

WILLIAM E. HERRMANN

1922 – 1999



When Ned Herrmann died this past Christmas Eve, our profession lost one of its most creative thinkers and gifted teachers. His whole-brain model influenced HRD practitioners and business leaders alike, giving them a way to understand their own and others' thinking styles and learning preferences.

The term "Renaissance man" has often been used to describe Ned, and he indeed embodied that ideal in our modern age. A graduate of Cornell with a double major in physics and music, Ned pursued both science and art throughout his life. He gave solo performances at Carnegie Hall in Pittsburgh and in New York, created more than 600 award-winning paintings and sculptures, managed GE's management education program in its heyday, developed the widely used Herrmann Brain Dominance Instrument,

wrote two influential business books, and built a successful multinational company.

Ned also received citations in *Who's Who* for physics and chemistry, *Leading American Executives*, and *Famous Americans*. He served as president of the American Creativity Association and was awarded honorary doctorates from the University of Alaska and Franklin University. His work has been featured in such diverse publications as *Business Week*, *USA Today*, *Discover*, *Scientific American*, and the *Harvard Business Review*. In addition, he won ASTD's Distinguished Contribution to Human Resource Development Award in 1991 and was named to the HRD Hall of Fame in 1995.

Ned Herrmann was his own best example of using the whole brain.

A master teacher, Ned made every presentation

unique. He engaged all parts of our being—brain, body, and spirit. Ned Herrmann was utterly committed to the possibilities and potential in each of us.

He relished seeing the aha! on people's faces as he helped uncover the truths they already knew. He honored the whole person and was interested in *who* you were as well as *what* you did. Once you became his friend, you were for life. He was loyal, even to a fault.

Two facets of Ned Herrmann most defined how he operated in this world. One was his complete love of life and his involvement and excitement with all of it. That gave him a boundless curiosity and an insatiable sense of wonder with everything and everyone he encountered.

Remarkably, a few years ago when he suddenly had a stroke, he dictated the experience as it happened, confident that it would yield new clues to the brain and how it functions.

His other defining trait was his sense of humor. Ned was a bit of a jokester, and he loved to poke fun at the foolish, the ironic, and the silly in all of us—and in himself. His humor held an abiding wisdom, with meanings and intent that resonated deeply with other people. Everyone he knew laughed a little lighter, stretched a little further, lived a little fuller.

We are all better for his having been here.

The Woodlands Group
Boyce Appel, Frank Basler, Forrest Belcher, Geoff Bellman, Steve Cohen, Paul Gustavson, Peggy Hutcheson, Nancy Kuhn, Mac McCullough, Pat McLagan, Carlene

Expanding Your Whole Brain

In honor of Ned Herrmann, here's a not-necessarily-mainstream sampling of organizations, newsletters, Websites, and other resources for information on a variety of topics that just might get us thinking more with our whole brain:

- Brand Futures Group, www.yrbfg@aol.com (emerging trends, such as Brain Snacks)
- Edgevantage.community, www.edgevantage.com (views from the edge of corporate direction)
- *Greg Smith's Weekly Article*; greg@chartcourse.com, www.chartcourse.com (motivation, productivity)
- *Heads Up!* rbwlist-return-81-10496638@listbot.com (an email list of right-brain articles from diverse sources to check out)
- Institute for Performance Excellence, Boulder, Colorado; www.ipxinc.com
- Lousig-Nont & Associates, 800.477.3211 (employee profiles, tests, surveys with a psychological basis)
- Rainmaker Thinking, www.rainmakertinking.com (Generation X and related workforce issues)
- *Trend Alert*, The Herman Group; www.herman.net, jointrendalert@herman.net

Reinhart, Bill Snyder, Bob Stump, and Mavis Wilson

Send press releases or short articles on news, trends, and best practices to News You Can Use, Training & Development, 1640 King Street, Box 1443, Alexandria, VA 22313-2043. Email NYCU@astd.org.