

# How to Build a Colorful, Collaborative, Community Culture

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**Want to know how to build a more collaborative community culture?**

**Want to know why the association board members decide what they decide?**

**Want to know why the contractors do what they do?**

**Want to know why the homeowners say what they say?**

**The answers are obvious once you know...**

What Color is Your Brain? is an innovative multi-colored mind method which will help you recognize and understand yourself and accept others for who they are and what they value. Through this method, you will develop more effective communication, teamwork, and conflict resolution skills, which, in the end, will help you achieve positive results quickly and increase harmony and productivity in ALL areas of your life!

To help explain the 'brain color' theory, you must first think of your brain as a brilliant gemstone that is comprised of multiple facets. The four main facets directly relate to the occipital, parietal, temporal, and frontal lobes of your brain.

The occipital lobe relates to your visual perception and is the BLUE facet of the brain. It is located at the back of your brain. Your ability to see what others may not see and enhance your creative and intuitive thinking comes from this "see-all" part of your brain.

The parietal lobe relates to your academic skills and is the Green facet of the brain. It is located at the top of your brain. Your ability to integrate all the knowledge and data we gather and use daily is processed in that "spatial awareness" part of the brain.

The left temporal lobe relates to verbal memory and the right temporal lobe relates to visual memory. They are the Yellow facets and are located on the sides of your brain above your

ears. Your ability to speak and remember is processed by these "perceptive" parts of your brain.

The frontal lobe relates to physical behavior that links emotions to motor responses. It is the Orange facet of your brain and is located in the front of the brain. Your ability to control voluntary movement and 'socially acceptable' conduct is processed in this part of your brain.

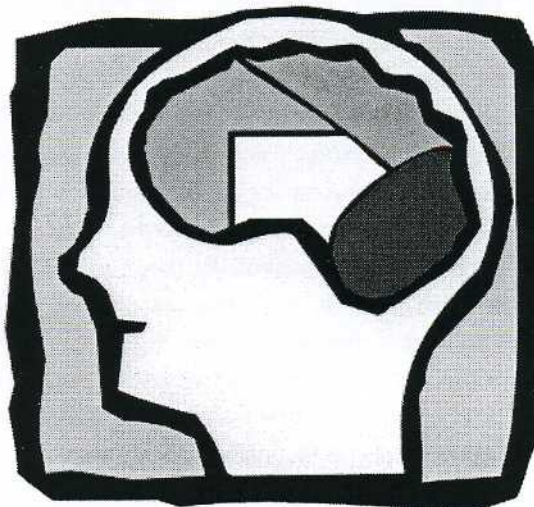
Just to give you an idea of who we all are, take a look at the American adult population brain color:

- 35-40% "Blue Brain" creative helpers
- 35-40% "Yellow Brain" dependable care takers
- 10-15% "Green Brain" logical problem solvers
- 10-15% "Orange Brain" courageous risk-takers

The wonder of brain color is that everyone is a rainbow blend of all four colors, and each brain color has its own praiseworthy gifts. If you study the structure of a rainbow you will see that the color spectrum is not definitive. The colors harmoniously blend one color into the next, just as your personality blends your "Praiseworthy Gifts", your attributes, and abilities.

As a homeowner, board member, or contractor, it is very important to think about the environment or setting we work in each day. Remember what you read about the gemstone colors.

## What Color is



## Your Brain?™

Now, imagine yourself as a beautiful gemstone quality person, a unique individual who is multifaceted. You will sparkle brightly and shine depending on the setting (environment) you are placed in. You are brilliant!.

Reflect on a time when you accomplished something that you thought was brilliant. What was your physical response and how did others respond to you? When a gemstone is cloudy its beauty and brilliance does not radiate. The cloudiness shadows the gemstone's finest qualities. The shadow is the frightening side of our selves; the part we do not want to see or are ashamed of. When we are shadowed we do not have a healthy level of self-esteem and do not make good choices or decisions.

Take a moment to reflect on a time you made a poor decision. How were you feeling? Were you nervous, intimidated, sick, stressed out, frustrated or in place where you were not feeling comfortable or safe?

Again, depending upon your setting, whether you're at home, at work or with friends, your brain color, (your characteristics and personality traits) will change. What brain color do you identify with the most in your current setting?

"Yellow Brainers" are great organizers and value readiness. They say, "I should change" and make decisions only after they have developed a detailed plan they are responsible for. When they participate in a community they are prepared, committed and exacting about their responsibilities. They shine brightly and are esteemed when working in an organized environment where they can complete tasks on time and know what is expected of them. When shadowed or misunderstood and out of self-esteem, Yellow Brainers become anxious and worried. Dealing with disorganization frustrates them and they become judgmental and inflexible. Others often view them as controlling, opinionated and bureaucratic.

To create cooperation with them, acknowledge their ability to be sensible, goal oriented, realistic, and contribute stability and structure to the community. To build a rapport with them, acknowledge their accomplishments, loyalty, and strong sense of right and wrong and encourage their discipline, punctuality, and respectfulness of the community.

"Blue Brainers" like to give of themselves and value relationships. They say, "I feel I can change," and make decisions intuitively or by their gut feelings. When they participate in a community they are inspirational, communicative, and creative. They shine brightly and are esteemed when working in an environment that promotes harmony, imagination and flexibility. To build a rapport with a Blue Brainer, say that someone else referred you, talk about your relationship with that person and emphasize your personal interest in them. When shadowed or misunderstood and out of self-esteem, the blue brain person easily becomes depressed and emotional. Dealing with a lack of cooperation frustrates them and they become irrational and unrealistic. Others often view them as too sensitive, idealistic and often too touchy-feely. To create collaboration with a "Blue Brainer", acknowledge their ability to be nurturing, enthusiastic, thoughtful and encourage their honesty, cooperation, and friendliness with the community.

Green Brainers are knowledgeable and value research. They say, "I need to think about change," and make decisions only when they have gathered and analyzed all pertinent information. When they participate in the community, they consider their world as play; they are nonconformist and mentally focused. They shine brightly and are esteemed when working in an environment that promotes, efficiency, fairness and technology. When shadowed or misunderstood and out of self-esteem they easily become withdrawn and indecisive. Coping with incompetence

frustrates them and they become intolerant and non-communicative. Others often view them as intimidating, lacking in people skills, and intolerant. To create collaboration with a "Green Brainer" acknowledge their intelligence, their ability to be competent and "see the Big Picture." Because they like to work independently, they do not like to be team players, but you can encourage their systematic, strategic and innovative contributions to the community.

"Orange Brainers" are energetic and value results. They say, "I am the change, I love change and can't stand boredom." When they participate in a community, "Orange Brainers" are resourceful, make decisions spontaneously, and enjoy troubleshooting.

They shine brightly and are esteemed when they do not have to follow someone else's rules or directions, have a sense of freedom and variety and do not have to engage in a boring repetitious routine. When shadowed or misunderstood and out of self-esteem they can become rude and physically will leave the premises. Dealing with too much structure frustrates them and they become disobedient, break the rules, and explode with emotion. Others often view them as child-like, impulsive, and fun loving.

Understanding brain color attributes will help you become a better team player, more respectful of others' perspectives, and value and appreciate the people in your life. Remember that each person you interact with has a purpose for their behavior. While you may sometimes feel people are just too difficult, it really is their brain color and their perception to the setting. If you really want to learn more about a colleague, board member or contractor, just listen to what they say and think in terms of brain color.

To learn more about What Color Is Your Brain?, ThinkShops, including staff development and community programs, log on to [www.braincolor.com](http://www.braincolor.com). 🏠