



THE MOST ACCLAIMED
CREATIVITY CURRICULUM
IN THE WORLD



THE KOBUS NEETHLING CREATIVITY GUIDE

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THE TEAM

CHAIRMAN: KOBUS NEETHLING



- Kobus Neethling was invited to train the staff of Nelson Mandela, just after he became the First President of a new Democratic South Africa. The topic was “The importance of Creativity and Innovation in a new South Africa”. This was a great honour for Dr Neethling - regarded as the leading creativity expert in South Africa.
- Dr Neethling was invited by the office of the prime Minister of the UAE, His Highness Sheikh Mohammed Bin Rashid Al Maktoum, to deliver a presentation on “How to introduce and sustain Creativity and Innovation in the Organization”.
- President of the South African Creativity Foundation
- Holds six degrees including two Masters, a Doctorate and Post-Doctorate (cum laude) in the identification and development of creative behaviour (Universities of Cape Town, Northwest and Georgia-USA)
- Rotary Foundation Scholarship 1983/84 *
- Has written more than 90 books and 9 TV series including a number of international bestsellers (Including ‘Creativity uncovered’; ‘Very smart parents’; ‘Taking you beyond’; ‘Love, sex and the brain’; ‘Creative rugby’ and the new version of ‘Am I clever or am I stupid’ which has sold more than 200000 copies)
- Guinness World Record Holder: Co-author of “Making the Impossible possible”: the book of more than 100 pages written in the fastest time ever (four and a half minutes)
- Has received 10 International Who’s Who Awards including Personality of the Year (2000); One of 2000 outstanding Scholars of the 20th century (1999: Cambridge England) and The International Who’s Who of Intellectuals Award
- Received the 1998 International Leadership Award from the Creative Problem-Solving Institute, USA
- Received the first International Creative Genius Award (2004) from the International Genius Academy (USA)
- Developed the largest battery of Whole Brain Instruments in the world (used in more than 40 countries) including the acclaimed 8-Dimension Brain Model
- International Silver Screen Award (for a TV episode called Creativity)
- Worked with national and international sports teams since 1993
- Member of the International Innovation Alliance – a group of 7 innovators from five continents - all international
- Member of an international steering committee to research the possible integration of the two disciplines --- Creativity and Innovation (2009)
- Works with major corporations, national sporting teams, and education groups from all over the world
- Voted by Femina magazine as one of the six best presenters in South Africa
- Co-developer of the Hit TV show “Out of the Box” --- WINNER OF THE 2007 ‘US INTERNATIONAL FILM AND VIDEO FESTIVAL’ SILVER SCREEN AWARD
- Recipient of the Excellence in Innovation Award – one of the most prestigious innovation awards in Asia.
- Invited as a co-author to contribute to the trendsetting book on 21st century innovation “The future of innovation” (London; March 2009) --- coining the phrase. “Innovation of the mind without innovating the heart is no innovation at all”
- Gave the opening keynote at the European Creativity and Innovation Conference (ECICI) – Belgium; acknowledged as one of the most prestigious keynote platforms in the world
- ‘Innovation reward recipient’: The most prestigious innovation expert group in the world.
- “Dr Kobus Neethling is one of the top 3 speakers in the world on the topics of creativity and innovation” - as quoted in the programme of the 12th European Conference on Creativity and innovation.
- Recipient of the prestigious Paul Harris Fellowship Award (Rotary International — 2015; previous recipients include Miriam Makeba and Nelson Mandela)
- Forbes, the iconic Media House, recommended the Neethling Brain Instruments as one of the best assessment tools in the world (2018)
- Kobus Neethling was the first recipient of the Paul Torrance life-time creativity award: one of the most prestigious creativity awards in the world (2019)

SENIOR TRAINER: RACHÉ RUTHERFORD



- Raché holds several degrees, from various universities (Stellenbosch, Cape Town, South Africa and North West), including a master's degree (cum laude, best master's student of the year) and a PhD on the development of whole brain thinking and creativity.
- Raché is co-founder of the Creativity Foundation of South Africa.
- She has been senior trainer of the Kobus Neethling Institute for more than two decades
- Her role includes identifying and developing creative behaviour and designing creativity and whole-brain programmes (face-to-face and on-line).
- Raché presents creativity programmes in numerous organisations in South Africa and abroad.
- Raché has been a keynote speaker at several international conferences.
- She has appeared on a variety of radio and television programs, including the award winning *Out of the Box*, as a creativity expert.
- Raché is also the co-author of more than 40 books, including the best sellers which she co-authored with Dr Kobus Neethling: *Creativity Uncovered*; *Am I clever or am I stupid?*; *Creative people can perform miracles*; *Very Smart Parents*; *Courage*; *Love, sex and your brain*; *The Life Changing Diary*, *Taking you beyond* and *Do you want to be slim?*.

TRAINING TEAM:



HEINZ NEETHLING

- Heinz Neethling is a senior trainer and consultant at the Kobus Neethling group, an organisational development firm.
- Heinz is also the COO at the Applied Creativity Institute for applied creative business development.
- Heinz is also a shareholder and master trainer at Solutionsfinding, facilitating practitioner training both locally and internationally.
- Heinz holds a Bachelor of Commerce degree (Marketing) and a postgraduate degree, a MA in Leadership and Organisation Studies, he is also a PhD candidate in Leadership and Organisation studies at the University of Southern Maine.
- As a consultant and trainer for KNG, Heinz's areas of specialisation include training, coaching, business development, facilitation, and conflict resolution.
- His more recent consulting assignments have included Siyanda Bagatla Platinum mining, DMS Powders, Clicks, Dischem, Impala Platinum, Anglo Platinum, Parliament, Rainbow Minerals, McCain, Nativa, and Ericsson. Internationally, he has trained, facilitated workshops, and presented projects in countries such as India, Namibia, Sudan, Canada, the USA, and the UAE (Dubai).



MARITA DURR

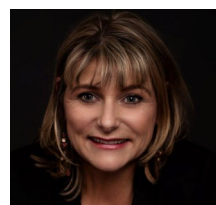
- Marita Durr is the Operations Manager at Solutionsfinding for the last 17 years, a company that develops and provides specialist training in the use of the full battery of Neethling Brain Instruments (NBI®), equipping you with the tools to take responsibility for your own growth and development.
- She is a whole-brain specialist who has presented workshops and training all over the world, from Denmark to Canada, dedicated to helping individuals and organisations realize and reach their potential.
- She has a wide range of both education and business sector work experience, and is, apart from providing Solutionsfinding's consultants with valuable help and support, involved in the development of a variety of new whole brain models in education, sport, etc.
- She holds a BA degree along with a variety of certificates and diplomas in counseling, play therapy, holistic reading and Brain Gym®. She is also an ICF accredited Life coach.
- Previous roles have included 15 years in the educational field, mostly in special education.
- She has a strong interest in the human mind and the influence of creativity on change and success.

TRAINING TEAM:



KARIN HODGES

- Global Speaker, Human Potential Developer, Leadership Coach, Creativity Specialist, Brain-profiler.
- The essence and focus of my vision is guiding people to discover their own potential and helping them to define and achieve their goals. My passion is the development of people of all ages and in all environments.
- My playing field is education and corporate and my background as whole-brain master-trainer, creativity specialist and psychology my grounding for training, development and guidance.



LIESL SCHOONWINKEL

- Liesl believes that the success of any organisation is determined by the individual contribution of its employees. As a registered Whole-brain Master Trainer and accredited Creativity Specialist, Liesl applies her knowledge and experience to the development of individuals so that they can make a productive contribution to the sustained success of their own careers and their organisation.
- By designing and facilitating unique learning experiences, Liesl engages individuals in their own development and self-mastery. Because she takes great care to understand the challenges and needs of every client, Liesl delivers relevant information, practical understanding and the development of applicable skills. Liesl involves every delegate with her interactive and lively presentations. She is a corporate trainer, coach, keynote speaker, MC and conference weaver.



MAGRIET ENGELBRECHT

- Magriet Engelbrecht is a public speaker, an executive and life coach and a training consultant, using both the NBI and the enneagram.
- She has been a senior trainer for the Kobus Neethling Group for the past 15 years.
- She has a background in leadership, management, communication and training.
- She has received a number of awards and her qualifications include an Honours Degree in English Literature and a Masters Degree [cum laude] in Education.

THE KOBUS NEETHLING INSTITUTE HAS WORKED WITH COMPANIES SUCH AS

Absa	Citibank	Mercedes Benz	Standard Bank	Rand Merchant Bank	Dimension Data	Amplats
Safair	JD Group	Aerosud	Bonita	De Beers	Reckitt & Colman	Glasfit
Bernina	Multi Choice	Avro Shlane	Eskom	King Pie	Nestlé	Imperial Car Rental
Sanlam	Old Mutual	Sarie	Anglo American	Iscor	Toyota	Mnet
Sasol	Sappi	Infruitec	AA Life	Rooi Rose	Nissan	First National Bank
Finesse	African Bank	Ellerines	Samancor	Barloworld	Deloitte	Clicks
BMW						

AND IN COUNTRIES SUCH AS

The USA	UIC	UK	France	Germany	Belgium	Netherlands
Australia	New Zealand	Brazil	Denmark	Japan	Singapore	Hong Kong
Indonesia	India	Costa Rica	Spain	Portugal	Namibia	

COMMENTS BY DELEGATES

“Dr. Neethling’s work has inspired me in a way I have never been inspired before.” (Harold E. Guib: Manager: Human Resources: Namibian College of Open Learning)

“We started production on this mine 50 years ago. During the past 3 years we were able to equal the production of the previous 47 years. This miracle was due to two factors: new technology and the introduction of the Kobus Neethling Creativity Programmes. The employees were more able find creative solutions. They started a spontaneous anti-negativity campaign and the production hours per person increased dramatically. The managers on the mine initiated additional creativity programmes to sustain creativity at all levels - the whole brain spouse’s programme and the creativity course for teachers on the mine were of critical importance.”

Anglo Platinum (Anglo American Platinum Mine, Swartkop) , (Clem Sweet: General Manager, 2001)

“I was asked by the Canadian owners of a South African platinum company if I would try to change a mine which had been showing losses for 18 months, into a profitable business. I did it at one mine and so even coming out of retirement, I believed I could do it again. I contacted Kobus Neethling and we started to implement the Kobus Neethling creativity programmes immediately. Once again the miracle happened and a mine which no one believed was a viable proposition started to make a profit after four months after I took over and now 12 months later the profits and miracle continue.”

(Clem Sweet: General Manager Barplats mine, 2006)

Foskor (Large Phosphate Company)

“We were so inspired by the training we received from Kobus Neethling and his colleagues that we eventually sent more than 200 of our managers to be trained. This training did not only increase our ability to think and do creatively but had a positive effect on relationships, customer care and the general climate in our company. I believe that Kobus Neethling’s Whole Brain Approach opens up the mind in a way that no other training does. It is not something that disappears overnight –the effect lasts for a very long time.”

(Gustav Pistorius: Senior Manager)

O’Keeffe & Swartz (Tele-Marketing Company)

“This was the best training we have ever received. The results were immediate. The focus was on finding solutions and to move away from a problem-oriented organization and this worked for us. Our profits went way above our expectations; we are opening new offices all over and there are just no limits anymore. There is an aliveness amongst all our employees and the clients are now more positive towards us than ever before. We are keeping our association with Kobus Neethling. We have the policy in our company that every employee must attend the Kobus Neethling Creativity Training Programmes. An in-depth audit of our company showed very clearly that the positive turning point for our company came immediately after our senior management team returned from their first Kobus Neethling Whole Brain Training Course.”

(Shaun O’Keeffe: Director)

“My two daughters of 9 and 10 years have now won the Absa Bank trophy for best junior entrepreneur in South Africa two years in succession. This is the first time that this has ever happened. We owe it all to the positive influence that Kobus Neethling has had on our family through his books, TV programmes, articles and radio programmes - we are continuously being enriched by the creativity contributions of Kobus Neethling.”

(Lizette Booyens)

INTERNATIONAL REFERENCES & QUOTES

“Kobus Neethling as a creative leader has performed superbly and has lived up to my expectations fully”.

(Prof. Paul Torrance: “Mr Creativity” of the 20th Century)

“Kobus Neethling has taken whole brain research way beyond the paradigms of the past - I know of no one else who has taken whole brain thinking to these levels”

(Prof. Paul Torrance: “Mr Creativity” of the 20th Century)

“Kobus Neethling has demonstrated the most thorough scholarship in creativity that I have been able to witness in my years of teaching”.

(Dr. Mary Frasier: Past President of the American Creativity Association)

“In my more than 30 years as an academic I put Kobus Neethling’s doctoral thesis at the top of my list. His first draft was virtually his final draft. His in-depth research portrayed a person of unique insight, dedication and remarkable commitment to his science”

(Prof. Ben Schutte: Alumnus Professor of Education: University of Potchefstroom)

“I have admired your writings and commitment to creativity for a long time. You are internationally regarded as the leader of creativity in South Africa”.

(Prof. M.K. Raingq : Jawaharal Nehru University)

“In my 40 years of innovation work in most of the Fortune 100 Companies, I have never come across anyone who can put theory into practice like Kobus Neethling”.

(Dr. Sid Parnes: Creator of the Creative Problem Solving Model and author of numerous international best-sellers)

“Kobus Neethling has become a legend in his time” (The Executive Producer: SA Channel Television)

“Everyone in my company must experience the unique training of Kobus Neethling and his team. This kind of creativity experience creates a special kind of understanding of the customer’s needs and how to respond to those needs”

(Hugh O’Donnell: Managing Director - Sasol UK Limited)

“Kobus Neethling, South African Author and corporate trainer is a quantum leaper – his work is internationally in very high demand

(The Australian Financial Review).

“Kobus Neethling has achieved more than most people can dream of achieving in one lifetime”

(Motivation of Champions magazine)

“Your achievements continue to make a difference to people and organizations all over the world”

(Lara Black - leading Journalist)

“I have been a top 10 achiever for the past 10 years. Kobus Neethling’s creativity training made me what I am today”

(Top 10 insurance broker; one of the largest insurance companies in South Africa)

“Kobus Neethling is a creative genius, and he is a worthy recipient of the first International Genius Award.”

(Andrei Aleinikov: President, International Academy of Genius, USA)

Similar reports from numerous other national and international companies.

GENERAL INFO

THE KOBUS NEETHLING INSTITUTE

Incorporated with SATORI

The South African Creativity Foundation **SAQA accredited**

CREATING PERSONAL AND ORGANISATIONAL BREAK-THROUGHS

“Getting you and your organisation to extra-ordinary levels of thinking and doing”

ENQUIRIES ABOUT THE COURSES and BRAI PROFILING FOR INDIVIDUALS

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ABOUT THIS GUIDE

This guide contains courses which are intended for employees in all jobs. The programmes for teachers and pupils range from pre-school to the senior secondary phase.

Through the courses in this guide, individuals and organisations are offered opportunities for professional training and development which complement their formal training and job experiences.

The courses are continuously assessed, creatively adapted and innovated to meet the needs of a world which is forever changing, sometimes dramatically.

The presenters are professional experts with local and international training and experience.

To meet the unique needs of individual organisations and companies, it is sometimes necessary to combine and restructure programmes and this may entail the involvement of more than one presenter per course.

Courses are delivered using a variety of delivery methods such as:

- Auditorium-style presentations
- Workshops (small and large groups)
- Individual counselling/ coaching.
- On-line programmes

The courses will be delivered at the requested site/location in English, Afrikaans or both as requested.

LONG-TERM INVOLVEMENT

Based on the needs of a particular organisation or company a long-term involvement programme is developed in collaboration with the organisation concerned.

The duration and nature of such a programme will depend on the unique circumstances of the organisation.

THE CURRICULUM – SUMMARY

Rated as one of the most popular and meaningful training models in the world.

1. Four hour and one-Day Programmes: Taking you from Ordinary to Beyondness (WBA) –The Basic Programme

- Beyond One: the 4 hour/one day journey to creative excellence

This programme is custom designed for the needs of your group, whether you are

- Entrepreneurs
- Leaders
- Corporate trainers
- In business,
- Teachers and trainers (education)
- Students and learners
- Parents
- In marketing and/or sales
- Nurses or other practitioners in the medical field
- Secretaries
- Sports coaches and players

2. 2-3 Day Programmes: Taking you from 4 to 8- Dimensional Excellence

- Taking you Beyond Programme
- Beyondness Creativity Phase one: 8-dimensional thinking and doing
- Beyondness Creativity Advanced
- The Creative Problem-Solving, Solution Finding and Actualising Opportunities Programme (CPS)
- The leader as creativity coach: a 3 phase programme (2days x 3)
- Whole Brain Practitioner Training
- Maximizing Organizational Values: Developing and sustaining values of the heart and mind

3. Schools training project

The educator as whole brain leader (phase 1 & 2)

4. Technology: The Neethling Brain Instruments

See kninstitute.com for the following profiles:

General

- NBI® General Adult
- NBI® Snr Student
- NBI® Student
- NBI® Young Child Indicator
- NBI® Relationship Style
- NBI® Parenting Style

Education

- NBI® Teacher/Trainer
- NBI® General Adult
- NBI® Snr Student
- NBI® Student
- NBI® Student P
- NBI® Young Child Indicator
- NBI® Learning Style

Business

- NBI® General Adult
- NBI® Skills
- NBI® Job
- NBI® Personal Negativity
- NBI® Leadership Style
- NBI® Creativity Style
- NBI® Client Relations
- NBI® WB Feedback
- NBI® Business Analyst
- NBI® Innovator
- NBI® Wealth Instrument

Sport

- NBI® Rugby & Referee
- NBI® Touch Rugby
- NBI® Soccer & Referee
- NBI® Netball & Referee
- NBI® Golf
- NBI® Tennis
- NBI® Cricket
- NBI® Hockey
- NBI® Eating Habits

THE CURRICULUM OUTCOMES AND CONTENT

1. Ordinary to Beyondness: One Day

Course Number: POWT.1

This programme is the 4 HOUR/1 DAY is the shorter version of the well-known Taking you Beyond programme. It encapsulates the essence and repackages the programme for business people and individuals with a busy schedule and little time to spare.

This programme will be custom designed for the needs of your group, whether you are entrepreneurs, leaders, corporate trainers, in business, teachers and trainers (education), students and learners, parents, in marketing and/or sales, nurses or other practitioners in the medical field, secretaries, sports coaches and players.

Outcomes of Beyondness Creativity Training Programme

Candidates will be able to

- Gain unique insights into themselves and their organisation
- Develop your creative abilities
- Become an 8- dimensional thinker and doer
- Apply creativity in order to become a creative solution finder
- Create and sustain a creative environment

Content of Beyondness Creativity Training Programme

1. The Creative Overview
2. Discovering YOU as the creative person
3. Understanding your 4 and 8-dimensional brain
4. Understanding and applying the 8-dimensional creative process
5. Discovering and developing the creative environment

2. VOYAGE TO WISDOM: Starting the Creativity and Innovation Journey

Course Number: POWT.2

This course is a journey that focuses on the development of greater personal power and fulfilment and on using practical creativity to resolve significant personal and professional challenges. It assists participants in seeing challenges not as problems or failures but as opportunities to call on and use personal strengths they may not yet know they have.

Outcomes of Creativity and Innovation Training Programme

Candidates will be able to

- Gain unique insights into themselves and their organisation
- Apply a series of beyondness models
- Put 8-dimensional ideas into action
- Lift their thinking to remain above the line, freeing themselves from negativity
- Become a whole-brain (4 quadrant/ 8 dimensions) person
- Apply 8-dimensional thinking to get to exceptional personal and organisational solutions
- Gain insights and apply whole-brain creativity techniques
- Develop strategies to give them and their organisation the creative edge

Content of Creativity and Innovation Training Programme

1. Identifying and eliminating blocks to creativity
2. Applying the processes to rid yourself and your company of negativity, stress, unhappiness, anger and paralysis
3. Introducing the model to keep you and your company above the Breakthrough Line
4. Profiling your 4 and 8-dimension brain
5. Gaining an understanding of your own brain preferences and ways to apply 8- dimensional thinking: in your business, management, leadership, education, markets etc.
6. Practising and applying the Primary Creativity Skills
7. Applying whole-brain creativity techniques in order to solve problems and find opportunities
8. Developing a strategy and action plan to make creativity an integral part of the organisational culture

Audience

Leaders, managers, any groups within the organization who wishes to reach levels of exceptional creativity.

3. BEYONDNESS CREATIVITY PHASE ONE: 8-DIMENSIONAL

THINKING AND DOING (Moving from Ordinary to Beyondness)

Course Number: POWT.3

Outcomes of 8-dimensional Training Programme

Candidates will be able to

- Understand the essential creative qualities of 8-dimensional creativity
- Develop specific skills to become a creativity breakthrough thinker and doer
- Empower others to reach their creative potential
- Develop skills to deal with stress and conflict in the workplace
- Motivate and inspire others to think and do above the line
- Gain insights into whole brain action, management, training etc. (4 quadrants to 8 dimensions)
- Develop a plan to initiate and sustain the 8-dimensional creativity programme in your organisation
- Become a Beyonder

Content of 8-dimensional Training Programme

- An in-depth 8-dimensional brain analysis of each candidate
- Identifying and developing the skills and qualities of the 8-dimensional person
- Answering the question: what is creativity empowerment?
- Developing skills to motivate and inspire others to think and do above the line
- Learning skills to turn negativity into creativity and opportunity
- Moving from comfort zone to beyond zone
- Developing skills to deal with stress and conflict in the workplace

Audience

Leaders, managers, any groups within the organization who desire to perform at an extra-ordinary level of creativity.

4. BEYONDNESS CREATIVITY ADVANCED

Course Number: POWT.4

This course follows on **BEYONDNESS CREATIVITY PHASE ONE: 8-DIMENSIONAL THINKING AND DOING**
(Course Number: POWT.3)

Outcomes of Creativity Advanced Training Programme

Candidates will be able to

- Understand beyondness - with the heart and the mind
- Develop courage and passion to become a Beyonder
- Speak the language of logic, facts and reason, but also of intuition, paradox, white space, serendipity and strategic foresight – the synergy of heart and mind
- Seek the edges, to break new ground, to explore and to release the extra- ordinary human being within

Content of Creativity Advanced Training Programme

1. Introducing Beyonder heroes from different walks of life
2. Unpacking Beyondness Courage (physical, moral, social, creative)
3. Unpacking Purpose-Driven Passion
4. Applying the Language of the Beyonder (synergy of heart and mind):
 - a. Intuition
 - b. Paradox
 - c. White Space
 - d. Serendipity
 - e. Strategic Foresight
5. Gaining insight into the Beyonder as explorer
6. The skills to inhabit The State of Beyondness

Audience

Leaders, managers, any groups within the organization who desire to perform at an extra-ordinary level of creativity.

5. THE CREATIVE PROBLEM-SOLVING, SOLUTION FINDING AND ACTUALISING OPPORTUNITIES PROGRAMME (CPS)

Course Number: POWT.5

This course teaches recipients the classical creative Problem Solving Model which has transformed and reshaped organisations and companies throughout the world.

Outcomes of Creative Problem Solving Training Programme

Candidates will be able to

- Understand and apply the Creative problem, solutions and opportunity model
- Find a variety of solutions for and opportunities within the problems and challenges in the organisation
- Entrench creative thinking and creative solution finding in the organisation by the application of creativity techniques and models

Content of Creative Problem Solving Training Programme

1. Introducing the world-famous Osborn/Parnes Creative Problem Solving Model (and the 21st Century Solution-finding Model of Parnes/Neethling)
2. Understanding and applying the various stages of the model (from problem finding to acceptance-finding)
3. Applying the various stages of the model to find unique and different solutions to personal and organisational challenges
4. Development from problem solving to opportunity and possibility finding
5. The ability to immediately start applying these models/solutions in your organisation

Audience

All professionals (and everyone interested in creating their own future).

6. MAKE SUCCESS A HABIT – FROM ORDINARY TO BEYOND

Course Number: HB

A presentation for organizations on how to change existing habits that are holding them back to those that will propel them to success.

Outcomes of Habits Training Programme

Candidates will be able to

- Recognize how habits are formed and how the pathways of 'good habits' can be strengthened
- Define the concept of Beyondness – and the qualities of Beyonders
- Identify what is 'ordinary' in their organization and what keeps them and their organization in 'ordinary zones'
- Set stretch goals to move from ordinary to beyond
- Analyze their own brain profile and preferences and the brain of their organization
- Make the link between good habits for success and applying the whole brain in all aspects of their workplace

Content of Habits Training Programme

1. What are habits and how are they formed? – good and bad habits and the pathways they create in your brain
2. Can bad habits be changed? – are these pathways fixed or are there ways to change them or create new pathways?
3. Brain plasticity and habits – the magic of the changing brain
4. "We are what we repeatedly do. Excellence then is not an act but a habit" –Aristotle
5. When we shape new habits, we can journey from ordinary zones (personal and organizational) to beyonder zones
6. The link between your brain, success and whole brain thinking – one of the most dynamic habit changers for success
7. Harnessing your whole brain for success in applying the whole brain in communication, relationships, sales and teams

Audience

Individuals and organisations who would like to reach their 'excellence' potential by changing their limiting habits and routines

7. RICH BRAIN, POOR BRAIN

Course Number: RBPB

This course will illuminate how your brain preferences can be your RICH brain that shape your behaviour towards success, sales, parenting, and all the roles you play. Also, when it comes to your finances. On the other hand, you will be confronted with your POOR brain – your preferences that can become your blind-spots, your gaps and the very reason success eludes you.

Outcomes of the Rich brain, Poor brain Training Programme

Candidates will be able to

- Gain deeper insight into their brain preferences
- Recognize how their brain preferences can be RICH or POOR when it comes to thoughts and behaviour
- Understand and apply this insight to their financial behaviour
- Design a future plan for successful financial management

Content of the Rich brain, Poor brain Training Programme

1. Understanding your brain profile
2. Interpreting your brain preferences regarding the roles you play – sales, parent, leader etc.
3. What does your profile have to do with your financial management?
4. The RICH brain vs. the POOR brain when it comes to money
5. Six crucial questions you have to answer when it comes to money
6. Guiding you to use your whole-brain to make money
7. Your whole-brain future plan

Audience

Individuals and organisations who would like to maximise their potential when it comes to finances and many other areas.

8. THE LEADER AS CREATIVITY COACH/CHAMPION

Course Number POWT.6

This programme consists of three phases (3x 2days). The programme allows participants to create, inspire and sustain a creativity programme in the workplace in order to grow individuals and the organisation as a whole.

Outcomes of Leader as Creativity Coach Training Programme

Candidates will be able to

- Equip individuals to become creativity coaches in the workplace
- Understand 4 and 8-dimensional thinking and doing
- Develop cutting edge creativity skills
- Apply creativity techniques in order to find solutions and opportunities - very specific to your situation
- Create organisational wellness
- Build trust, team cohesion, empowerment and future leaders
- Create Beyonders that will take the organisation to the next level
- Create and sustain a creativity programme in the organisation

Content of Leader as Creativity Coach Training Programme

1. The creativity coach/**champion** as whole brain thinker
2. The above the line model: encouraging a positive attitude in the workplace
3. The creative strengths of the creativity coach
4. Applying creative techniques to find solutions and opportunities
5. Understanding emotional fitness in order to coach emotional well-being
6. Embracing change and assisting others to cope with dynamic environments
7. Understanding what drives your coachees (values, ethics, spirituality)
8. How to build a trust relationship with your coachee
9. How to motivate your coachee
10. Coaching for leadership
11. Becoming a Beyonders: courage, passion, intuition, exploration, white space thinking

Audience

Leaders, managers or others within an organisation who are passionate about creativity and desire to create, inspire and sustain a creativity programme in the workplace in order to grow individuals and the organisation as a whole.

9. 4 and 8-DIMENSIONAL PRACTITIONER TRAINING

Course Number: POWT.7

This course is specifically aimed at equipping people to become Practitioners of the NBI®. This hands-on course provides the necessary insight, knowledge, skills and techniques for applying the NBI® to individuals, groups, teams and classrooms. Practitioners will also be qualified to give guidance to adults and children regarding their thinking preferences.

For more information regarding the NBI® instruments and profiles, see www.kninstitute.com.

Outcomes of Practitioner Training Programme:

Candidates will be able to

- Gain insight into the 4 quadrants and 8 dimensions of the brain
- Gain insight into a variety of applications of the NBI®
- Apply a range of Neethling Brain Instruments
- Understand and use the NBI® technology
- Become an accredited NBI® practitioner

Content of Practitioner Training Programme

1. Introducing the history / background of whole brain research
2. Understanding the 4 quadrants of the brain
3. Understanding the 8 dimensions of the brain
4. Understanding and interpreting your own brain profile
5. Applying the 4 and 8 dimensional in
 - a. relationships
 - b. decision making
 - c. problem solving
 - d. strategies
 - e. communication
 - f. client service
 - g. team building
 - h. teaching and training
 - i. job design
 - j. creativity
 - k. leadership
 - l. parenting
 - m. sport
 - n. everyday life

Audience

Individuals with a passion for people. Consultants, trainers, teachers, managers etc. with a keen interest in introducing the NBI® profiles in their business/organisation.

10. MAXIMIZING ORGANIZATIONAL VALUES: DEVELOPING AND SUSTAINING VALUES OF THE HEART AND MIND

Course Number: POWT.8

Outcomes of Values Training Programme

Candidates will be able to

- Understand the corporate culture
- Apply stories to gain insight into the culture and values of the organisation
- Develop and formulate values
- Sustain values in the organisation
- Understand ethics and spirituality
- Live the organisational values

Content of Values Training Programme

1. The 5 C's of value driven leaders (character, courage, compassion/passion, commitment, communication – 8-dimensional)
2. Defining values (personal, organisational, beliefs vs. values)
3. Identifying values (why identify our corporate values?)
4. Investigating and selecting values (telling stories to understand our values, the connection between values and ethics and spirituality)
5. Formulating values (investigating value statements from a variety of organizations, finding our personal style)
6. Entrenching and motivating values (tools and creative ideas to make values a living document, how to walk the talk daily)

Audience

Leaders, managers, and other interested groups within the organization who desire to create a value-driven and ethical organisation.

11. THE EDUCATOR AS WHOLE BRAIN LEADER, TEACHER AND TRAINER: PHASE 1

Course Number: EDT.1

This programme consists of 6 modules (3 hours per module).

Outcomes of Educator Training Programme

Candidates will be able to

- Understand thinking preferences
- Create a whole-brain learning environment
- Teach according to whole-brain principles
- Become a whole-brain educator
- Live a positive, whole-brain life

Content of Educator Training Programme

1. Where did it all begin
2. Understanding what the brain has to do with education
3. Putting the whole-brain into action
4. Become an above-the-line-thinker
5. The 4 and 8-dimensional educator
6. Designing 4 and 8 lesson plans
7. Preparing whole brain presentations
8. The whole-brain in action in the classroom
9. Wholebrain discipline, evaluation, school management
10. Anchoring and sustaining the whole-brain environment
11. Developing an action plan

Audience

All teachers who desire to be exceptional leaders and educators.

12. THE EDUCATOR: PHASE 2

Course Number: EDT.1

This programme follows on Phase 1. It consists of 6 modules (2 hours per module).

Outcomes of Educator Training Programme

Candidates will be able to

- Gain insight into living and motivating creativity
- Apply creativity in the classroom and in different subjects
- Understand the impact on values and ethics on leadership
- Design a living whole-brain value document
- Apply and coach creative problem solving

Content of Educator Training Programme

1. Coaching the five core characteristics of creativity
2. Defining values and ethical behaviour
3. A whole-brain approach to values-based leadership
4. Creating a value document
5. Applying the creative Problem Solving Model (CPS)

Audience

All teachers who desire to be exceptional leaders and educators.

13. LOVE, SEX AND YOUR BRAIN—How to make relationships work

Course Number: LSB

This is an informative, fun and light-hearted look at relationships, at the differences between men and women and at how our different brain profiles impact our relationships.

Outcomes of the Relationship Training Programme

Candidates will be able to

- Analyze their relationship profile
- Recognize how these brain preferences impact their relationships – and what they have to do with their expectations
- Comprehend why some people get along and others don't
- Apply the whole brain insights to make their relationships work
- Describe the outcomes of scientific research on how and why men and women differ
- Differentiate between the truth and assumptions when it comes to the differences between men and women
- Experience the positive message – that most relationships can work!!

Content of the Relationship Training Programme

1. Each candidate will complete the NBIÒ Relationship profile
2. An analysis of the relationship profiles and what they reveal about how you act in relationships and your expectations
3. Brain profiles and couples –is there an ideal couple?
4. The differences between men and women - because of our different job descriptions from ancient times

Audience

Organizations, women's groups, special occasions (e.g. Valentine's Day, Women's Day), Conferences etc.

14. SOCIAL MEDIA MARKETING

Course Number: SMM

This is an independent programme by Magriet Groenewald one of our Colleagues at The Kobus Neethling Institute

The Magriet Method Social Media Marketing Online Course. (3 months)

Only three intakes per year in February, June and November)

Access the course through www.magriet.co



Outcome of the Social Media Marketing programme:

- Candidates will learn how to utilize the immense power of social media to:
- Attract more clients/customers
- Grow your brand and business
- Reach more people with your product
- Grow your following
- Increase your profits
- Get your message out there
- Sell more of what you have to offer



Brief overview of Training content

1. Mindset Training
2. Obtaining clarity on your product and client
3. Teaching you to create valuable and effective content
4. Teaching you how to convert your online presence into profit using the Magriet Method

Audience

Any one in business, entrepreneurs, practitioners who would like to grow their business through extra-ordinary marketing

NBI Practitioner Training



DESCRIPTION

Understand the different thinking dimensions of the brain and use your knowledge to guide companies and individuals in their decision making and strategic planning in this exciting business opportunity. Bring value to your company by utilizing the exclusive NBI® (Neethling Brain Instruments) battery of instruments. The NBI® is world-renowned and has been utilized in major companies, educational institutions and sports teams with unprecedented success and results.

The NBI® battery of instruments is the world's largest collection of thinking tools and consists out of more than 30+ instruments with application areas ranging from business leadership and strategic decision making to personal interests such as parenting and career planning. The training is very practical and after completing the course, you will be able to administer the various instruments in any industry you choose.

The training offers an in-depth look into the different quadrants of the brain and teaches the techniques and skills necessary to consult others and analyze their thinking preferences which will lead to a more successful interpersonal interaction in organizations and is of crucial importance in any situation or industry.

Some of the Instruments you will be licensed to use include:

- NBI® Adult Profile with the 8 Dimensional Profile
- NBI® Teacher / Trainer Profile with the 8 Dimensional Profile
- NBI® Junior and Senior Student Profile
- NBI® Young Child Indicator
- NBI® Skills Profile and NBI® Job Profile
- NBI® Creativity Profile
- NBI® Leadership Profile
- NBI® Learning Profile
- NBI® Parenting Profile
- NBI® Sport profiles for e.g. Rugby, Rugby Referee, Soccer, Tennis & Golf



Classroom Training



WHAT YOU RECEIVE

- 1 x NBI General Adult Profile
- 10 Free NBI Profiles
- Online NBI Admin System
- NBI Learning Material GoodieBox
 - Whole-Brain Training Mat
 - Marketing Material
 - Spotting the Clues Booklet



SCHEDULE

- Days: 2.5
- Starting Time: 8:00 am
- Ending Time: 17:00 pm

Online Training



WHAT YOU RECEIVE

- 1 x NBI General Adult Profile
- 10 Free NBI Profiles
- Online NBI Admin System
- NBI Learning Material GoodieBox
 - Whole-Brain Training Mat
 - Marketing Material
 - Spotting the Clues Booklet

Training Bought on sale EXCLUDE
Goodiebox



SCHEDULE

- Modules: 6
- Time per Lesson: +/- 20 min
- Minimum time: 2.5 Days
- Maximum time: 90 Days

Your Instructors



Dr Raché Rutherford

With more than 20 years of training experience and her doctorate in education, and a specialist in applying the NBI to education and relationships, Dr Raché will masterfully guide you through this training.



Heinz Neethling

Every continent has felt Heinz's presence as he has traveled all over the world training practitioners and companies to become whole-brain specialists.



Marita Durr

Practicing coach and operations manager of the NBI Admin system, Marita will take you through the ins-and-outs of the practical aspects behind being an NBI Practitioner.



With Love In Mind



DESCRIPTION

With Love in Mind will give you revelations into the secrets of your brain and how they impact on your relationships. The aim is to make you understand yourself fully and, maybe for the first time, understand your partner, his/ her expectations and to assist you in celebrating your differences. Rediscover the romance, the excitement and the anticipation of being in love!

This extensive course consists of 23 videos to give you a holistic view of the Whole Brain Approach to making relationships work. Not sure what whole brain is? Don't worry, you will know soon enough.

With Love in Mind is designed for two people to walk through together, but you can decide to do it alone and involve your partner at a later stage.

The course cost includes 2 NBI Adult profiles. As the course goes along you and your partner will gain invaluable insights into yourselves and into each other. It is all about learning to love who your partner is, not who we want them to be. So we strongly suggest that you and your partner take a step back from what you already know about each other in order to add these valuable insights to your repertoire.

In this fascinating course about your brain and your brain preferences and how they affect relationships you will find:

- Facts about your brain that may astound you
- New insights into how others think
- Why one person can irritate you and another can make you swoon...
- Your own unique brain profile
- Many answers to fulfilling relationships



WHAT YOU RECEIVE

- 2 x NBI Relationship Style Profile
- Your own Personal KNI Library
- Digital Journal/Notebook



SCHEDULE

- Lessons: 22
- Time per Lesson: +/- 15min



YOUR INSTRUCTOR

Dr Raché Rutherford

With more than 20 years of training experience and her doctorate in education, and a specialist in applying the NBI to education and relationships, Dr Raché will masterfully guide you through this training.



5 Steps to Exceptional



DESCRIPTION

Without often being conscious of it, we all have areas of our lives (the way we work, parent, approach changes, etc.) that can be described as ordinary. These are the areas and the behaviors which are holding you back from becoming the exceptional person you would like to be. In this course, we will guide you on a journey out of these areas and your limiting beliefs.

If you are like most people, you are blaming circumstances, situations, other people, your past for not achieving your dreams and goals. Maybe you are waiting for the 'lucky break', that big chance that will fall in your lap. Unfortunately, that is not how life and success work. Want to really change your life and future in amazing ways? It only takes five steps!



SCHEDULE

- Lessons: 8
- Time per Lesson: +/- 15min



YOUR INSTRUCTOR

Dr Raché Rutherford

With more than 20 years of training experience and her doctorate in education, and a specialist in applying the NBI to education and relationships, Dr Raché will masterfully guide you through this training.



29 Day Life Changing Diary



DESCRIPTION

This 29 day programme is not about making short term changes, but about anchoring your new good habits and sustaining your positive thoughts. Like Aristotle once said,

“We are what we repeatedly think and do. Excellence is then not an act, but a habit.”

Use the diary to write about your experiences and feelings during the process.

The 29 day themes are:

- Staying motivated
- The attitude phase
- Perseverance
- Living your new goals

Celebrating your victory



SCHEDULE

- Lessons: 29
- Time per Lesson: +/- 10 min



YOUR INSTRUCTOR

Dr Raché Rutherford

With more than 20 years of training experience and her doctorate in education, and a specialist in applying the NBI to education and relationships, Dr Raché will masterfully guide you through this training.



Do You Want to be Slim?



DESCRIPTION

Everyone should approach dieting according to their strengths in how they think. This course will help you find your strengths and give you ways to make the most of them by teaching you to use your whole brain!



WHAT YOU RECEIVE

- 1 x NBI Eating Habits Profile
- Your own Personal KNI Library



SCHEDULE

- Lessons: 7
- Time per Lesson: +/- 15min



YOUR INSTRUCTOR

Dr Raché Rutherford

With more than 20 years of training experience and her doctorate in education, and a specialist in applying the NBI to education and relationships, Dr Raché will masterfully guide you through this training.



BOOKS

By Kobus Neethling and Raché Rutherford and others

- Am I clever or am I stupid?
- Very Smart Parents
- Creativity Uncovered
- Creative Rugby / Kreatiewe Rugby
- The life changing diary (29 days you will never forget) / Die Omkeer-dagboek
- Love, Sex and the Brain
- Rich Brain Poor Brain
- Taking You Beyond / Van Gewoon Na Uitsonderlik