

The H.D.I. – Training by Sebastian G. Renner

Understand yourself

Recognize others

Communicate more
successfully

Sell more

Learn valuable know-how
and team building skills

The H.D.I. model

Our way of thinking affects our system of values

A

What
logical
analytic
technical
financial

D

Why
problem solving
imaginative
sensitive
visionary

B

How
organised
detailed
businesslike

C

Who
interpersonal
emotional
helpful

Typical features

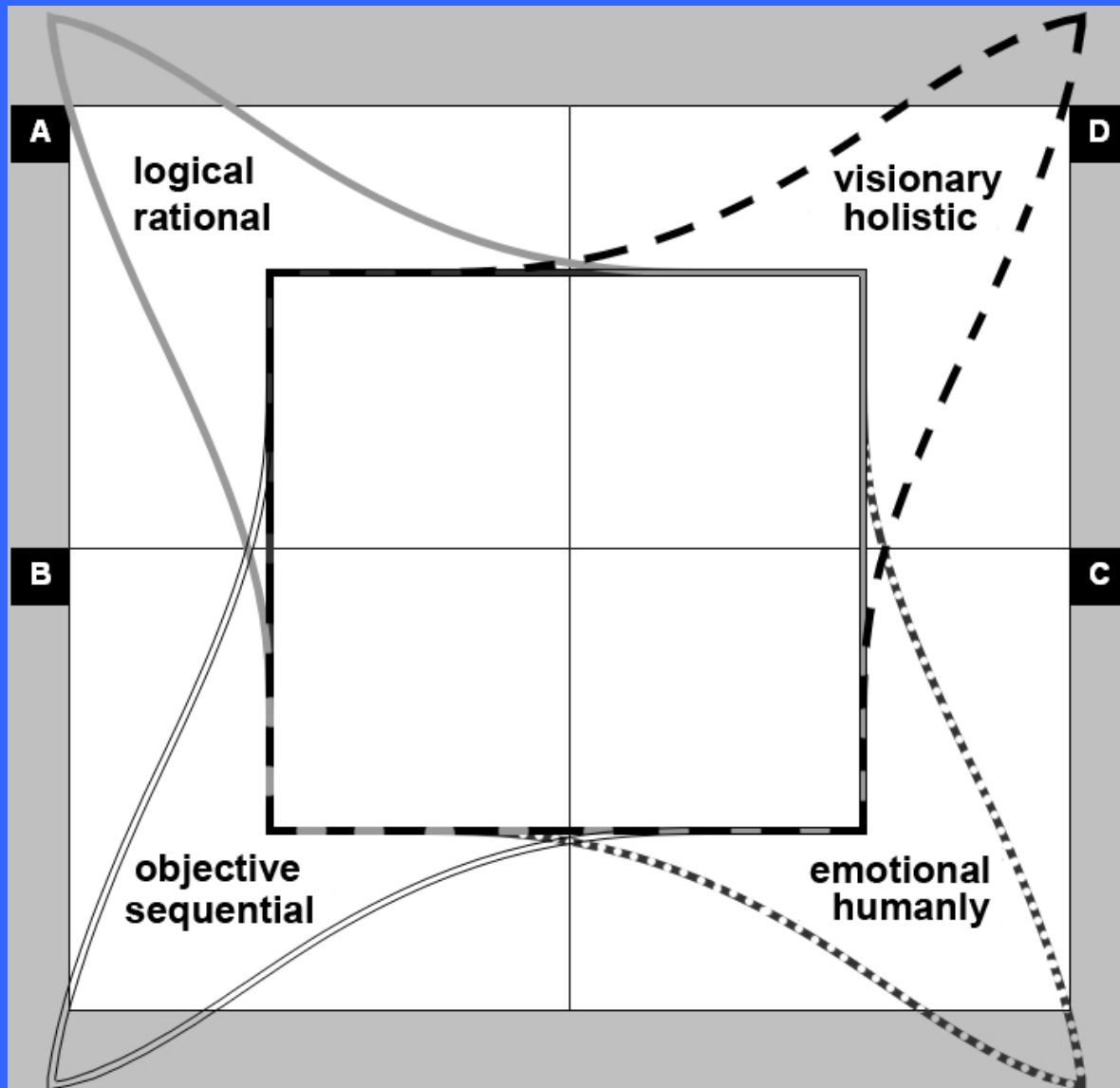
A	<ul style="list-style-type: none"> • impatient • abrasive • not sensitive • quick thinker • controlled, dominant • orientated towards success • impolite, not engaging • good dress style • quality conscious • decisive • lawyer, surgeon, manager, controller etc. 	<ul style="list-style-type: none"> • impatient • not sensitive • quick thinker • uncontrolled • arrogant, dominant • brand-conscious • egocentric • risk-taker • modern interior decoration • performer • author, journalist, marketing, architect 	D
B	<ul style="list-style-type: none"> • patient • persevering • safety-conscious • conservative, timid • price-conscious • hardworking • not brand-conscious • no capacity for abstract thought • civil servant, policeman, politician, craftsman 	<ul style="list-style-type: none"> • sympathetic • family/community-orientated • emotionally unstable • guided by role models • confiding • noncritical • not brand-conscious • not price-conscious • Social jobs 	C

Typical mistakes in attitude

in acquisition of individual typology

A <ul style="list-style-type: none">• time-wasting• bad preparation• starting personal conversations• being underdressed• low level conversational partners• no appreciation of his success• rambling conversation	D <ul style="list-style-type: none">• time-wasting• lack of ideas• standardised solutions• low level conversational partners• no interest in social themes• bad visual presentation
B <ul style="list-style-type: none">• Ignorance of details• lack of time• being overdressed• appointments in the afternoon• lack of knowledge about competing offers• indifference about his hobbies	C <ul style="list-style-type: none">• lack of interest in personal themes / problems• discussion of details• discussion of price• lack of time• appointments in the morning• over-energetic people• being brand conscious

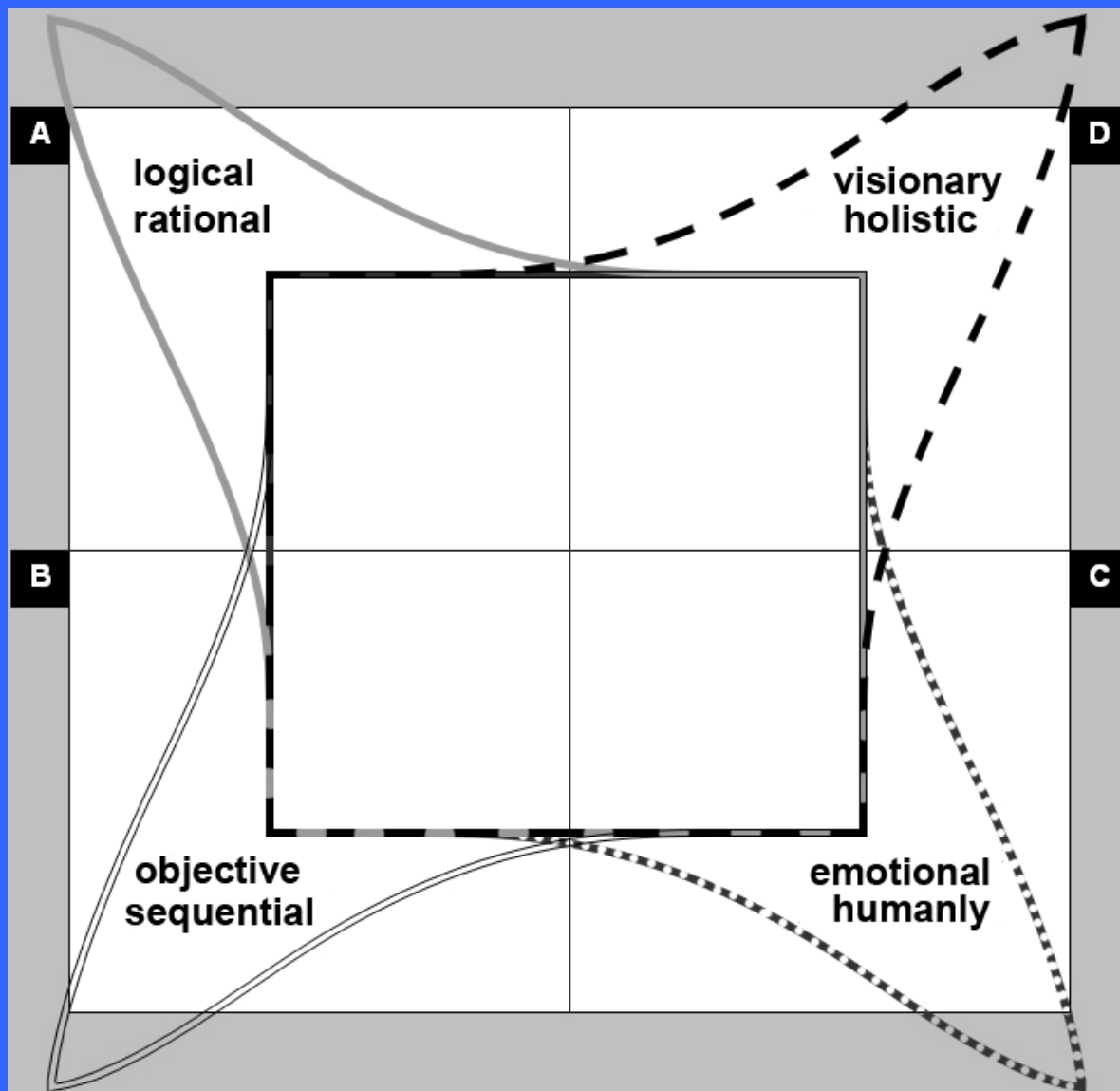
Training Schedule



The Trainer asks the participants typical questions, observes their behavior and external features (e. g. clothes).

After that he tells every participants which type he is!

Training Schedule



The participants analyse the typical characteristics of partners, friends, colleagues, customers, etc. with the help of the trainer. After this it becomes clear how you have to prepare for negotiations.

We practice examples of meetings in role-playing games. We place special emphasis on preparation.

Objectives of training

- The participants are familiar with the H.D.I – model.
- The participants learn their own profile and therefore their own attitude attitudes and ways of thinking.
- The participants are in a position to recognize the individual dominance profile of other people (customers, assistants, boss, colleagues, etc.)
- The participants can align themselves with the value systems of other people and can lead important discussions or negotiations to a successful conclusion.
- The participants can accurately recognize the motivations of their team members and assign them to appropriately motivating tasks.
- The participants learn the basic rules about building a team where performance is improved by the group's dynamics.

Typical profiles

A



D



B



C

