

## THE BASICS

Everything you need to know before considering KBA.

Thank you for choosing to learn more about KBA. KBA is a company geared towards human resource which develop products based on scientific development in areas such as neuropsychology, neurophysiology, and sociology to develop methods to determine the how effectively we use our brains.

Combining this research to create the implementation of the developed ideas and methods is what is termed the "Benziger Breakthrough." The Benziger Breakthrough uses the idea of Typology, a concept which states that the brain is divided into four different segments which functionally serve us in different ways.

What has been discovered through research into Typology, is that each person holds what is known as a "natural lead" or "natural preference," meaning that one segment of their brain actually works "better" than the other sections.

Discovering one's natural lead is one of the functions of a KBA developed assessment known as the Benziger Thinking Styles Assessment (BTSA), a long-developed series of questions and queries whose results for individuals may be processed in order to determine certain aspects of their style of thinking.

Though all minds hold their own natural style of thinking, many of us may be using a different segment of our brains in order to operate in our society, workplace, family environment, etc. This is known as "Falsification of Type" and can be detrimental to our productivity and our health. The BTSA and its result analysis also can shed light on an individual's possibility of falsifying type.

Those who are qualified to assess results from the BTSA are known to KBA as "licensees," and are trained to be able to professionally explain and promote KBA's services and products.

It is possible while using benziger.org to:

- take the BTSA online (known as the eBTSA) and contact Dr. Benziger or a qualified licensee in order to receive an assessment
- contact Dr. Benziger about using the BTSA for your company
- become a licensee