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## What Color is YOUR Brain?

Have you ever been frustrated by the actions of others or wonder why people act the way they do? According to author, educator and professional speaker Sheila Glazov, it has to do with their brain color. Having created a breakthrough program called What Color Is Your Brain?<sup>™</sup>, Glazov teaches participants how to recognize and value personality traits by color.

Glazov's theory: Everyone is a blend of four specific colors. Knowing about people's multi-faceted personality can enable people to accept, respect and value others more easily. Once people have a better understanding of the brain colors, it can help develop more effective communications, better conflict resolution, and greater teamwork in the workplace.

The statistics show the average amount of each brain color within the adult American population is:

35 to 40 percent are "Blue Brain"

35 to 40 percent are "Yellow Brain"

10 to 15 percent are "Green Brain"

10 to 15 percent are "Orange Brain"

Glazov says, "The brain color theory is an explanation, not an excuse for people's behavior. "For more information about your brain color, log onto [www.braincolor.net](http://www.braincolor.net).

### Blue Brain

- Enthusiastic, creative, friendly, nurturing leaders
- They like to be helpful and tend to excel in the following fields/positions: artist, health care provider, child daycare, pet care, musician and social work
- In the workplace, they are motivational, inspiring and interactive
- They value integrity, empathy and understanding
- Dealing with a lack of cooperation frustrates them and it can cause other people to see them as overly idealistic, sensitive and touchy-feely
- They work well in environments that promote trust, harmony and flexibility; they show their creativity most when their enthusiasm, thoughtfulness and integrity is acknowledged
- When misunderstood, they can easily become discouraged and emotional

### Yellow Brain

- Dependable, responsible, disciplined decision-makers
- They like to give orders and tend to excel in the following fields/positions: banker, CEO, manager, administrator and educator
- In the workplace they are prepared, committed, accurate and organized
- They value loyalty, dependability and a strong moral sense of what's right and wrong
- Dealing with disorganization is frustrating for these people and it causes them to become judgmental and obstinate (can be viewed as controlling and bureaucratic)
- They work well in an organized environment where they know what is expected of them and they are able to complete tasks on time
- When misunderstood, these people can become opinionated worriers

### Green Brain

- Independent, technical, problem-solving, visionary leaders
- These people like to gather and analyze data to make decisions and excel in the following fields/positions: accountant, computer technician, lawyer, researcher and engineer
- In the workplace, they work well independently and see their work as play
- They value innovation, knowledge, research, competency and fairness
- Dealing with incompetence makes them intolerant and non-communicative; this can be perceived by others as intimidating and lacking people skills
- They are efficient in the workplace when their intellect, competency and curiosity is acknowledged; they are esteemed when their environment promotes fairness and provides technology
- When misunderstood, they can become withdrawn and indecisive

### Orange Brain

- Courageous, eager, enthusiastic, risk-taking leaders
- They are resourceful trouble shooters that make decisions spontaneously and tend to excel in the following fields/positions: fire fighter, athlete, EMT, construction worker and sales person
- In the workplace, they are entrepreneurial and work best in unstructured environments
- They value results, risks, resourcefulness and eagerness
- Dealing with too much structure frustrates them, triggering their disobedience and emotional explosions; they are intolerant of boredom and repetition
- They thrive in the workplace when their generosity, ideas and multi-tasking is acknowledged; they work best when they can enjoy freedom and competition and do not have to follow in someone else's rules
- When misunderstood, they can become rude and will physically leave the premises

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