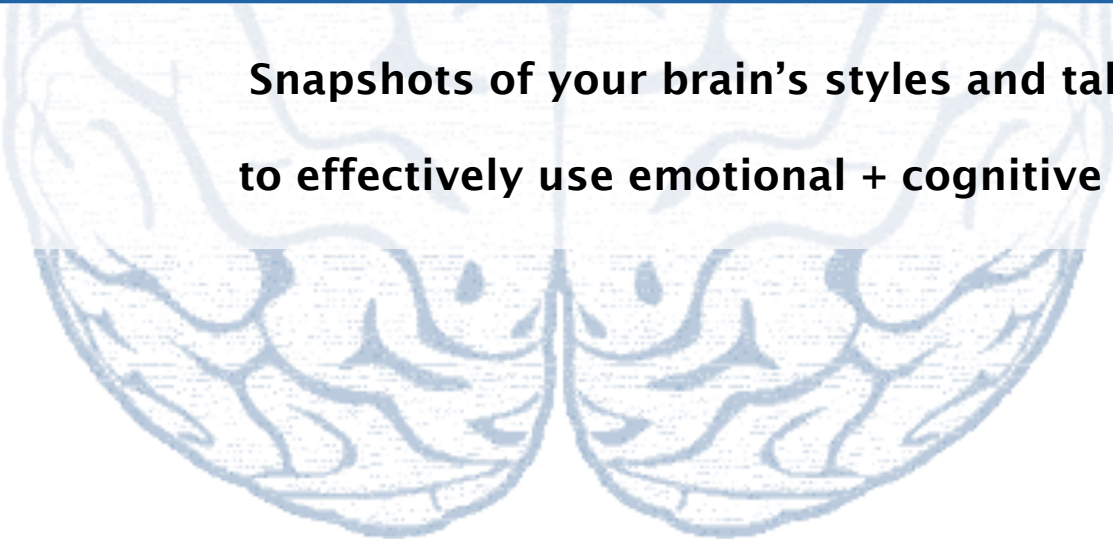




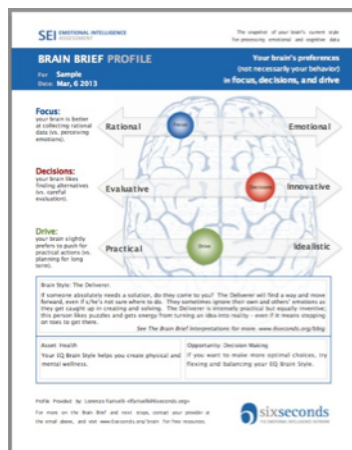
# The Brain Profiles

**Snapshots of your brain's styles and talents  
to effectively use emotional + cognitive data**



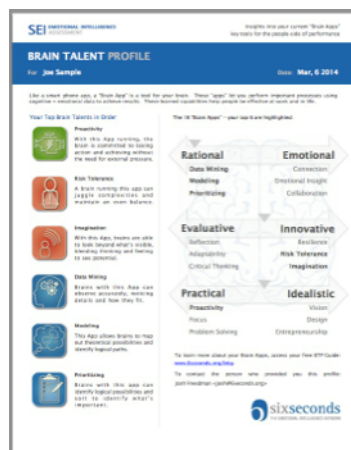
# Compelling, quick, meaningful insight into your brain.

There are three individual profiles:



## Brain Brief Profile

*Synthesis of how our brains work to process cognitive & emotional data.*



## Brain Talent Profile

*Key capabilities to generate results and create the future.*



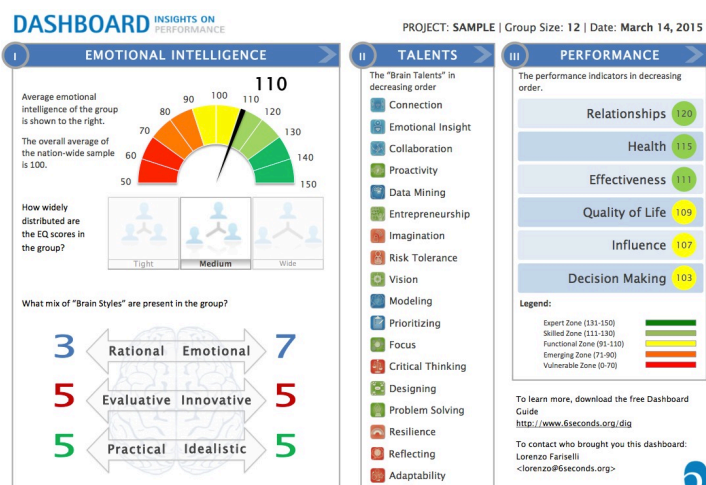
## Brain Discovery Profile

*Linking Brain Style and Talents to performance.*

Plus, any of the individual Profile can be aggregated into a group summary:

## Dashboard

*1-page summary of a group showing the link from EQ & Brain Style to Talents and then to Performance.*

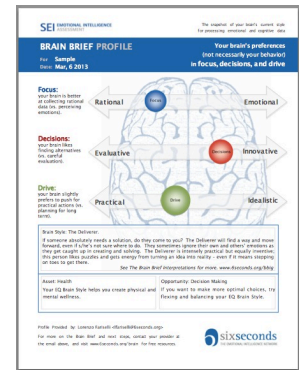


The Brain Brief Profile (BBP) is a one-page synthesis of the way a person's brain processes emotional and cognitive data. Starting from neuroscience and 15 years of research on emotional intelligence, the BBP provides a simple, practical summary. Guide: [www.6seconds.org/bbig](http://www.6seconds.org/bbig)

## Brain Brief Profile

A snapshot of your brain's current style for processing emotional + cognitive data.

This 1-page profile provides insight on Brain Style, the person's general approach to using EQ.



**Cognitive data:**

observations  
and analysis

+

**Emotional data:**

your & others'  
feelings

=

**Powerful**

**insight!**

The BBP includes three scales: Focus, Decisions, and Drive. Rather than examining behavior, the tool focuses on patterns of thinking, creating a style that underlies behavior. Individuals receive one of eight “Brain Styles” that each offer important strengths and weaknesses.

Your Brain Style is based on three elements:

**Focus:** Does your brain prefer data that is analytical or emotional?

**Decisions:** Does your brain tend to protect or innovate?

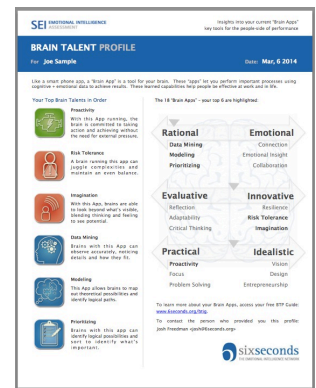
**Drive:** Is your brain usually motivated by the practical or the idealistic?

Based on extensive research into essential talents for innovation and problem solving, the Brain Talent Profile (BTP) offers six key strengths that enable performance. Guide: [www.6seconds.org/btiq](http://www.6seconds.org/btiq)

## Brain Talent Profile

Key capabilities to create the future.

The 18 “Brain Apps” describe unique, powerful capabilities to create performance and positive change. The BTP uses the metaphor that the brain is like a smartphone. The “Brain Apps” are talents. A Brain App is a tool for your brain!



## Which Brain Apps do you want to play with today?



Data Mining



Connection



Modeling



Emotional Insight



Prioritizing



Collaboration



Reflection



Resilience



Adaptability



Risk Tolerance



Critical Thinking



Imagination



Proactivity



Vision



Focus



Design



Problem Solving



Entrepreneurship

## Brain Apps

“App” is a metaphor to describe capability. What does your brain like to do?

Are you using your brain’s full potential?

The Brain Discovery Profile (BDP) is the most in-depth of the profiles, with a summary of Brain Style, highest & lowest talents, and key outcomes. Guide: [www.6seconds.org/bdiq](http://www.6seconds.org/bdiq)

## Brain Discovery Profile

Linking EQ, Talents, and Performance.

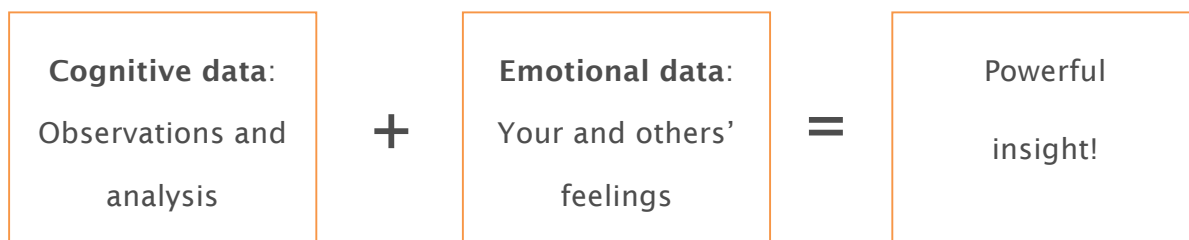
The BDP brings together a view of Brain Style with highest and lowest Brain Talents, and highest and lowest Outcomes. This progression forms a logical chain: EQ drives talents, talents drive outcomes.



The BDP can be used in many ways:

- **Follow up** to a BBP or BTP: Do deeper.
- **Coaching**: How can you use your talents to reach your goals – and not get stuck in potential pitfalls?
- **Performance Coaching**: How can you use your EQ talents to generate stronger results?
- **Selection**: How can these top talents support you in this new role, and how can you ensure these lowest talents are not obstacles?

The SEI Brain Profiles provides a snapshot of your brain's current style for processing emotional and cognitive data.





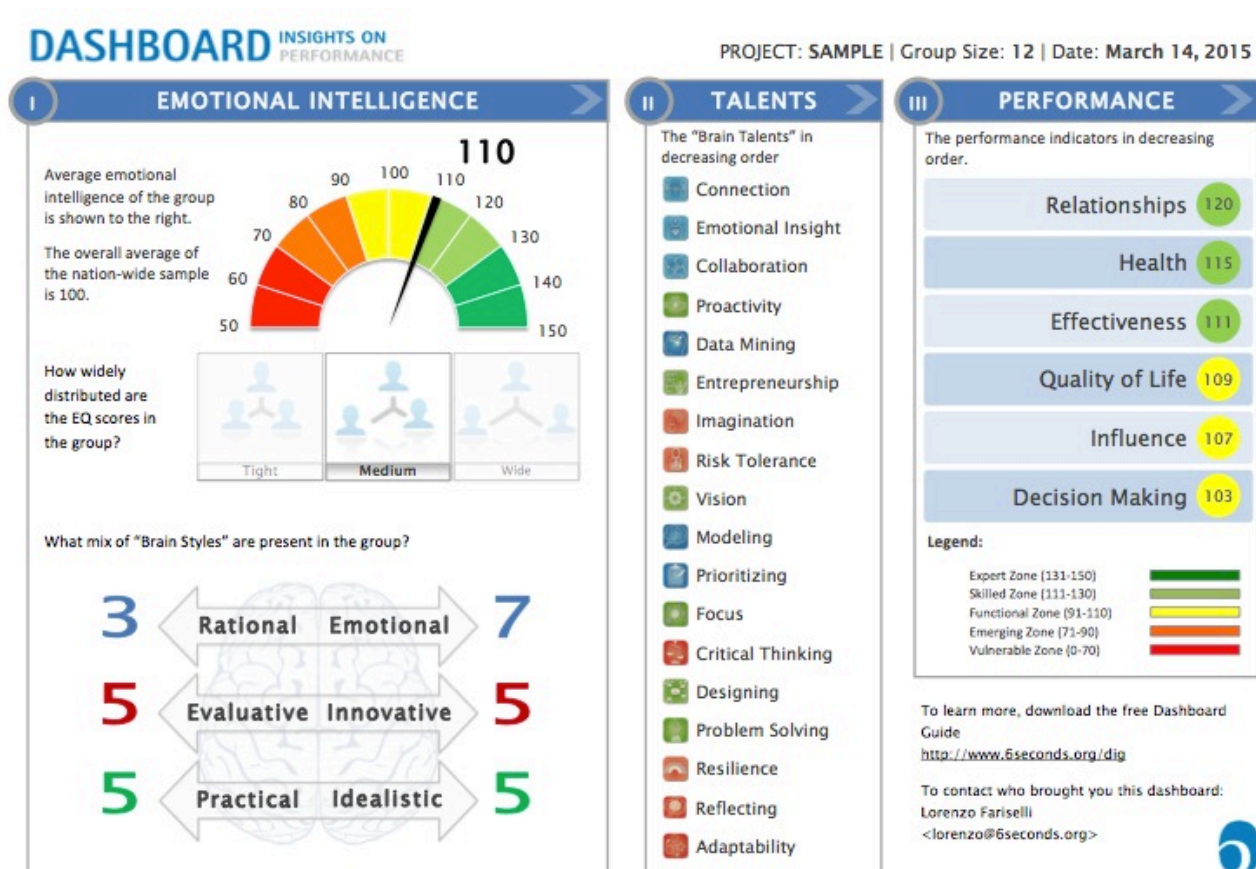
The Dashboard is a one-page group summary of emotional intelligence, talents, and performance. Guide: [www.6seconds.org/dig](http://www.6seconds.org/dig)

## Dashboard

People-performance at a glance.

The Dashboard creates clarity about a group's capabilities and essential drivers of group dynamics. It's an EQ SWOT (strengths, weaknesses, opportunities, threats) analysis. The insight leads to more effectiveness in planning, communicating, and collaborating.

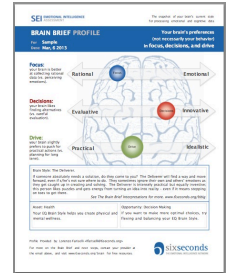
An example Dashboard:



## Brain Brief Profile

Brain Style. Retail: \$10 (8 credits)

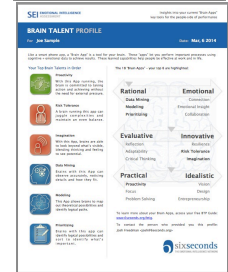
Training, coaching, performance, learning



## Brain Talent Profile

Top 6 Brain Apps. Retail: \$12 (10 credits)

Ideal for learning, performance, workforce planning, coaching



## Brain Discovery Profile

Top 3 and lowest 3 Apps. Retail: \$14 (12 credits)

Selection/interviewing, coaching, development

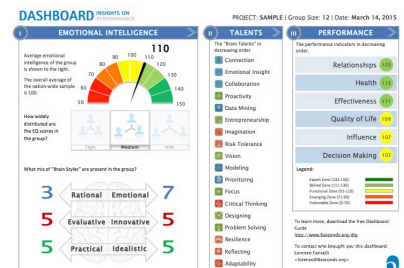


## Dashboard

EQ, Style, Talents, Outcomes for group.

Retail: \$250 (150 credits)

Team development, planning, SWOT



\* in EU, prices are in € + VAT if required

## Use the Profiles Professionally

A free online tutorial is available. Just purchase the **Brain Profile Starter Kit** for \$88, and get 88 credits (\$88 value) and the tutorial: [www.6seconds.org/bpsk](http://www.6seconds.org/bpsk) \*

**Learn more about the Profiles**

**[www.6seconds.org/bbp](http://www.6seconds.org/bbp)**

**The Brain Brief is part of the SEI toolkit.**

**To go in-depth with EQ, become a *SEI Certified EQ Assessor* and access the full line:**

SEI Strengths Report

SEI Development Report

SEI Leadership Report

SEI Leader's Development Guide

SEI Group / Comparison Group Reports

SEI-Youth Version

SEI 360

**[www.6seconds.org/certification](http://www.6seconds.org/certification)**