



A Customized Keynote created for the Nevada Association of Employers

Leadership is Like Handbags...

Every style has its brilliance.



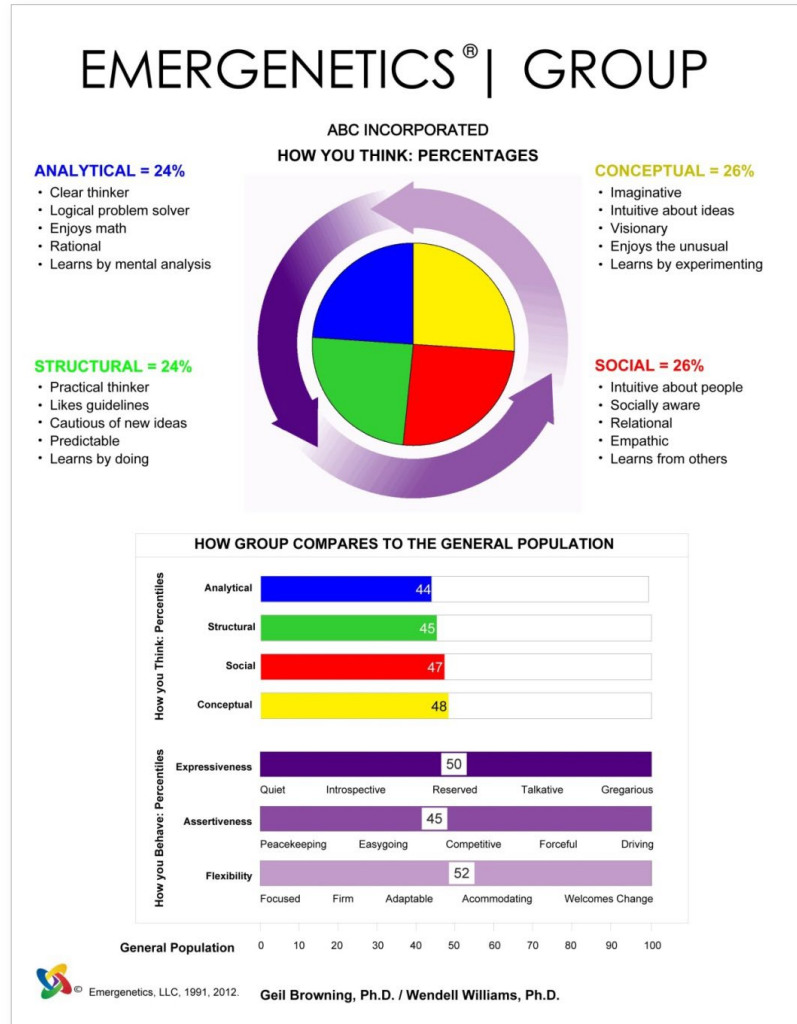
EMERGENETICS

(emerge • genetics)

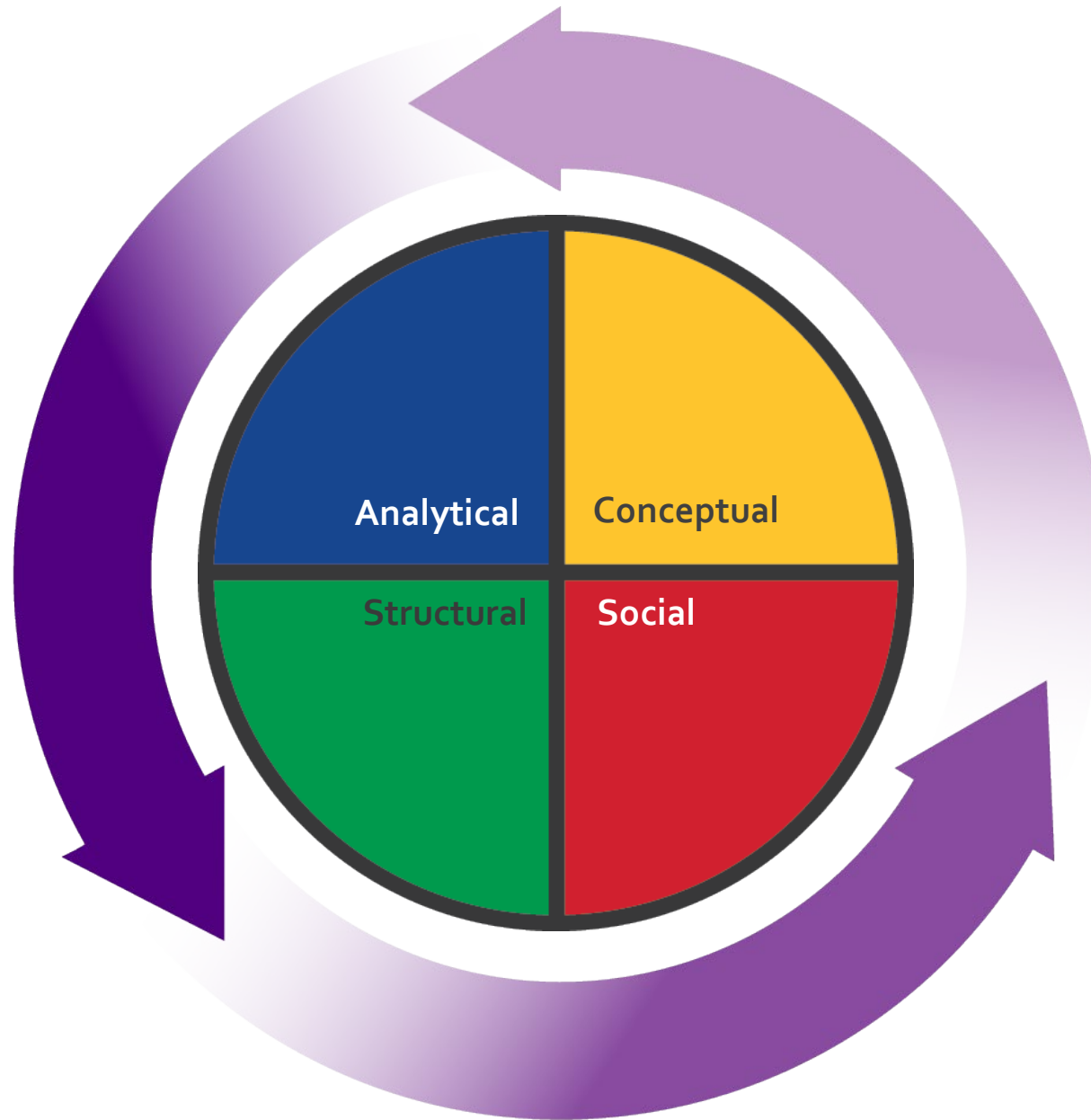


Patterns of thinking and
behaving that emerge from
your genetic blueprint
and life experiences.

THE EMERGENETICS CONCEPT

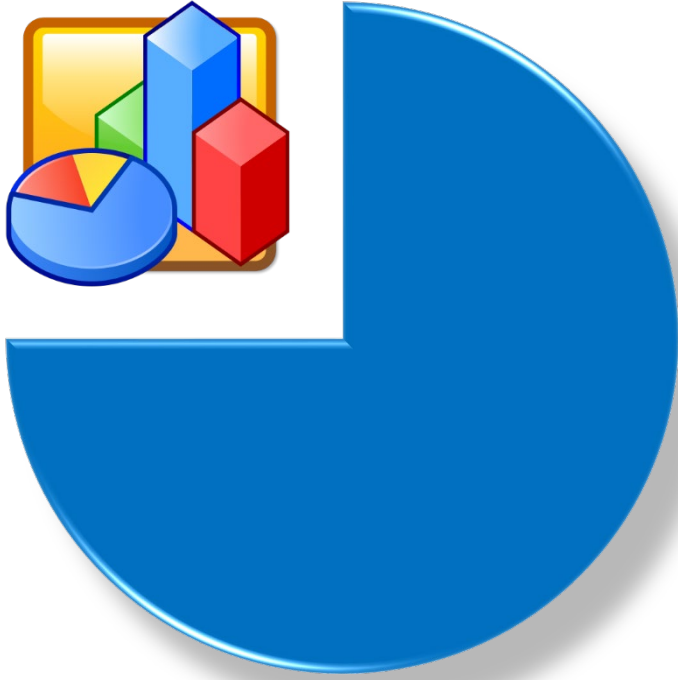


- Scientifically formulated
- Strong reliability and validity
- Easy to understand and use
- Strengths-based
- Builds trust and teamwork
- Drives results



Thinking Attributes Defined

ANALYTICAL



- Enjoys technical problem solving
- Logical and rational
- Likes math and science
- Understands concepts and ideas
- Likes exploring how things work

Thinking Attributes Defined

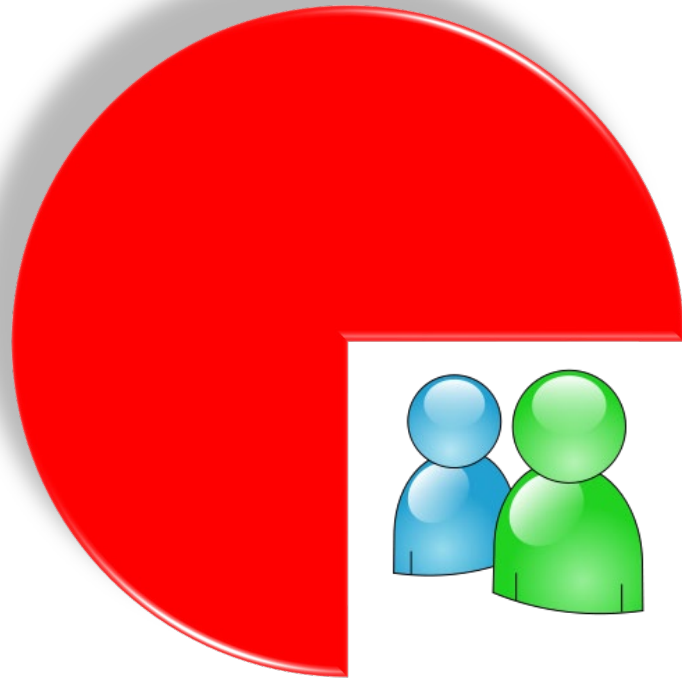
STRUCTURAL



- Enjoys directions
- Predictable
- Practical
- Makes and follows plans carefully
- Likes closure

Thinking Attributes Defined

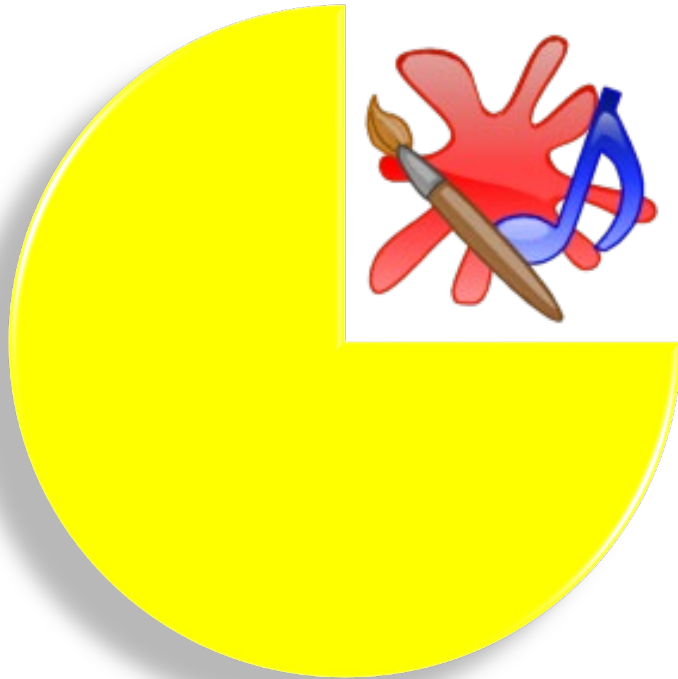
SOCIAL



- Enjoys helping others
- Emotional
- Relational
- Intuitive about people
- Likes working in groups

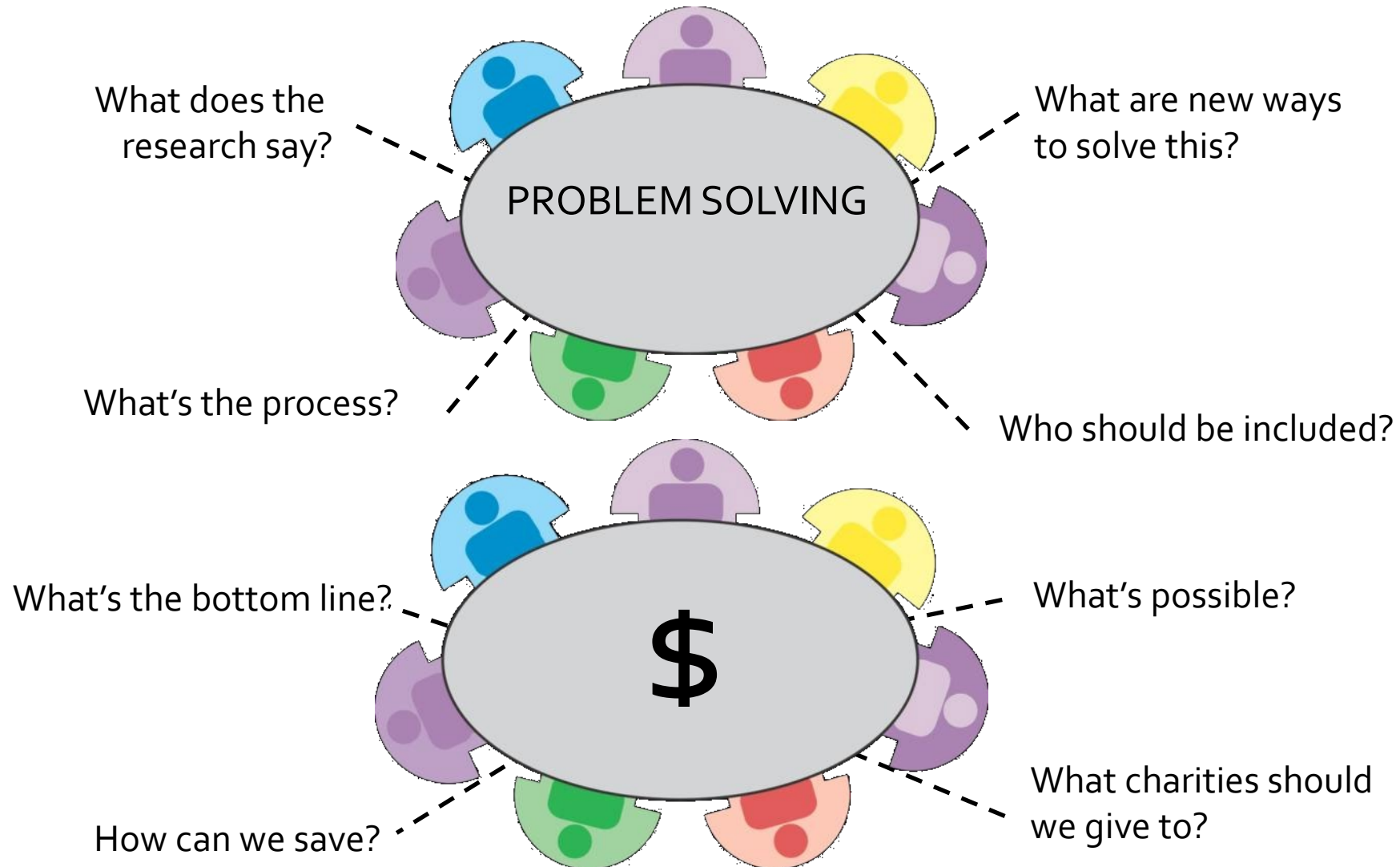
Thinking Attributes Defined

CONCEPTUAL



- Enjoys creative process
- Imaginative
- Likes the unusual
- Solves problems intuitively
- Likes to try new things

What is your Committee Thinking?

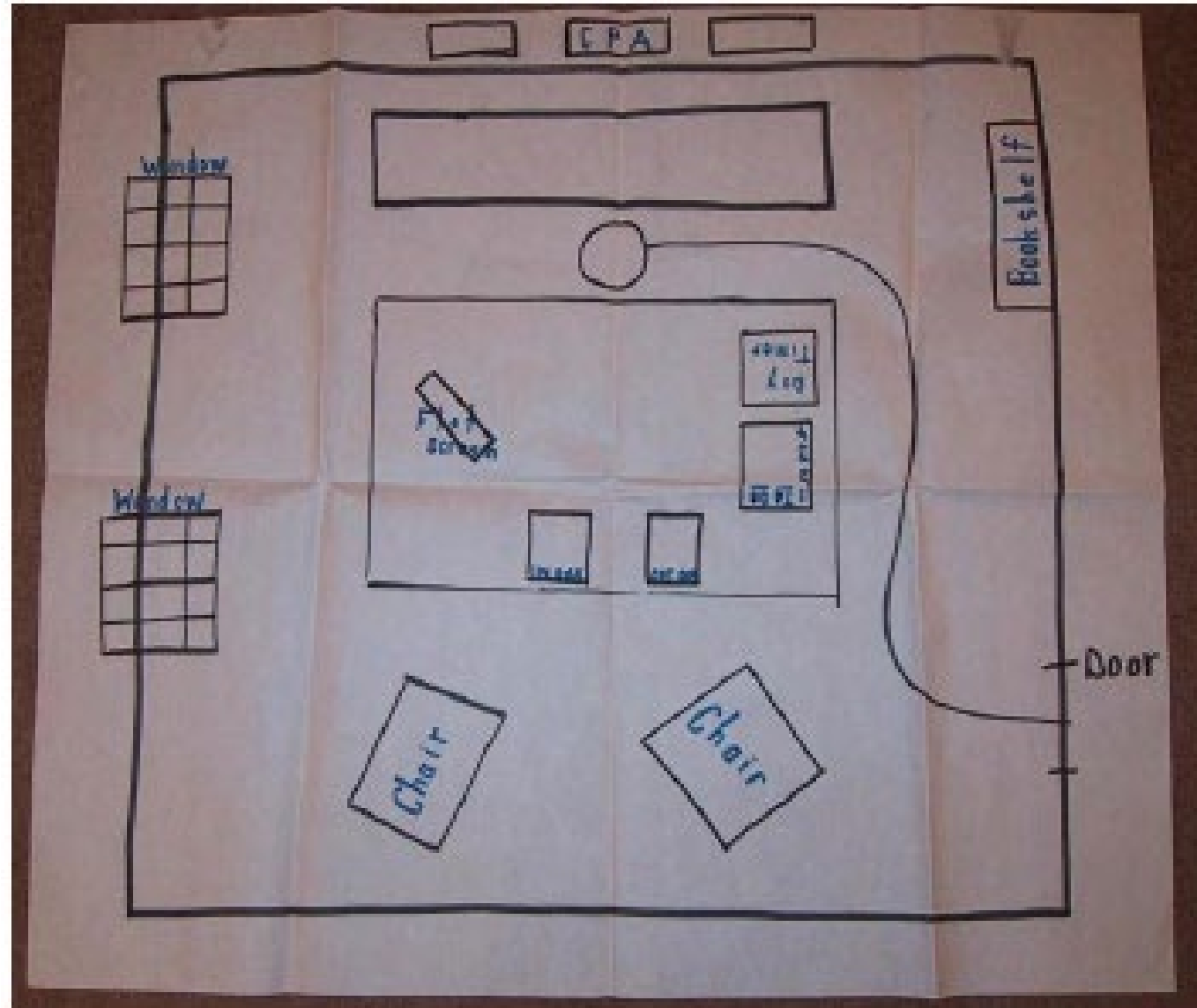


A Perfect Office for Each Brain

ANALYTICAL



STRUCTURAL



SOCIAL



CONCEPTUAL



The Brain Goes Shopping

Analytical Shopping

- list
- calculator
- check receipts
- coupons
- budget
- time management
- Examine products
- Likes superstores
- Do-it-yourself gadgets

• Mall: Saturday, September 1st, 2001 - 11:00am - 2:00pm

- 9:00 - wake-up
- 10:30 - leave house
- 11:00 - arrive at mall
- 11:15 - Gap (jeans)
- 11:30 - Abercrombie (shirt)
- 12:00 - Food court (Chic-Fil-A)
- 12:30 - Victoria's Secret (perfume)
- 1:00 - Nine West (shoes)
- 1:30 - American Eagle (belt)
- 2:00 - leave mall
- 2:30 - arrive home

Red is going SHOPPING:



- 1) Groups with lots of friends
- 2) Always approve of friend's selections
- 3) Loan them \$
- 4) Social Gathering after (to show off clothes)
- 5) choose stylish clothing
- 6) excited about purchases & wear it first night

Perfect **ANALYTICAL** Handbag

High quality

Investment

Will pay for value

Must be functional/efficient

Hunter rather than shopper



Perfect **STRUCTURAL** Handbag

Must be practical

Durability

Will wait for the sale

Must have structured features to keep
items organized

One purse for all occasions

cw



Perfect **SOCIAL** Handbag

Wants what is trending now

Has emotional draw

May have many purses to go with mood

Must have room for lots of things friends need

Will shop with friends



Perfect **CONCEPTUAL** Handbag

Likes to stand out in a crowd

Must be unique

Cost is not a factor

Nontraditional

Finds best buys when wandering



BUILDING TRUST

Bottom Line

Did they get it done?

Are they rational?

Will they deliver?

Intuition – Big Picture

Are they on board?

Are we headed in the same
direction?

Predictable

Are they consistent?

Are they dependable?

Are they practical?

Intuition – Feeling

Are they with me?

Do we share common
values?

TEAMWORK

Divide & Conquer

Everyone does his/her job

Rational decision making

Efficient work

Vision Driven

Brainstorm new options

Experimentation okay

Energy around change

By the Book

Take time to organize and
create timeline

Follow the policy/rules

Clear assignments

Work Together

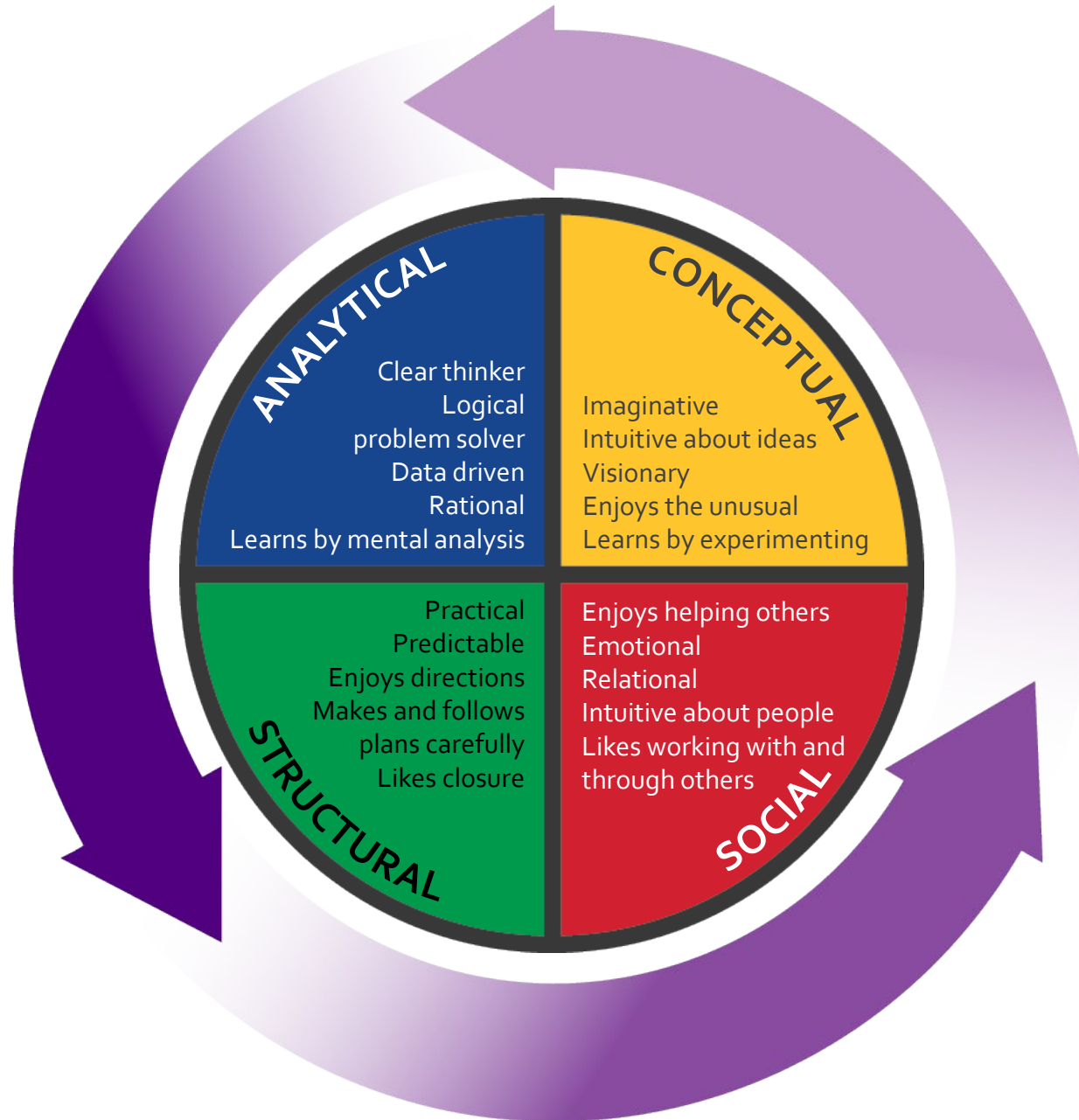
Consensus building

Team meetings and
dialogue

Strength based roles

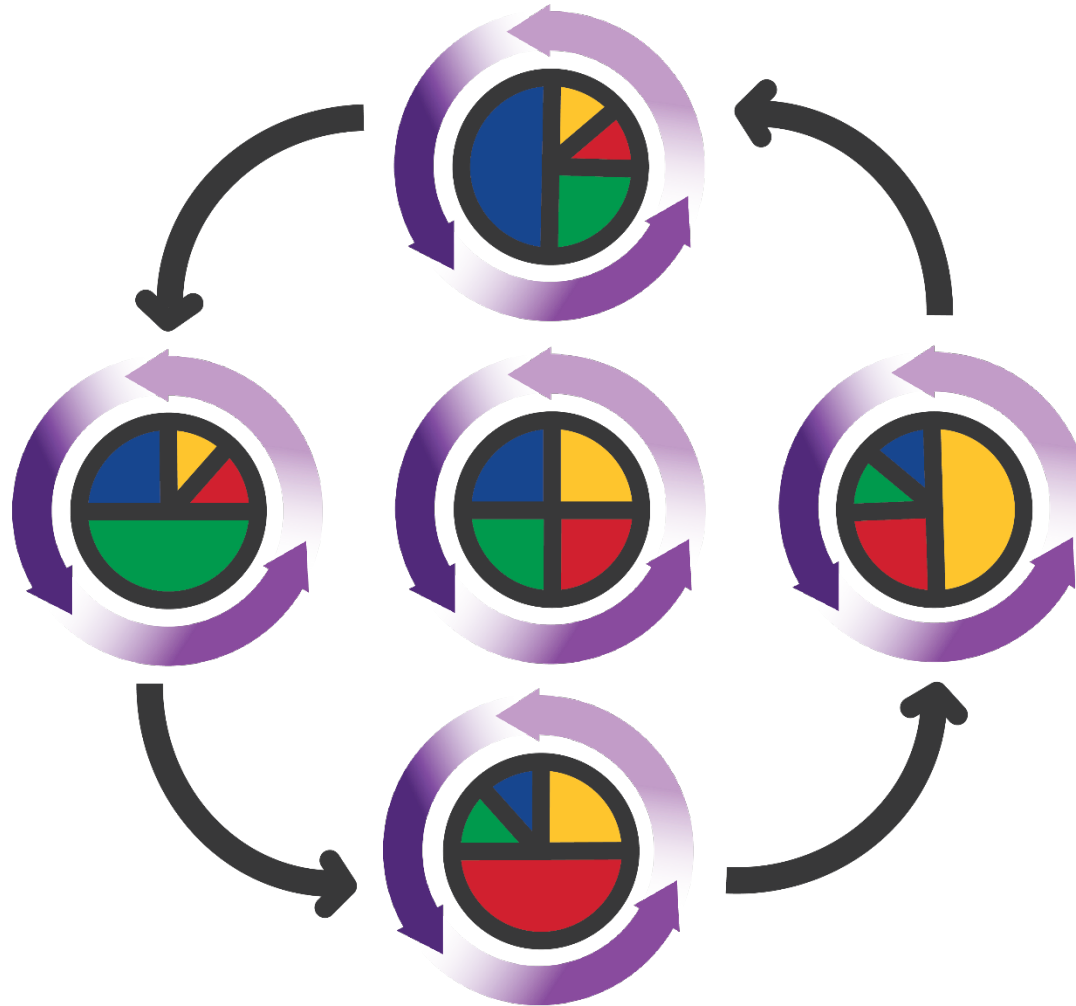
CHANGE

Analytical Logical Bottom-line Fast Resists: if emotionally based	Conceptual Big picture Free to experiment Growth Resists: if too many restrictions
Structural Time-line Detailed information Clear rules Resists: if vague direction	Social Fair Impact on people Talk about it Resists: if hurts others



WHOLE EMERGENETICS TEAM

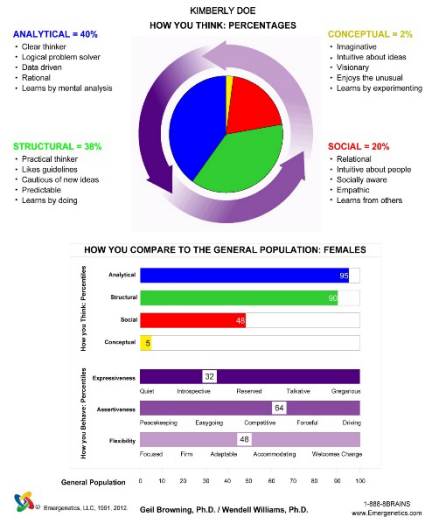
WEteam™



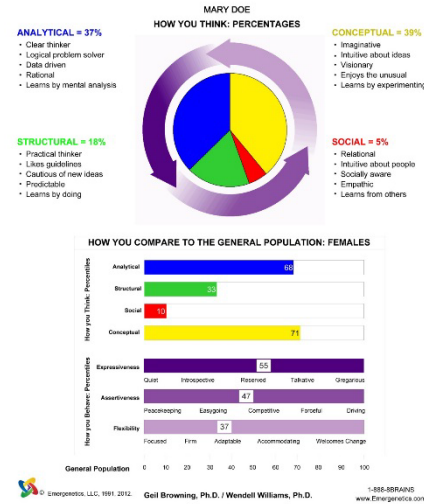
Bi-Modal Profiles

(58% of general population)

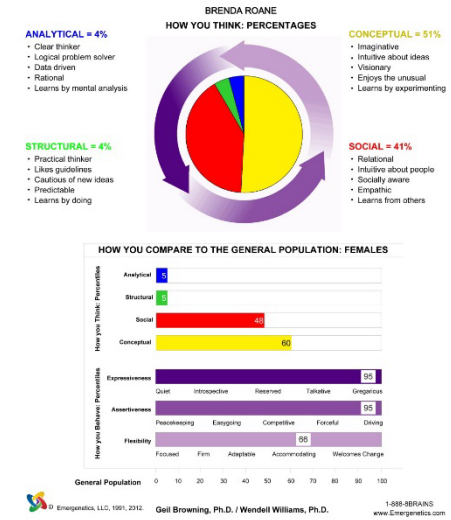
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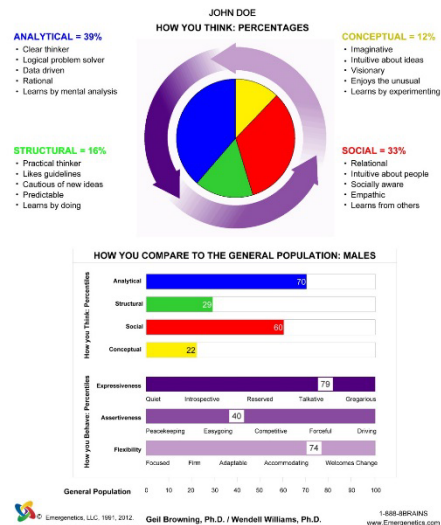
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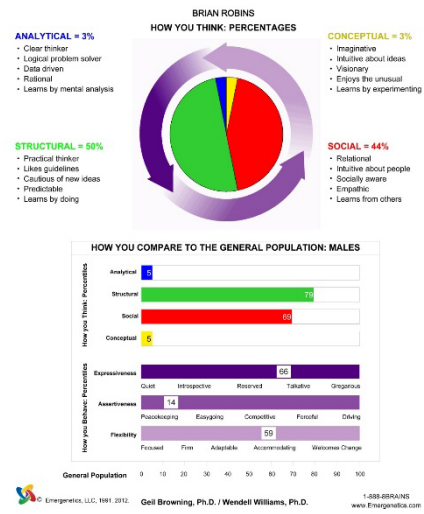
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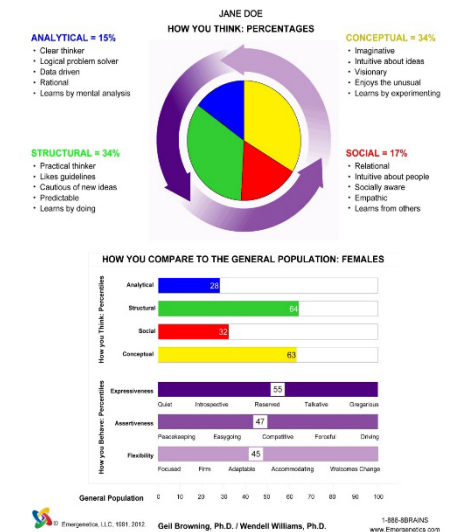
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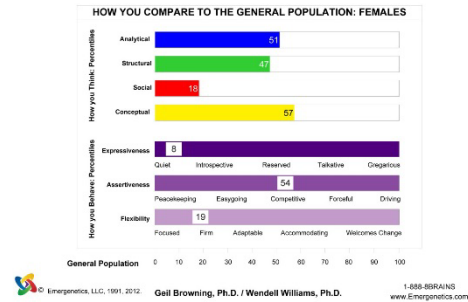
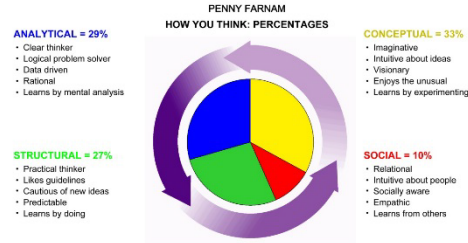
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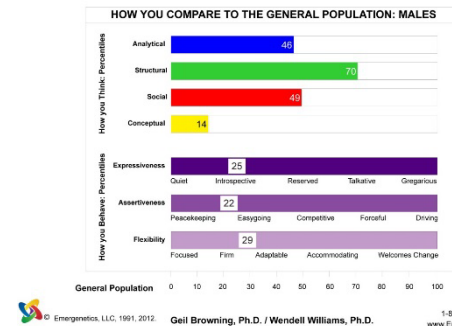
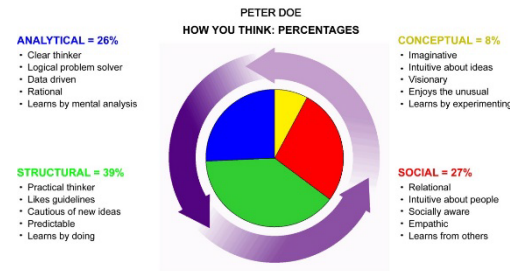
Tri-Modal Profiles

(35% of general population)

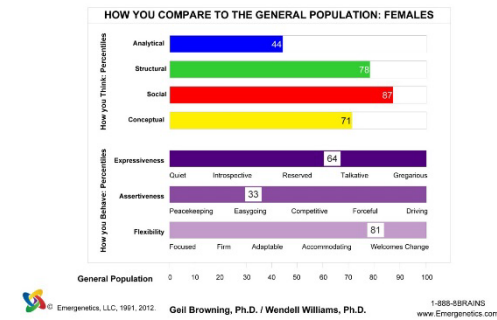
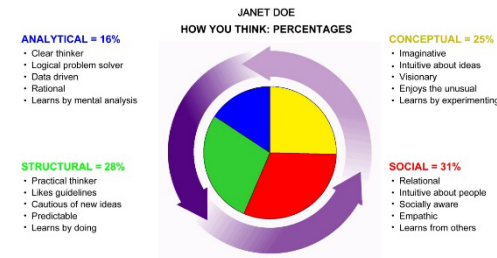
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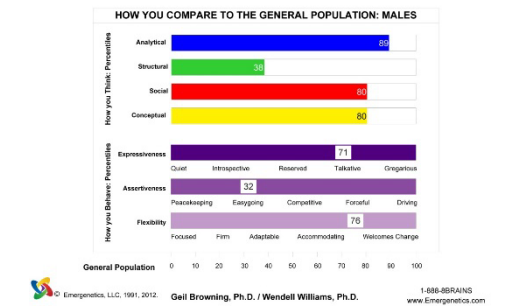
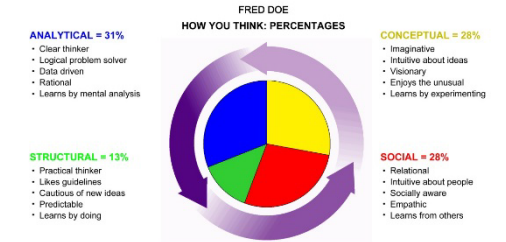
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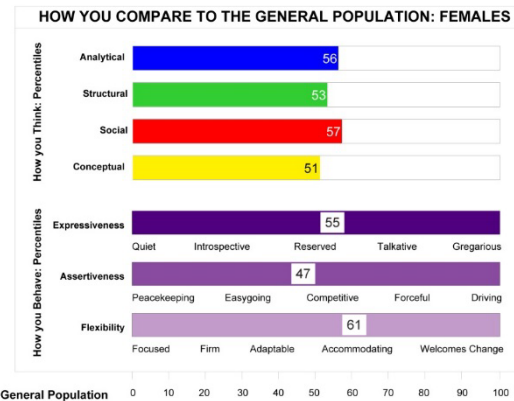
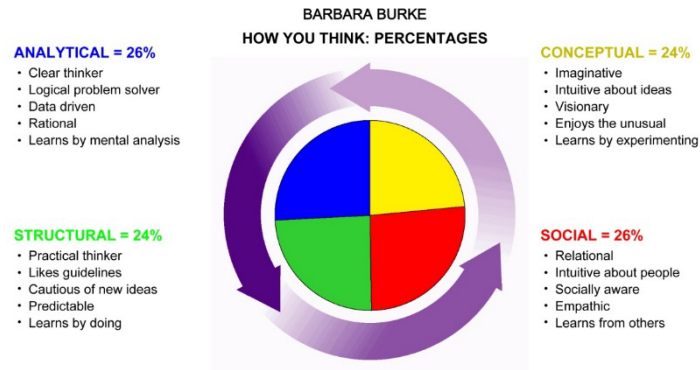




Quadra-Modal Profiles

(<1% of general population)

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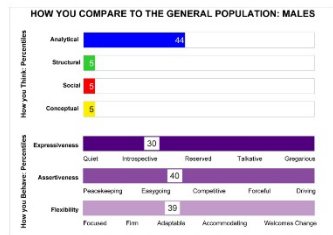
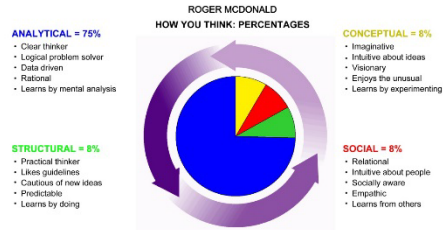
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Uni-Modal Profiles

(6% of general population)

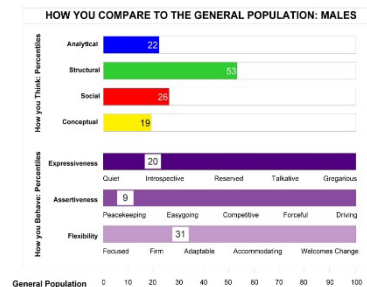
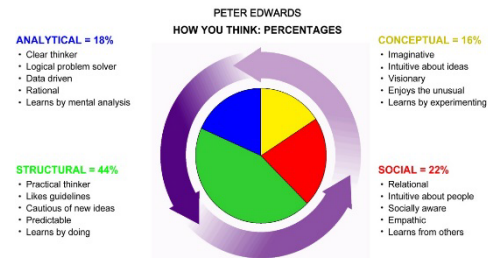
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General Population 0 10 20 30 40 50 60 70 80 90 100

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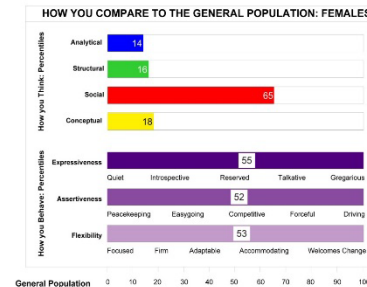
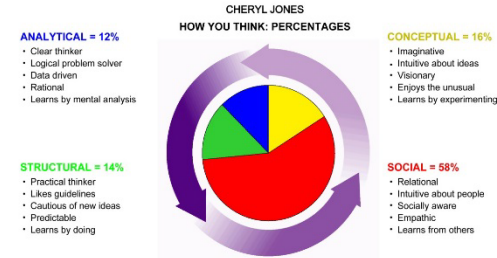
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General Population 0 10 20 30 40 50 60 70 80 90 100

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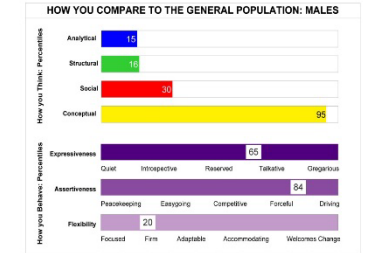
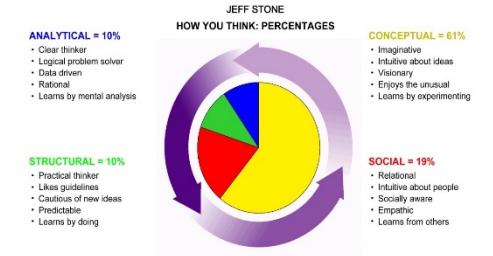
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General Population 0 10 20 30 40 50 60 70 80 90 100

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EMERGENETICS® | PROFILE

ANALYTICAL = 30%

- Clear thinker
- Logical problem solver
- Data driven
- Rational
- Learns by mental analysis

STRUCTURAL = 62%

- Practical thinker
- Likes guidelines
- Cautious of new ideas
- Predictable
- Learns by doing

HOW YOU THINK: PERCENTAGES



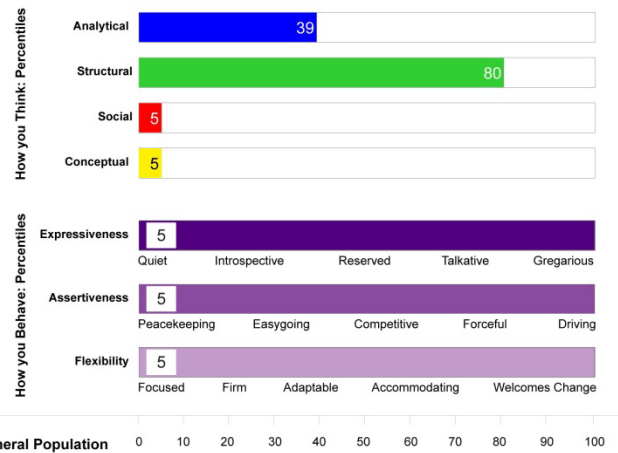
CONCEPTUAL = 4%

- Imaginative
- Intuitive about ideas
- Visionary
- Enjoys the unusual
- Learns by experimenting

SOCIAL = 4%

- Relational
- Intuitive about people
- Socially aware
- Empathic
- Learns from others

HOW YOU COMPARE TO THE GENERAL POPULATION: MALES



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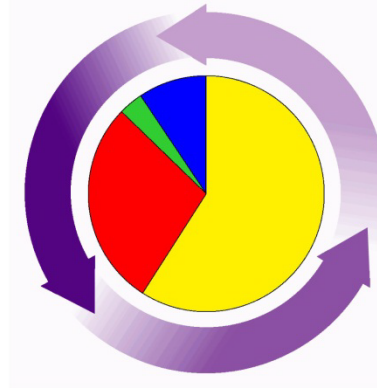
ANALYTICAL = 9%

- Clear thinker
- Logical problem solver
- Data driven
- Rational
- Learns by mental analysis

STRUCTURAL = 3%

- Practical thinker
- Likes guidelines
- Cautious of new ideas
- Predictable
- Learns by doing

HOW YOU THINK: PERCENTAGES



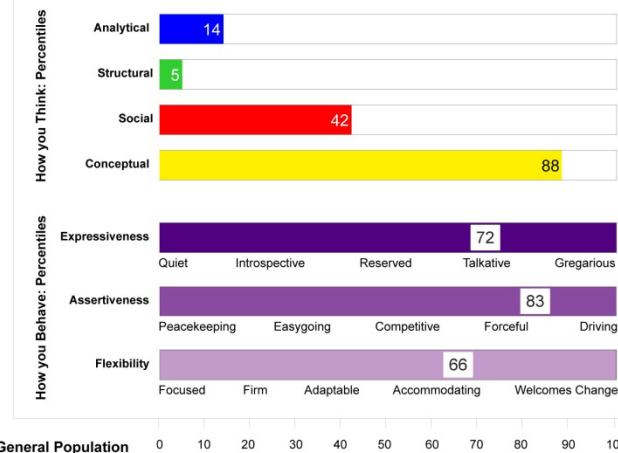
CONCEPTUAL = 59%

- Imaginative
- Intuitive about ideas
- Visionary
- Enjoys the unusual
- Learns by experimenting

SOCIAL = 28%

- Relational
- Intuitive about people
- Socially aware
- Empathic
- Learns from others

HOW YOU COMPARE TO THE GENERAL POPULATION: FEMALES



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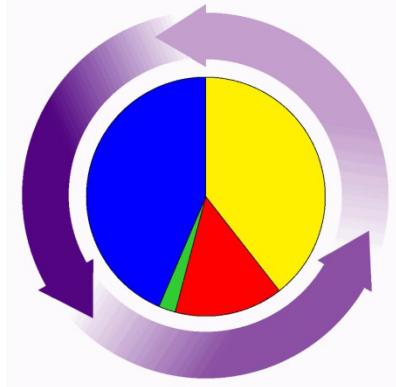
ANALYTICAL = 44%

- Clear thinker
- Logical problem solver
- Data driven
- Rational
- Learns by mental analysis

STRUCTURAL = 2%

- Practical thinker
- Likes guidelines
- Cautious of new ideas
- Predictable
- Learns by doing

HOW YOU THINK: PERCENTAGES



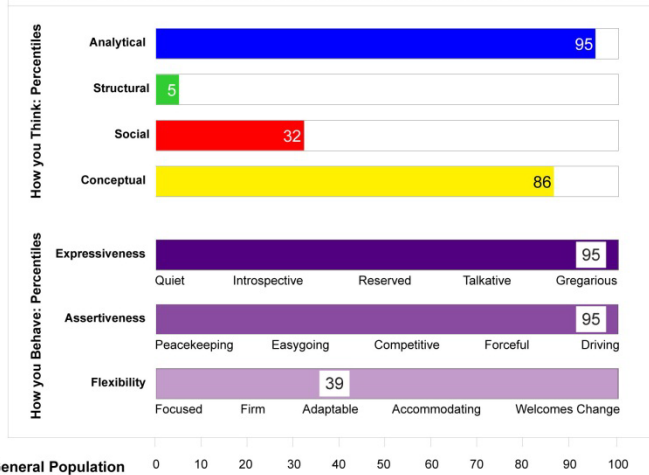
CONCEPTUAL = 39%

- Imaginative
- Intuitive about ideas
- Visionary
- Enjoys the unusual
- Learns by experimenting

SOCIAL = 15%

- Relational
- Intuitive about people
- Socially aware
- Empathic
- Learns from others

HOW YOU COMPARE TO THE GENERAL POPULATION: MALES



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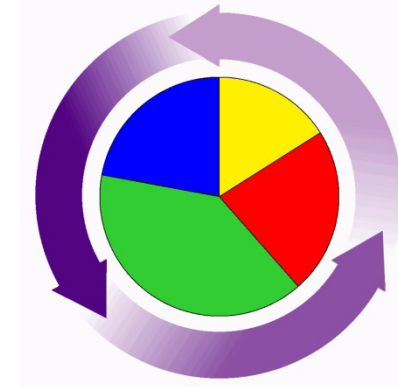
ANALYTICAL = 22%

- Clear thinker
- Logical problem solver
- Data driven
- Rational
- Learns by mental analysis

STRUCTURAL = 39%

- Practical thinker
- Likes guidelines
- Cautious of new ideas
- Predictable
- Learns by doing

HOW YOU THINK: PERCENTAGES



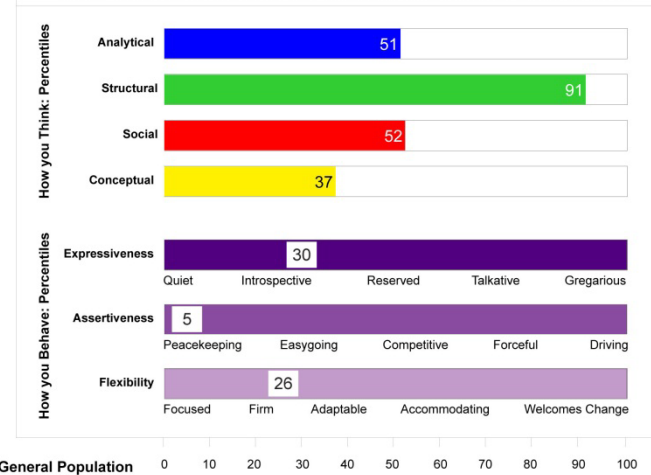
CONCEPTUAL = 16%

- Imaginative
- Intuitive about ideas
- Visionary
- Enjoys the unusual
- Learns by experimenting

SOCIAL = 23%

- Relational
- Intuitive about people
- Socially aware
- Empathic
- Learns from others

HOW YOU COMPARE TO THE GENERAL POPULATION: MALES



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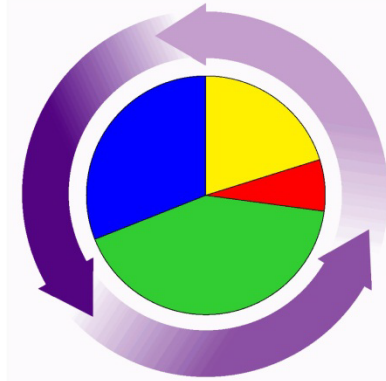
ANALYTICAL = 31%

- Clear thinker
- Logical problem solver
- Data driven
- Rational
- Learns by mental analysis

STRUCTURAL = 42%

- Practical thinker
- Likes guidelines
- Cautious of new ideas
- Predictable
- Learns by doing

HOW YOU THINK: PERCENTAGES



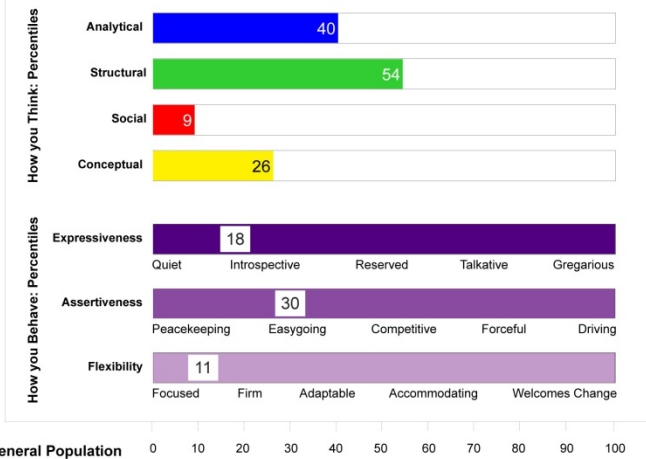
CONCEPTUAL = 20%

- Imaginative
- Intuitive about ideas
- Visionary
- Enjoys the unusual
- Learns by experimenting

SOCIAL = 7%

- Relational
- Intuitive about people
- Socially aware
- Empathic
- Learns from others

HOW YOU COMPARE TO THE GENERAL POPULATION: FEMALES



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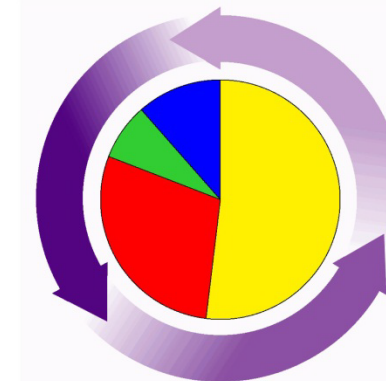
ANALYTICAL = 11%

- Clear thinker
- Logical problem solver
- Data driven
- Rational
- Learns by mental analysis

STRUCTURAL = 8%

- Practical thinker
- Likes guidelines
- Cautious of new ideas
- Predictable
- Learns by doing

HOW YOU THINK: PERCENTAGES



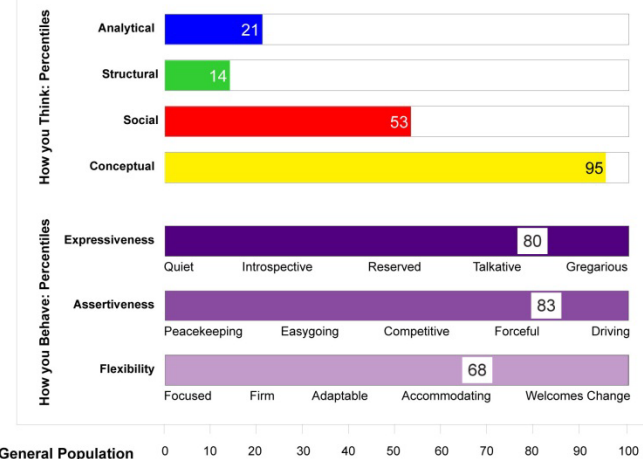
CONCEPTUAL = 52%

- Imaginative
- Intuitive about ideas
- Visionary
- Enjoys the unusual
- Learns by experimenting

SOCIAL = 29%

- Relational
- Intuitive about people
- Socially aware
- Empathic
- Learns from others

HOW YOU COMPARE TO THE GENERAL POPULATION: FEMALES



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EMERGENETICS® | PROFILE

ANALYTICAL = 20%

- Clear thinker
- Logical problem solver
- Data driven
- Rational
- Learns by mental analysis

STRUCTURAL = 49%

- Practical thinker
- Likes guidelines
- Cautious of new ideas
- Predictable
- Learns by doing

HOW YOU THINK: PERCENTAGES



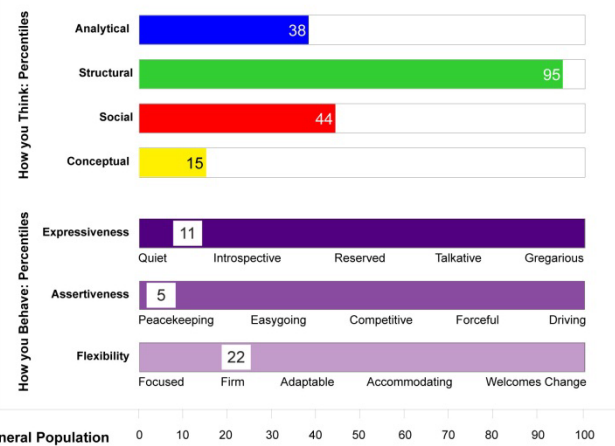
CONCEPTUAL = 8%

- Imaginative
- Intuitive about ideas
- Visionary
- Enjoys the unusual
- Learns by experimenting

SOCIAL = 23%

- Relational
- Intuitive about people
- Socially aware
- Empathic
- Learns from others

HOW YOU COMPARE TO THE GENERAL POPULATION: FEMALES



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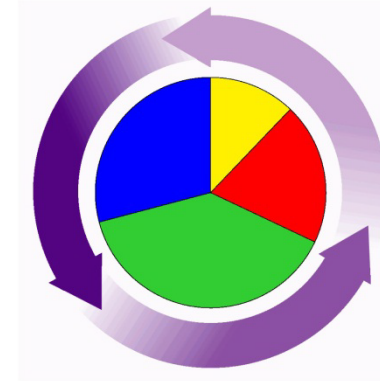
ANALYTICAL = 29%

- Clear thinker
- Logical problem solver
- Data driven
- Rational
- Learns by mental analysis

STRUCTURAL = 39%

- Practical thinker
- Likes guidelines
- Cautious of new ideas
- Predictable
- Learns by doing

HOW YOU THINK: PERCENTAGES



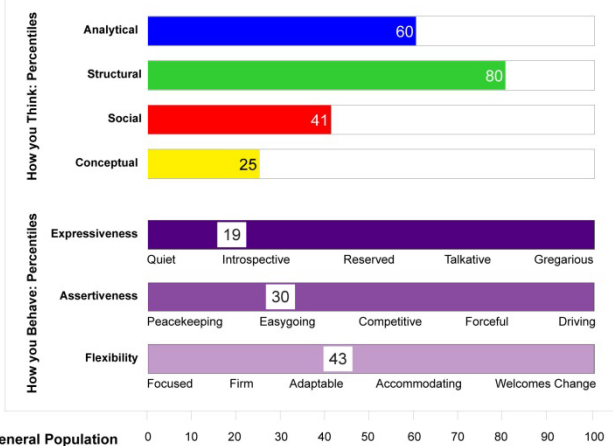
CONCEPTUAL = 12%

- Imaginative
- Intuitive about ideas
- Visionary
- Enjoys the unusual
- Learns by experimenting

SOCIAL = 20%

- Relational
- Intuitive about people
- Socially aware
- Empathic
- Learns from others

HOW YOU COMPARE TO THE GENERAL POPULATION: MALES



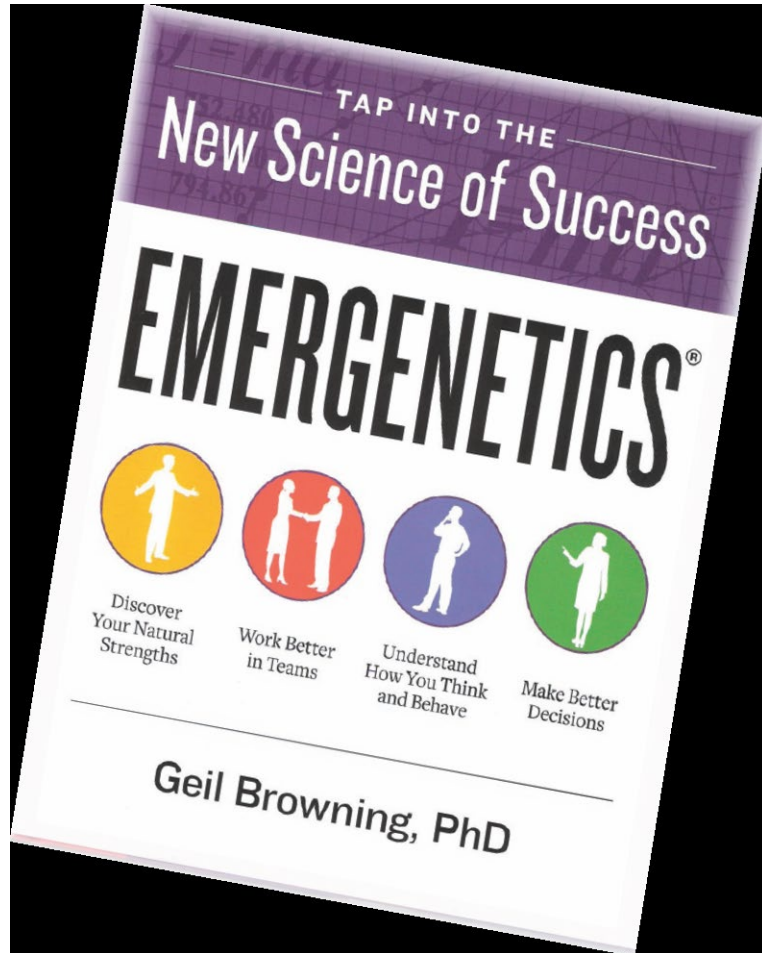
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Chapter 7:

You Can Change, But Why Would You Want To?



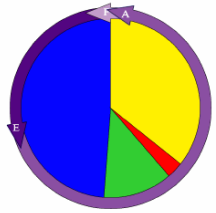
You don't have to change your Emergenetics results to become more effective.

You can work *through* your strengths to accomplish what you need.

Emergenetics®

Analytical = 49%

- Clear thinker
- Logical problem solver
- Enjoys math
- Rational
- Learns by mental analysis



Structural = 13%

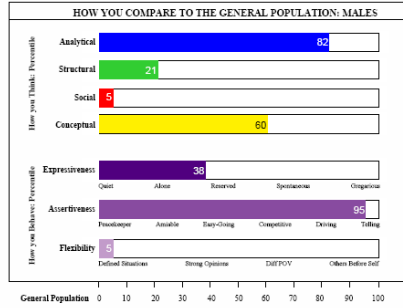
- Practical thinker
- Likes guidelines
- Cautious of new ideas
- Predictable
- Learns by doing

Conceptual = 36%

- Imaginative
- Intuitive about ideas
- Visionary
- Enjoys the unusual
- Learns by experimenting

Social = 3%

- Intuitive about people
- Socially aware
- Sympathetic
- Empathic
- Learns from others

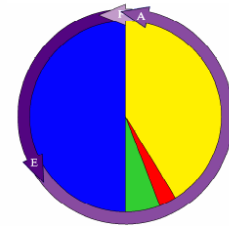


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Emergenetics®

Analytical = 50%

- Clear thinker
- Logical problem solver
- Enjoys math
- Rational
- Learns by mental analysis



Structural = 6%

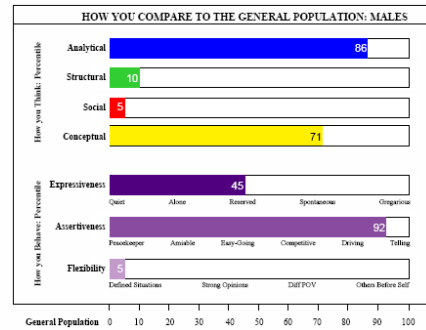
- Practical thinker
- Likes guidelines
- Cautious of new ideas
- Predictable
- Learns by doing

Conceptual = 41%

- Imaginative
- Intuitive about ideas
- Visionary
- Enjoys the unusual
- Learns by experimenting

Social = 3%

- Intuitive about people
- Socially aware
- Sympathetic
- Empathic
- Learns from others

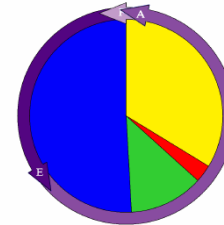


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Emergenetics®

Analytical = 51%

- Clear thinker
- Logical problem solver
- Enjoys math
- Rational
- Learns by mental analysis



Structural = 12%

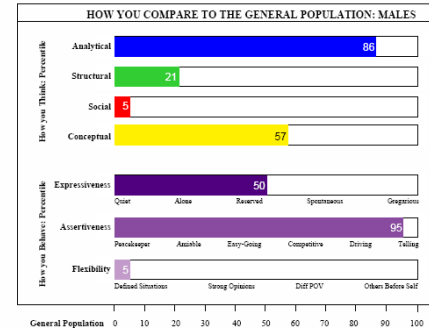
- Practical thinker
- Likes guidelines
- Cautious of new ideas
- Predictable
- Learns by doing

Conceptual = 34%

- Imaginative
- Intuitive about ideas
- Visionary
- Enjoys the unusual
- Learns by experimenting

Social = 3%

- Intuitive about people
- Socially aware
- Sympathetic
- Empathic
- Learns from others

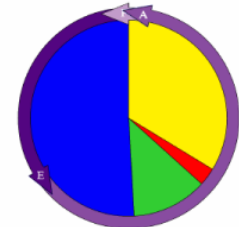


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Emergenetics®

Analytical = 51%

- Clear thinker
- Logical problem solver
- Enjoys math
- Rational
- Learns by mental analysis



Structural = 12%

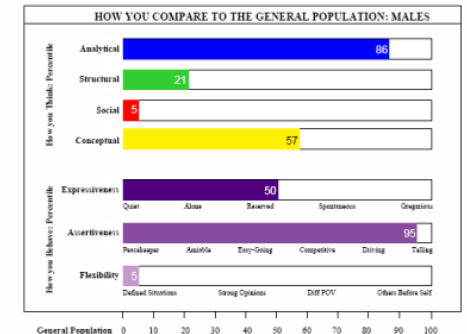
- Practical thinker
- Likes guidelines
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- Imaginative
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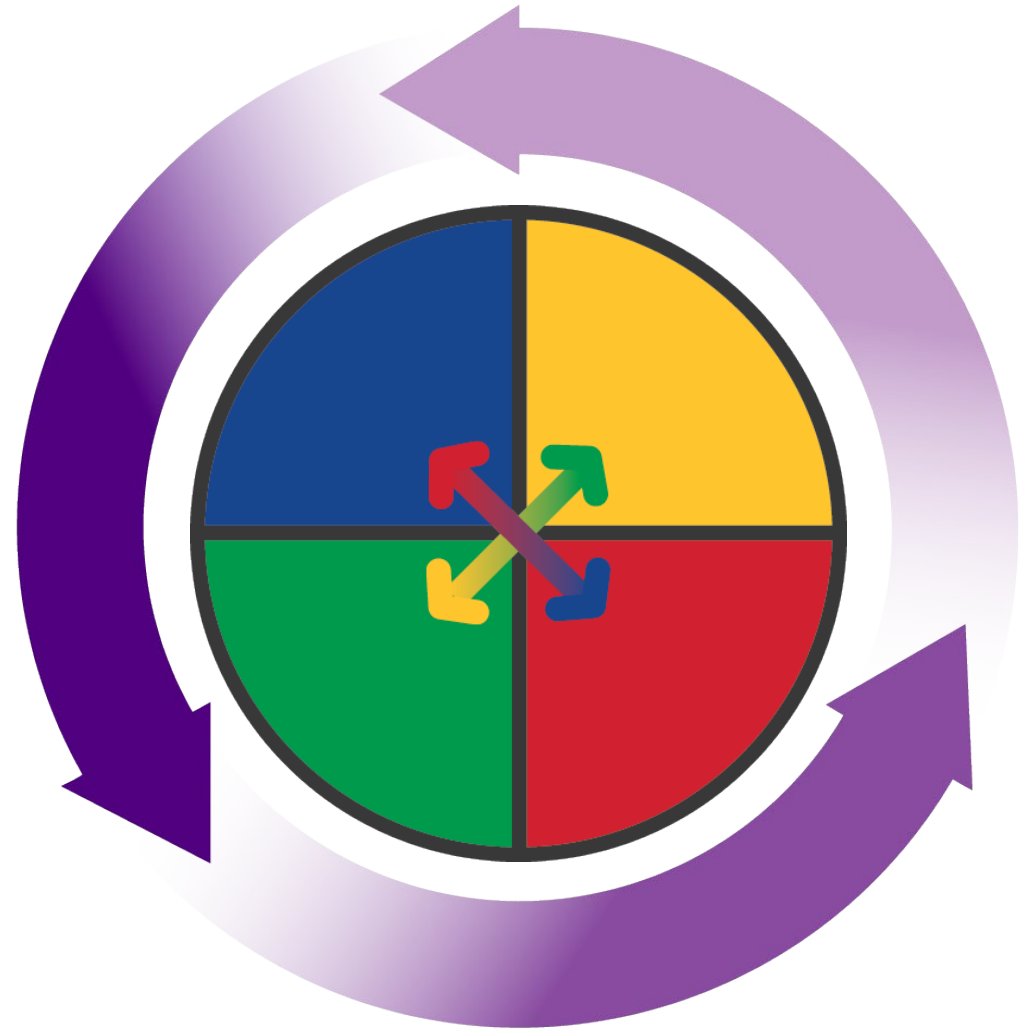
Social = 3%

- Intuitive about people
- Socially aware
- Sympathetic
- Empathic
- Learns from others



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Work through your
STRENGTHS
to improve





*"Remember to cherish forever
what makes you unique, 'cuz
you're a real yawn if it goes."*

– Bette Midler, American Entertainer