## The HBC Principle



"Performance and humaneness are not mutually exclusive- they are mutually dependent." Dr. H. Bayer

## Individual Group Skills **Structures** Outside Behavior **Processes** Body **Strategies** Consciousness Culture Common values Feelings Inside Communication **Values** culture Needs

- ∞ We touch the inside to transform the outside
- ∞ Integrated and sustainable
- ∞ Connectedness and openness
  - Co-creation of interventions
  - Focus on personal breakthrough experiences
- ∞ Human touch and performance
- ∞ Proven and pragmatic
- ∞ Measurable transformation, e.g.
  - Barrett Values Assessment
  - Barrett Leadership 360
  - ▲ The Leadership Team Assessment