

Book Review

By: Jeffrey Sophian a Managing Partner of the Business Owners Advisory Group

For: ***The Executives Profit Newsletter***.

"What Color Is Your Brain" by Sheila N. Glazov is as the title page itself asserts "a fun and fascinating approach to understanding yourself and others".

The book breaks down the four quadrants of the brain, assigns each its own color and specifies dominant personality traits of each:

Yellow Brainers need to be right. They appreciate and crave the orderliness of rules, structure and stability in their personal and professional lives.

Blue Brainers are creative and are good at connecting with others, but they are better talkers than listeners.

Green Brainers are known to be knowledge seekers. They like to solve problems, but prefer to work alone.

Orange Brainers seek excitement, adventure and action. They tend to be risk-takers and strongly believe in their own ability to get results.

The book goes on to offer tests to measure not only our most dominant traits but the amount of each color is in our individual mix. Knowing what colors are driving our clients, co-workers, family and friends helps foster more effective, higher performing organizations and personal lives.

"What Color Is Your Brain?" is a fast reading, easy to follow and fascinating examination of human personality and what "makes us tick".

I highly recommend it.