

What Color Is Your Brain?

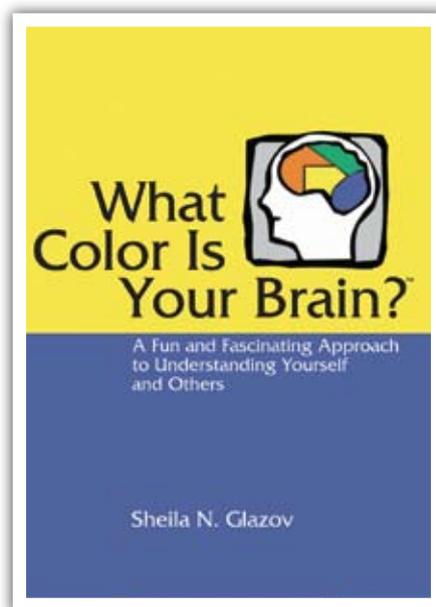
A Fun and Fascinating Approach to Understanding Yourself and Others

Author Sheila Glazov's new book, *What Color Is Your Brain?*, comes out in November. Yet this long-time Barrington resident says she's never been more blue. Not to worry. For Glazov, being "blue" has little to do with emotions or moods, but instead, she explains, blue is her "comfort color." She also shifts to orange, green, and yellow as needed, based on the variety of activities she enjoys each day.

These four colors are not a sign of mood, but the foundation of a fascinating "color communication" model that Glazov created to help individuals break down barriers and build more effective communication and cooperation with others. Before *What Color Is Your Brain?*, Glazov developed colorful personality profiles that simplify the complex nature of our traits and talents—and the role they play at work, home, and in the classroom. Glazov is quick to share that her color model is along the same personality typing as the Myers-Briggs indicator exercises, which she speaks highly of, and notes that this model was developed by two women (Isabel Briggs Myers and her mother, Katharine Briggs) in the 1920s.

Glazov is an award-winning author, professional speaker, educator, and consultant on the subjects of personality types, creativity, and self-esteem. She has appeared on CNN, NBC, ABC, FOX, Lifetime, and WGN television. She has been interviewed on radio stations nationwide and featured in the *Wall Street Journal*, *Chicago Tribune*, and *Chicago Sun-Times*. She has also given presentations locally at Barrington PTOs, Country-side School, and the Barbara Rose School, among others.

She remembers one strategic planning workshop that she conducted for then-Barrington



A book by Sheila N. Glazov

Area Chamber of Commerce executive director Carol Beese: "We were working on creative problem-solving, and at the time, I was using storyboards to illustrate the creative problem-solving process," she says. "The goal of the program was to help people respect others' perspectives within the organization and beyond."

Whether participating in her workshops or reading her new book, Glazov knows that people will experience several "ah-ha" moments when they learn to recognize themselves and others using her brain colors model. She is often thanked for helping someone "finally understand" a spouse, a child, or a co-worker. Glazov explains, "Reducing stress by modifying office [or family] dynamics and diffusing problematic situations is easier when people know why they are compatible and incompatible. The brain colors help them distinguish who are the "doubters" versus the "doers" and the "talkers" versus the "thinkers."

What Color Is Your Brain? is the result of a natural progression of her creativity workshops, where clients would often ask for more in-depth

information on her brain colors model. Written for all ages, Glazov knew that adults could understand and learn from her personality type models, but there wasn't a book that children could understand. Her first book, *Princess Shayna's Invisible Visible Gift*, begins the discussion of brain colors from a child's perspective and offers the discovery of personality types for children, which lends to learning the "3 Rs": responsibility, respect, and relationships. Together, Glazov's books teach children to become responsible risk-takers versus children at risk. They develop healthy self-esteem, which makes them feel capable, worthy, in control, and empowered at school, at home, and in their communities.

Glazov will be allocating ten percent of the royalties from *What Color is Your Brain?* to the Juvenile Diabetes Research Foundation to honor and acknowledge her eldest son, Joshua, who has Type 1 diabetes. "I am committed to help find a cure and offer comfort, education, and encouragement to children and their families who live with the challenges of diabetes," she says.

What Color is Your Brain? is published by Slack, Inc.; list price is \$16.95. The book will be available at bookstores nationwide, online (including www.whatcolorisyourbrain.com), or by calling 800-257-8290. You can reach Sheila Glazov at 847-526-9039 or www.sheilaglazov.com. U



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