The Brain Brief Profiles

Snapshots of your brain’s current style for processing emotional and cognitive data
Brain Brief delivers a powerful, simple introduction to emotional intelligence.

“Brain Style”: a picture of how the emotional and rational parts of your brain are working together.

Your Brain Style is based on three elements:

**Focus:** Do you prefer data that is analytical or emotional?

**Decisions:** Do you tend to protect or innovate?

**Drive:** Are you usually motivated by the practical or the idealistic?
The SEI Brain Brief Profile provides a snapshot of your brain's current style for processing emotional and cognitive data.

Cognitive data: Observations and analysis

Emotional data: Your and others' feelings

= Powerful insight!

The Eight Brain Styles

**Scientist:** Accurate, Careful, Precise.

**Inventor:** Analytical, Creative, Open.

**Strategist:** Precise, Careful, Future-oriented.

**Deliverer:** Task-oriented, Generative, Practical.

**Visionary:** Passionate, Transformative, Long-term.

**Guardian:** Caring, Careful, Pragmatic.

**Superhero:** Committed, Creative, Real-world.

**Sage:** Caring, Protective, Future-focused.
Three Powerful Tools

Brain Brief Profile
“What’s my Brain Style?”
Audience: Everyone
Primary Use: Training/Learning
Available: Now
Retail: US $9.95 (less volume discount)

Brain Talent Profile
“How do I work @ work?”
Available: March 2013
Audience: L&D / HR
Primary Use: Development; People Strategy
Retail: US $14.95 (less volume discount)

Brain Selection Profile
“Who has the right people skills?”
Available: June 2013
Audience: HR / Hiring Managers
Primary Use: Selection / Talent Management
Retail: US $19.95 (less volume discount)
Why?

The Brain Brief Profiles offer compelling, quick, meaningful insight into your brain function.

In multiple studies, scores on this SEI assessment predict 50-60% of variation in key performance factors – meaning the Brain Brief helps people build:

**Effectiveness**

**Influence**

**Decision-making**

**Relationships**

**Quality of life**

**Health**

The Brain Brief Profile is a 1-page report available from the Six Seconds Emotional Intelligence Assessment. A well-validated, normative assessment in 11 languages, the SEI is the best-in-class emotional intelligence toolset because it is Global. Scientific. Transformational.
To access the Brain Profiles for yourself –
or to use them with your team / clients, see:

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