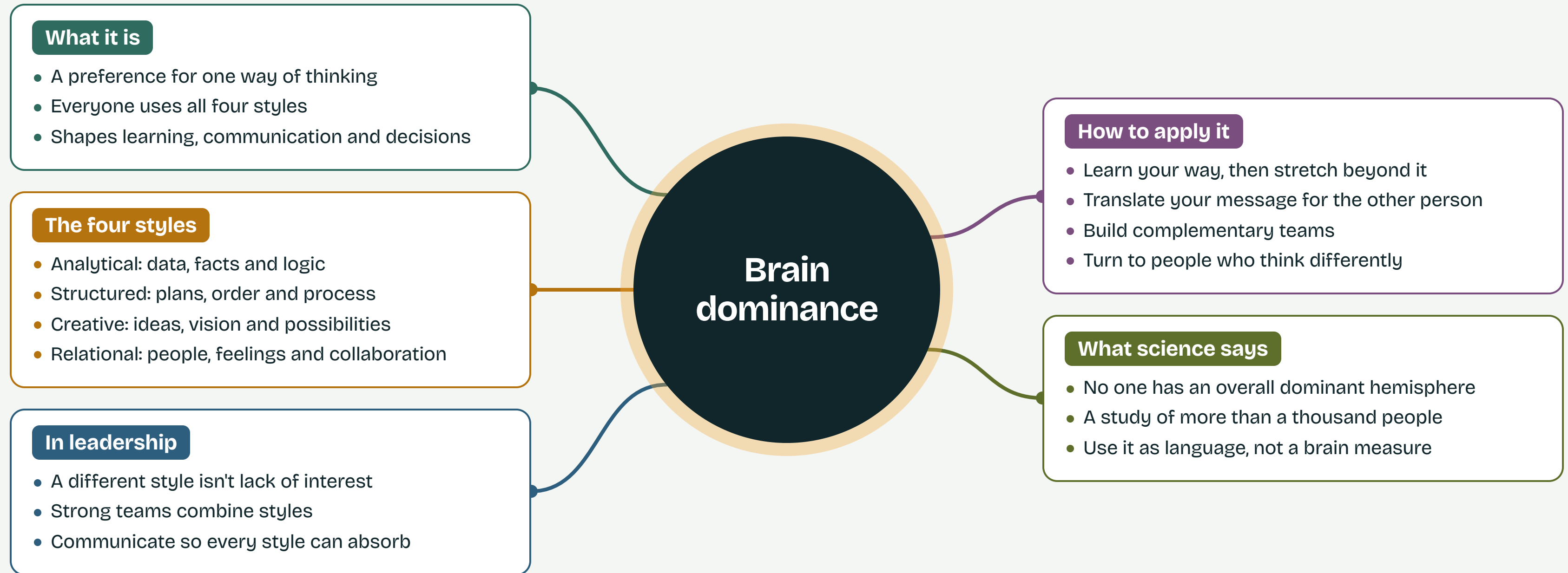


Brain dominance: how you think and learn



Action plan

- 1** Identify your preferred thinking style
- 2** Challenge yourself to develop your less natural styles
- 3** Translate your message into the listener's style
- 4** Build teams that combine different styles
- 5** Turn to people who think differently on tough problems

Key takeaway

No two people think alike: recognizing styles prevents misjudgments and strengthens communication and teams.