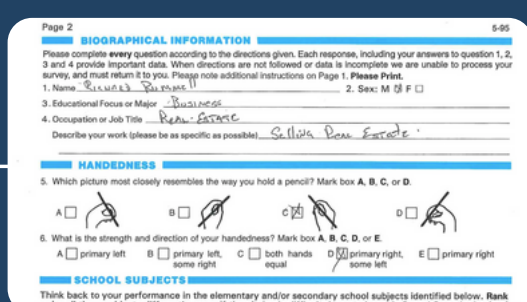


## HERRMANN TECHNOLOGY INNOVATION

### PAPER-AND-PENCIL HBDI®

For years, the HBDI® assessment was administered and scored by hand. Many Certified Practitioners (CPs) remember the process of sending assessments in and waiting for results.



### HERRMANN THINKING MANAGEMENT SYSTEM

One of our first efforts to digitize and automate assessments was with a system called the HTMS - referred to as an "HBDI® profiles processor system through the internet." This was subsequently replaced in 2016 with the Axon as we know now.



### THINKING ACCELERATOR + HBDI® INTERACTIVE

In 2009, we developed a blended learning solution included an interactive simulation co-developed with IBM as well as action learning activities for application and reinforcement.



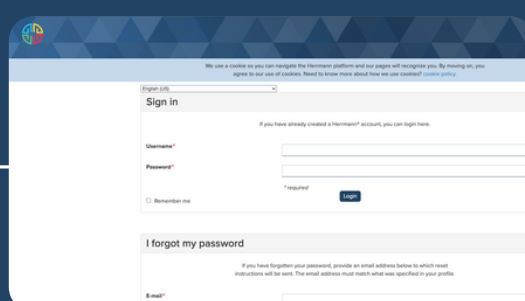
### HBDI® MOBILE APP

In 2015, we launched an app to serve as an interactive reinforcement and reference tool for anyone who completed an HBDI® and debriefed their results with a Certified Practitioner.



### HERRMANN PLATFORM

Whole Brain® Thinking got a major upgrade in 2019, when we added the Thinker Portal, the first-ever self-paced learning journey, and HBDI® Digital. All of these features are part of the cloud-based Herrmann platform, which provides dynamic, talent-driven, digital solutions.



### ECERTIFICATION

In 2020, we piloted the first fully online certification program to engage aspiring Herrmann Certified Practitioners (CPs) in a completely remote learning environment. The format proved effective even beyond the pandemic so we've continued to offer both remote and in-person certification.



### SHARING & TEAMS

In 2021, we rolled out two new features designed to empower collaborative thinking and action - the option for a Thinker to personalize and share their HBDI® profile results with others in their organization, and a feature to create digital team profiles with built-in coaching tools for navigating common team challenges like communication, conflict, decision making, and problem solving.



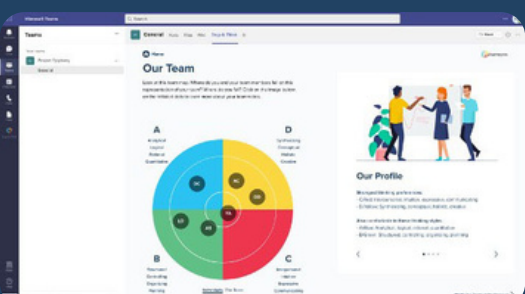
### UPGRADED JOURNEY

Also in 2021, we upgraded the Thinker journey to cover all aspects of the Whole Brain® Model - with additional self-paced multimedia modules, reflective journaling prompts, and opportunities to personalize the HBDI® profile. The new journey allows organizations to accelerate their rollout of Whole Brain® Thinking at scale by empowering Thinkers to direct their own learning.



### STOP & THINK APPLICATION

In 2022, Herrmann heard from our customers: You want to integrate Whole Brain® Thinking into your existing workflows. Our response: We launched the Stop & Think integration in Microsoft Teams - which allows MS Teams users to access Whole Brain® Thinking tools, tips, and templates into the chats, meetings, and channels they use every day.



### LOOKING AHEAD

As we look out on the horizon, we're incredibly energized by new possibilities for how Herrmann can better empower managers and learning leaders to build Whole Brain® Teams and equip them with powerful tools for optimizing their cognitive diversity. Stay tuned as we continue to develop new solutions to bring your Whole Brain® to work. We hope you'll join us in our quest to create more stop-and-think moments with built-in solutions to everyday challenges at our fingertips.