

先改變自己，才能改變別人(To Change Others, Change Yourself)

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摘要

Explain the importance and influence of “self-design” . Analyze how managers and business benefit from the advantage of the idea “self-design” to build the relationships that work and to affect the quality of their lives and the profitability of their businesses. Based on William "Ned" Herrmann' s HBDI, the writer believes that understanding the beliefs and emotions in the brain' s architecture gives us the opportunity to change ourselves.

關鍵字：self-design, dominance, cognitive style, behavior and beliefs