

Effective Intelligence™

Be more effective by thinking more effectively.

How does Effective Intelligence™ make you more effective?

- Effective Intelligence™ shows you that all tasks require specific types of thinking, and that you can *consciously shift your own type of thinking* to match. No other instrument does this.
- Effective Intelligence™ shows you *the types of thinking to which you and others are biased*, allowing you to better understand each other and communicate more effectively.

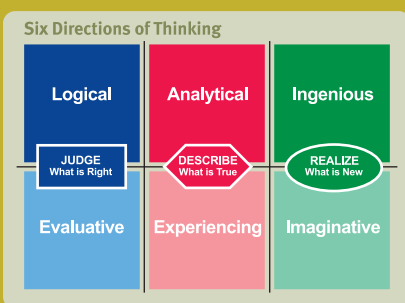
With these skills and knowledge, individuals, teams and organizations work faster and smarter.

Why? Because thinking is the *first* and universal competency. The day-to-day and long-term results of any business are dictated by the quality, speed and flexibility of thought. Improving how you think brings the best return on investment – every activity benefits.

What is Effective Intelligence™?

Effective Intelligence™ is a modular, scalable toolkit of capabilities designed by business, for business.

Research into Effective Intelligence™ discovered that every action is the product of three types of thought: **Judge** (choosing what is



“right”), **Describe** (examining what is “true”) and **Realize** (searching for what is “new”), represented in Effective Intelligence™ by the colours blue, red and green. These three types of thought are divided into two

dimensions – **Hard** and **Soft**. The Hard dimension tends to be tangible, external and impersonal, while the Soft dimension is intangible, internal and personally focused.

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Rhodes' Thinking-Intentions Profile™ (TIP)

A simple yet powerful entry into Effective Intelligence™, the TIP details an individual's thinking preferences. You now understand which of your mental muscles you prefer to use, and those that you overuse and underuse. Bringing this knowledge out of your mind and into the visible world allows you and your team to consciously adjust your thinking to the thinking needed for a particular task. The TIP provides insight into how individuals:

- Communicate
- Evaluate
- Set goals
- Analyze
- Brainstorm
- Inspire
- Persuade
- Plan

Effective Intelligence™ Mapping

Maps provide a step-by-step process on how to efficiently execute the most critical processes of an organization. The Maps are schematic pictures of the essential thought processes required for a particular type of task. There are ten Effective Intelligence™ Maps:

- Selling
- Strategy
- Decision-making
- Planning
- Learning
- Creating
- Finding causes
- Gathering information
- Innovating
- On-boarding

Delivery of Effective Intelligence™

The delivery of Effective Intelligence™ is customized to the thinking needs of your organization. Typical deliveries have included half-day, full-day and multi-day group and/or executive team sessions, and one-on-one 90-minute coaching debriefs of TIPs.



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