

Dear Meeting Planner,

How can my brain color assist YOU? I am a Blue Brainer, which means:

1. I am helpful: I will be a resource for you and make your job less stressful.
2. I am creative: Your event will *not* be dull or boring. It will be engaging and productive.
3. I am a good listener: I ask people, “What is important to you?”
4. I am enthusiastic: I love what I do!
5. I am a team player: We will work together and make your event memorable!

I also know and understand the Brain Colors of the individuals you work with. Yellow Brainers need organized details, Green Brainers want practical information, Blue Brainers love to share their ideas, and Orange Brainer like fun-filled activities.

Following are the answers to questions Meeting Planners ask me most frequently.

Q. Is a **What Color Is Your Brain?™ (WCIYB)** program appropriate for my conference participants and their spouses/guests or staff members?

A. Yes. A **WCIYB** program is beneficial for anyone who wants to gain a better understanding of themselves and others. **WCIYB** helps individuals resolve conflicts quickly, build harmonious relationships and improve job performance.

Q. Why do people say **WCIYB** is a unique program?

A. In most professional development programs, participants can *only* utilize what they have learned in their workplace. **WCIYB** is unique because it is a fun and fascinating approach that minimizes frustration in numerous aspects of everyday life— in dating and marital relationships, between parents and children, with teachers and students, among family members and friends, and within a mixture of other interpersonal dynamics— in addition to the workplace.

Q. Can you offer an alternative for the monotonous museum, city tour and cooking class Spouse & Partner Conference programs?

A. Absolutely! **WCIYB** is entertaining and enlightening. Conference spouses and guests are thrilled with the fresh insightful relationship ideas they can immediately share with their conference attendee. Consider offering a **WCIYB** Breakout session and/or an innovative combined program for attendees and their spouse or partner.

Q. If I schedule a **WCIYB** program, what results can I expect?

A. Participants will *immediately* learn their Brain Colors strengths and discover how to utilize the **WCIYB** approach to make decisions, handle change and effectively build rapport with others. They are sure to experience “aha moments”... “That’s why she’s a pain in my neck and

he's a song in my heart!" or "That's why I zig and they zag!" or "So, that's what makes them tick!"

Q: What changes will results from participants learning the **WCIYB** concepts?

A. Individuals will have the knowledge, skills and ability to help them break down barriers to improve communication and cooperation in the workplace and at home. They will know how to recognize and respect the best in themselves and others.

Q. What type of groups ask you to speak at their events?

A. I do not have a niche market. I have enjoyed working with business leaders, managers and staff, teachers and students, women's groups, associations, parent organizations, healthcare providers and community clubs in the US, Canada, Europe and South America.

Q. Can I utilize the Brain Colors as the theme for my event?

A. Definitely. I encourage and help clients utilize the Brain Color as an event theme. The Top Cats Motorcycle Club used "**Celebrate You, Your Brain and Your Bike**" and a **Women In Management Women's Retreat** theme was "**Your Brain, Business, Body and Spirit!**"

Q. Do you offer different types of presentations?

A. Yes. One or a combination of the following programs can be designed to fit your needs.

1. Conference: Opening Keynote • Luncheon Keynote • Breakout Workshop Session
• Same Day Keynote and Breakout Workshop Session
2. Conference Spouse & Partner Program
3. Workshops: Half Day • Full Day
4. Lunch and Learn Mini-Workshop
5. Corporate Mini-Workshop & Book Signing
6. Family Color Connection Workshop

Q. How do participants describe your presentations?

A. Participatory, productive, fascinating, applicable, creative and fun.

Q. How do participants describe your presentation style?

A. Innovative, motivational, engaging, authentic, inclusive.

Q. How do you prepare for a program and get to know your audience?

A. I use specific R & D processes to prepare for each program, which include:

1. Conducting interviews with the client to know what works best for them and what they want to achieve
2. Researching information about the client's organization
3. Utilizing a pre-program questionnaire to interview participants via phone or email
4. Transferring participants' ideas into the program/workshop materials
5. Discussing the program and materials with you and the client to make sure I am on target to meet the appropriate goals successfully

Q. Do you offer handout material in all of your programs?

A. Absolutely. People remember 80% - 90% of what they see and touch and only 10% - 15% of what they hear. My handout materials help participants with visual kinesthetic and/or auditory learning styles feel comfortable, confident and productive.

Q. Are follow-up presentations available?

A. Yes. As an educator, I know that transferring, applying and reinforcing the **WCIYB** concepts are essential for success. **WCIYB** follow-up programs to assist groups or individuals are available and encouraged.

Q. Are your *What Color Is Your Brain?*[™] books available at an event?

A. Definitely. If you plan to purchase a book for each participant to be included with their handout materials, I can offer a discounted price on copies of *What Color Is Your Brain*[™]. I can also have extra books available for "back of the room" sales. I allocate 10% of the royalties from the sale of *What Color Is Your Brain?* to the Juvenile Diabetes Research Foundation (JDRF).

Q. What are your fees, and do they include travel expenses?

A. I would be delighted to schedule an appointment to speak with you your financial investment for a **WCIYB** program. I will also work with you to obtain the most cost effective airfares and hotel rates, which are additional expenses.

I look forward to hearing from you.

Sheila