

Effective Intelligence® Overview



Thinking with the Right Intention®

Quality thinking is at the root of everything we do well. The most strategic action you can take is to think before you act. Your mind controls the central ground.

Effective Intelligence® is a business-based system designed to improve your ability to think. It is a practical and proven system designed to increase personal, team and organizational performance.

The Effective Intelligence® system helps to simplify your complex world.

It's fast, it's practical, it's easy-to-use and apply.

Join the growing global community of users who are simplifying their world with Effective Intelligence®, by learning how to think smarter and respond with more effective action.

Helping Organizations Boost Their Brainpower!

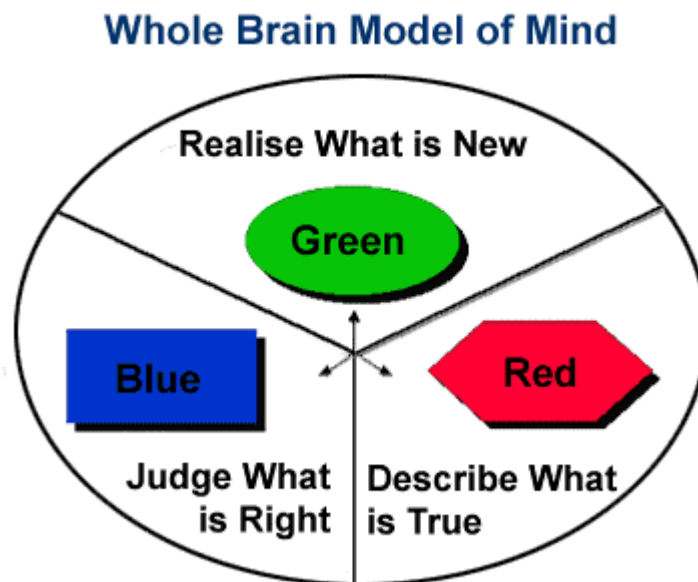
Use our Practical Thinking Tools To:

- Increase your ability to influence
- Grow your ability to lead
- Shift your thinking "on the fly"
- Increase your entire organization's performance
- Improve communication skills
- Manage your meetings better
- Learn how to "know" your audience
- Overcome employee resistance to change
- Boost employee motivation
- Manage relationships better
- Improve decision making processes
- Enhance your creativity and innovation skills
- Plus +++ so much more

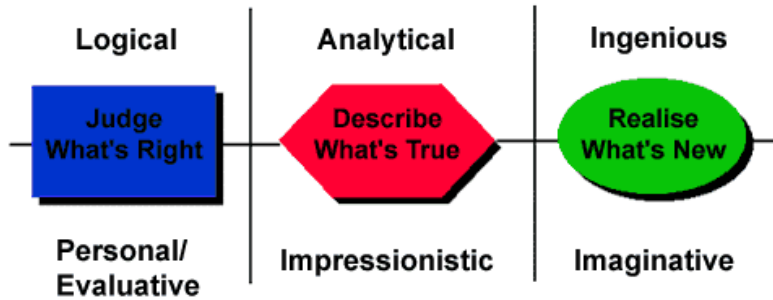
Effective Intelligence® is a practical and proven system designed to increase organizational brainpower and results. It is applied in organizations at three levels of depth and precision: the 3 Driving Forces of Thinking, the 6 associated Mindframes, and the 21 Core Thinking Tools.

The Rhodes Thinking-Intentions Profile (TIP)

The cornerstone of Effective Intelligence ® system is the Rhodes' Thinking- Intentions Profile (TIP), an incisive business-based inventory that allows leaders, managers and team members to understand their unique thinking style and explore its impact on personal and organizational performance. The Rhodes' TIP can be completed electronically on-line, or in paper format.



The Six MindFrames



The Logical Mindframe: Hard Blue

The type of thinking that is driven by relevance, proof, comparisons, disciplined and logical reasoning.

The Personal/Evaluative Mindframe: Soft Blue

The type of thinking that is driven by action, personal values, commitments, enthusiasm and personal views.

The Analytical Mindframe: Hard Red

The type of thinking that is driven by realism, quantitative information, data, precision, organization and a sense of context.

The Impressionistic Mindframe: Soft Red

The type of thinking that is driven by impressions, sensitivity, qualitative information, concern for communication and a holistic perspective.

The Ingenious Mindframe: Hard Green

The type of thinking that is driven by ideas, options and outside-the-box approaches.

The Imaginative Mindframe: Soft Green

The type of thinking that is driven by hunches, metaphors, "what if" scenarios, vision and imagination.

Thunks™ is the name coined by Jerry Rhodes to describe the core conceptual activities, Thinking-Intentions that underlie and drive our thoughts. Thinking-Intentions, or Thunks™ for short, describe both how we think, and the goal or result we are aiming at with our thinking. In effect, Thunks™ are like the letters of the alphabet for thinking, they are the building blocks of thought.

Through an analysis of personal thinking preferences using Thunks™, leaders and managers can discover, with remarkable precision, their preferred patterns of perception, uncovering valuable insights that were previously below their level of awareness.