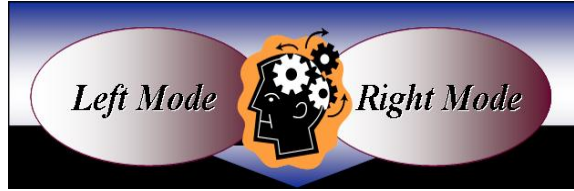


Quick Reference Navigating Brainstyles

Left Mode / Masculine Brain

- **Concrete Perception:** It is what it is.
- **Sequential Ordering:** Grasps information that is systematically gathered & ordered; superb ability to organize all the steps of a process.
- **How to convince:** Evidence from accredited experts or “must see to believe”.
- **How to annoy:** Surprises, broken promises, procrastination, “pie in sky” discussions, unconventionality, emotionalism in decision-making
- **What Need:** quiet, ordered, stable environment, specific directions & expectations, freedom from distraction.
- **Leadership Limiting Habits:** Excessive skepticism, addiction to routine, dogmatic beliefs, lack of sympathy, self-righteousness, hot temper.



Right Mode / Feminine Brain

- **Abstract Perception:** It's not always what it seems.
- **Random Ordering:** Grasps information in a chaotic, galloping and leaping manner from unrelated sources. Prefers data in images.
- **How to Convince:** Be honest & forthright, provide example of someone “who has been there”.
- **How to Annoy:** Strict logical thinking; demand be “realistic”; be unemotional & uncaring; conservative environment.
- **What Need:** Freedom of movement & expression; environment that is colourful, variable, “stimulus-packed”; private retreat to recharge.
- **Leadership Limiting Habits:** Indifference to time, mood swings, inflated self image or self-doubts.

In the Middle / Bridge Brain

Balanced preferences in perceiving & organizing information:

- **concrete-random**---likes practical demonstrations & flexibility
or
- **abstract-sequential**---likes approved, rational research & freedom to “chart own path”.

Acting into Thinking

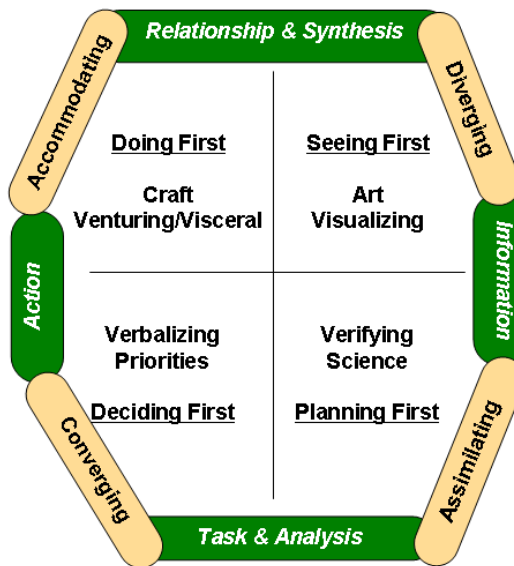
Accommodating (feminine brain):

- Learn through “hands on” new & different, team experiences.
- May act on “gut” feelings rather than logical analysis.
- Prefer to work with others to do field work, test out different approaches.

Converging (masculine brain)

- Like seeking practical uses/solutions for ideas based on challenging questions, problems, lab assignments, simulations.
- Analytical, technical and task-focused.

The Learning Cycle Doing-Seeing-Planning-Deciding



Thinking into Acting

Diverging (feminine brain)

- View concrete situations from many points-of-view.
- Enjoy brainstorming & gathering information in a group setting.
- Sensitive to feelings; like to listen with open mind & observe before taking action.

Assimilating (masculine brain)

- Good at working with a wide range of information & organizing logically.
- Prefer lectures, readings, models.
- Less focused on people; more interested in abstract ideas & concepts.



Quick Reference Navigating Brainstyles

| Masculine Brain | Situation | Feminine Brain |
|--|----------------------|--|
| <ul style="list-style-type: none"> • Transactional “give to get” | Collaborating | <ul style="list-style-type: none"> • Interact, participate. |
| <ul style="list-style-type: none"> • Test against worse-case scenarios. | | <ul style="list-style-type: none"> • See possible connections among different person’s ideas |
| <ul style="list-style-type: none"> • Move quickly to ultimate goal. | | <ul style="list-style-type: none"> • Spend time on each piece of potential issue. |
| <ul style="list-style-type: none"> • Solve problem myself. | Problem-Solving | <ul style="list-style-type: none"> • Solve problem with others |
| <ul style="list-style-type: none"> • Deductive: must have data that proves the case. | | <ul style="list-style-type: none"> • Inductive: listen & learn; not need all the data. |
| <ul style="list-style-type: none"> • Seek out & distance self from conflict relatively quickly —see it as external problem. | Conflict Resolution | <ul style="list-style-type: none"> • Personalize conflicts. Store up discomfort longer. |
| <ul style="list-style-type: none"> • Think conflict is resolved when it isn’t. Reluctant to talk. | | <ul style="list-style-type: none"> • Want to talk out right now to seek understanding. |
| <ul style="list-style-type: none"> • Wants assistance on where to direct energy, how to develop verbal skills & craft, how to navigate human relationships. | Coaching & Mentoring | <ul style="list-style-type: none"> • Feel more comfortable and productive when connected with someone to work on an issue, look at a design, produce a presentation.... |
| <ul style="list-style-type: none"> • Prescribe, direct. “tell” | | <ul style="list-style-type: none"> • Prefer open-ended questions, “ask” |

Bridge Brain

Hormones primarily drive masculine or feminine brainstyles: biological males will tend toward being more male on the brain-chemistry spectrum; biological females, more toward feminine.

Due to neurological bridges between the gender brainstyles, some people use “both sides of their heads” more easily than others.

Adapted from: M. Gurian & B. Annis, **Leadership and the Sexes**, A. Gregorc, *Mind Styles* and multiple other sources on learning and thinking styles.

