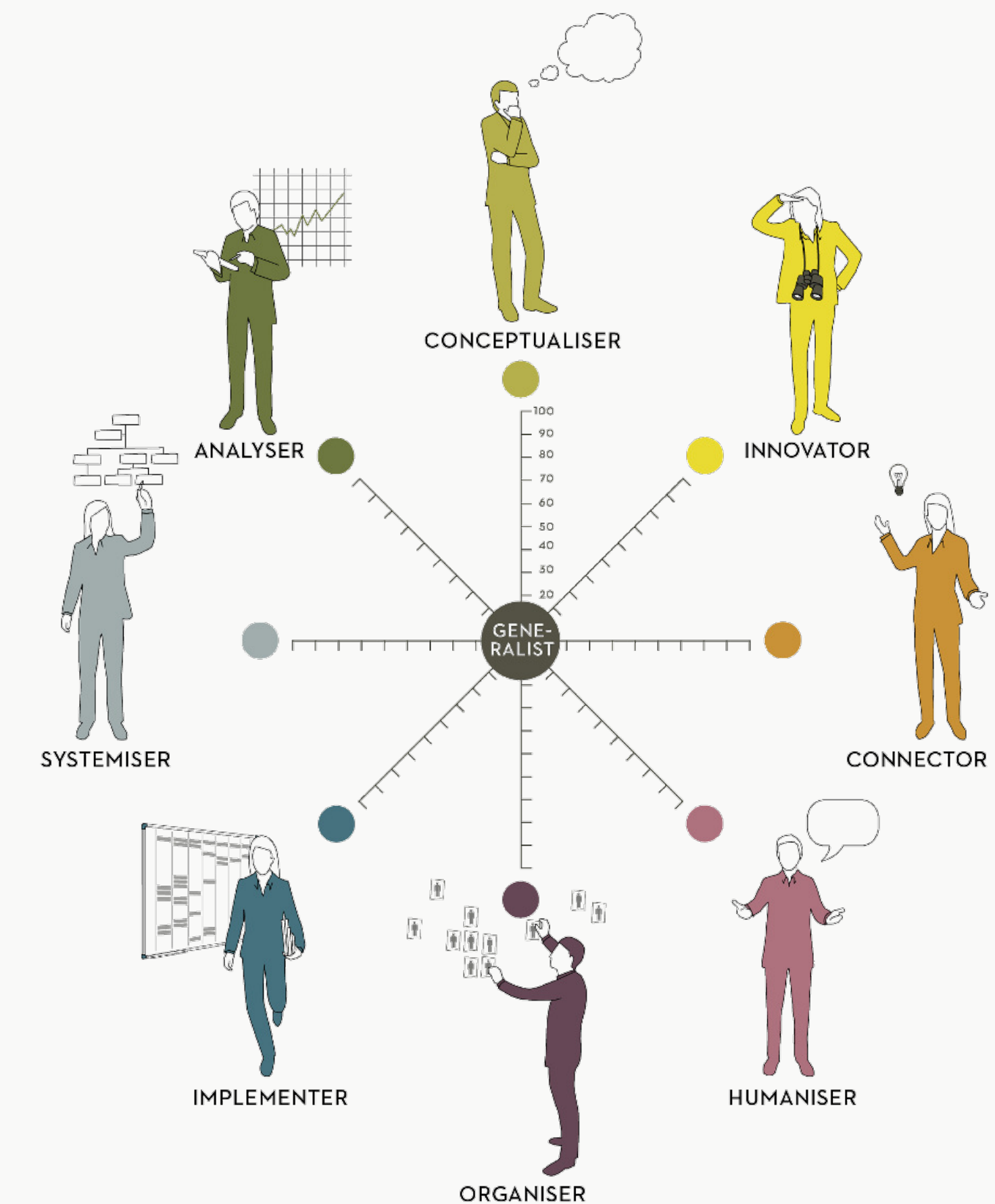
In a long-term project, it can take as long as 2 to 9 months to get to know everyone. But even in short opportunity teams, inefficient collaboration costs time and energy. Miscommunication, delays, clashes between people - you don't want that.

## Platform, app, and coaching sessions

With the BrainStyle platform and our coaching sessions, you get instant insight into your personal qualities and practical tips for getting everything out of yourself and your team.

## BrainStyle helps you accelerate

A valid tool that understands your new way of working: an online platform with the BrainStyles of all your colleagues, tips and tools to maximize your different working styles.



# The qualities in the team

People have different personalities and also different thinking styles. BrainStyle measures how people preferentially think and act, communicate, cooperate and make decisions. In doing so, it makes people more aware of their own qualities, and those of their colleagues.

Each profile is described positively, although pitfalls, plus possible solutions to them, are also clearly identified.

## We help you make the most of your various qualities

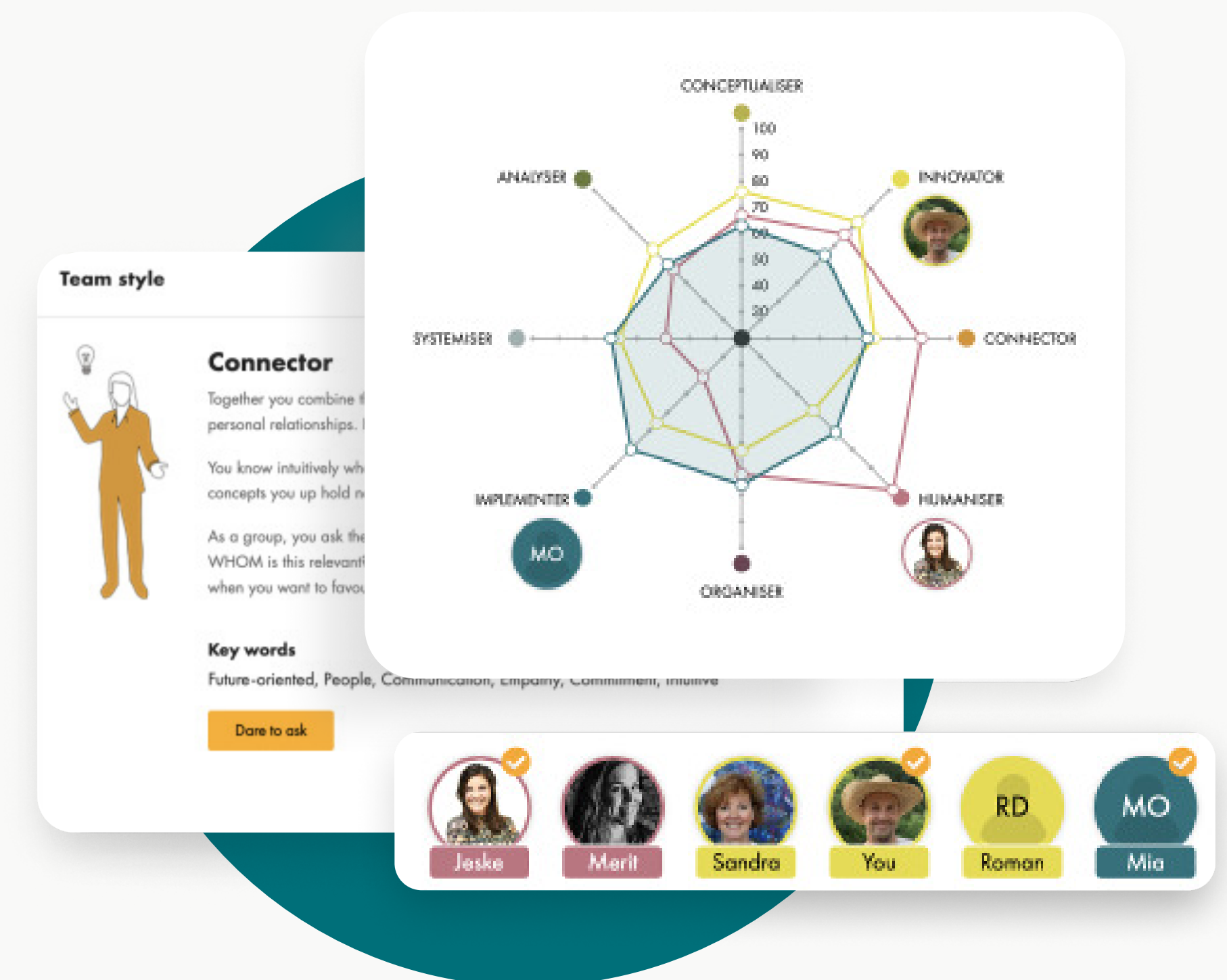
Research shows that teams with people with diverse thinking styles and backgrounds are a lot more successful. But: diversity is also tricky. We help teams make the most of their (thinking) diversity. That way they can manage expectations better, get all the (hidden) value out of the team and work together more productively.

## Interactive advice for yourself, your (project)teams and your organization

BrainStyle provides interactive advice based on the outcomes. We work with an online dashboard, in which people can always find their own profile and report and - after consent of all involved - can also view the team composition and profiles of colleagues. So team members always have the insights and advice 'at their fingertips'.

## BrainStyles: The qualities *in* the team

Does everyone on your team know their own working and thinking style? What about colleagues' preferences? We make sure everyone on the team knows their strengths and can apply them even more effectively.



Watch a 2-minute video about BrainStyles [here](#).

# Know your own thinking style and those of your colleagues

The useful applications on our platform provide insight, forecasting, and tips to be more effective. The platform has 3 levels:

## 1 My Page

- Your own profile of thinking preferences
- Detailed individual report with nine chapters; all about your qualities, pitfalls, dealing with stress and much more
- Summary snapshot with tips to be even more effective

## 2 Team Page

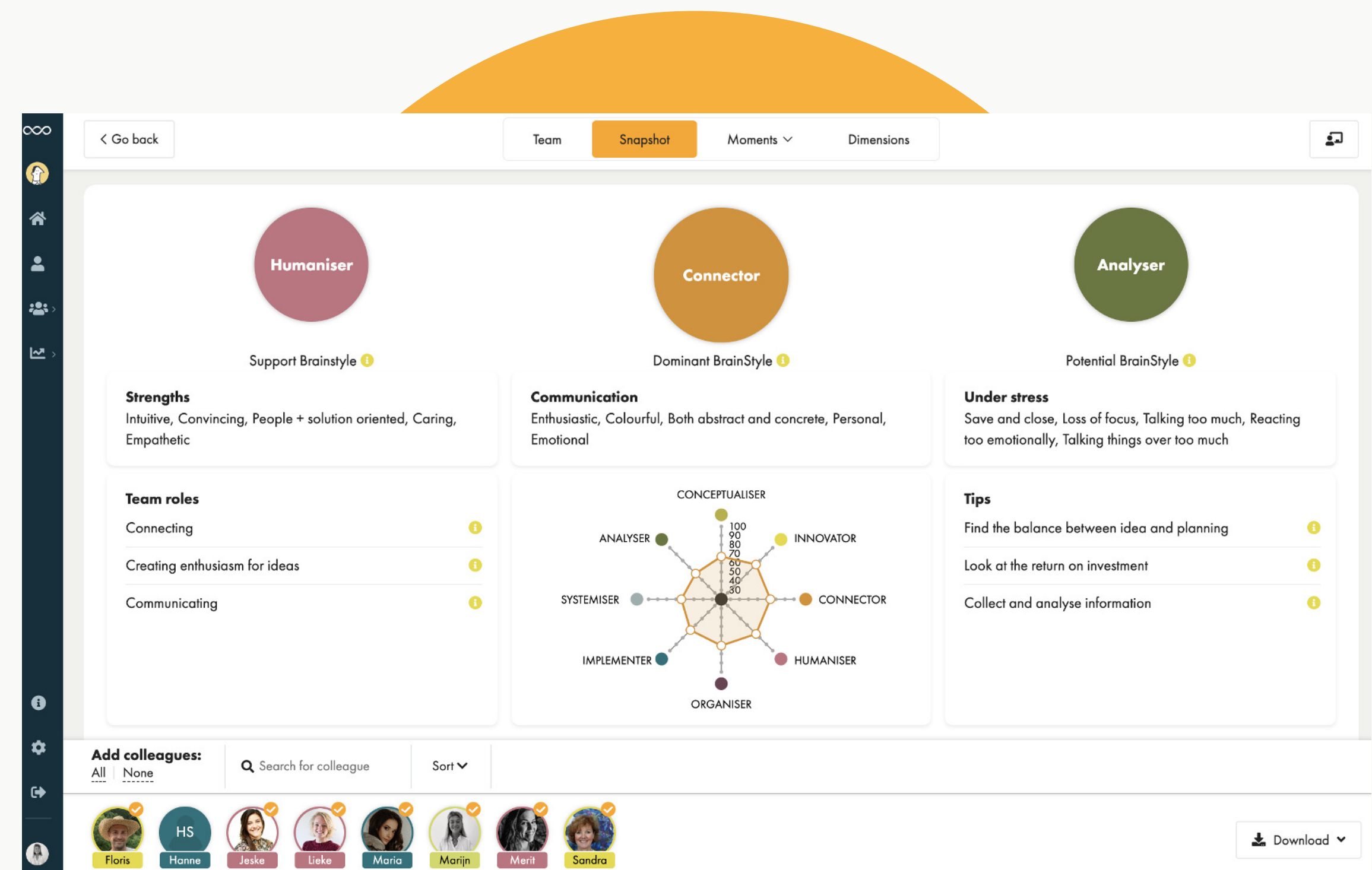
- All team member profiles & team style
- Interactive team snapshot with team roles and tips to bring out the best in each other
- Smart and useful applications, such as Styles under Stress and Dare to Ask!

## 3 All Colleagues

- All profiles of all employees sharing their profiles
- Create unlimited cross-team project teams
- Projectteam snapshots with team roles and tips, for a successful team-start

## Good to know

We work in compliance with the General Data Protection Regulation (GDPR) law. In our experience, 99% of people are happy to share their profile. After all, your BrainStyle is not your whole personality - it tells how you filter information, and that is very useful to know about each other in work. That's how to get the most out of your team(s)!





# The coaching program: 6 in-depth modules

We believe in teams, but even more so in teaming: the effective behaviors that bring everyone on the team together to produce great results. We begin each team with a BrainStyle Starter session. After that, you can proceed structurally as a team with the in-depth coaching modules below.

## 1 Trust & Safety

Trust and safety are the foundation of any productive team. In a safe environment, people speak out freely, develop more easily and dare to be more innovative. This in-depth module strengthens the connection within the team and increases the sense of psychological safety.

## 2 Effective Communication

Sometimes we unnoticeably talk past each other, or get bogged down in pointless discussions. This way we lose valuable time and energy. In this module, your team will learn to communicate more effectively and achieve more persuasiveness, for example in presentations and proposals.

## 3 Clarity & Structure

Your team becomes more productive when there is clarity. Not just about the division of tasks and decision-making, but also about the shared values and (group) behavior needed to be effective. In this module you will, among other things, draw up a Team Manifesto with each other, with agreements about how you want to work.

## 4 Feedback & Improvement

A characteristic of productive teams is that they regularly reflect on themselves and constantly adapt to the changing environment. In this module you will learn to give each other constructive feedback and take a positive-critical look at your collaboration.

## 5 Creative problem solving

Every team has challenges and is expected to perform despite possible limitations that may exist. You also need to be flexible and quickly anticipate changing circumstances. This requires creative thinking. Much creativity is already present (unnoticed) in the team. With this module we help you bring it to the surface.

## 6 Success in a complex environment

In modern organizations, multiple multidisciplinary teams with different ideas, timelines and focus work together to achieve a common goal. This highly dynamic situation requires awareness of the team's internal and external forces, and how to influence them optimally.



# Curious about the diversity of your team?

Get started right away!

Get in touch!

## Discover the BrainStyles in your team

and get essential advice on how to  
bring out the best in each other





# Leverage all diversity with BrainStyle

*Ready to become more effective and happier as a team?  
Organizations from all kinds of industries have gone before you.  
I look forward to discuss your wishes!*

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Get in touch

