

Chicago Tribune

What color is your brain?

A professional speaker, author and creativity coach with more than 30 years of experience in education and business, Sheila Glazov (right) of Barrington has created and trademarked a program called What Color Is Your Brain?™

After teaching students in elementary school as well as college, she now presents workshops on creativity, team building and planning for businesses, schools and not-for-profit organizations. She has developed a color code enabling people to understand each other's personality nuances, allowing them to work together more productively. She started her creativity-consulting company, Visioneer, in 1985. We asked her to explain her concept.

Q. How did this system come about?

A. The idea comes from the commonly used personality test, the Meyers-Briggs Type Indicator. It's actually simpler to use, however; instead of having 16 structured personality types that are coded with letters, What Color Is Your Brain?™ uses four colors and allows for blends. This can be very specific or very general and can be implemented immediately. Color is a universal language that crosses language, age and culture; everyone relates to colors. This method, using yellow, blue, green and orange, allows people to appreciate the attributes and abilities of others while using their own "praiseworthy gifts" to build a positive and supportive team.

Q. What do the colors mean?

A. Yellow-brain people are dependable, organized, and respectful. Blue-brain people are helpful, creative and flexible. Orange-brain people are courageous, energetic and fun loving—they are risk-takers. Green-brain people are logical, innovative and independent.

Q. Were these colors chosen arbitrarily?

A. No. They are chosen because of the psychological meaning. For example, orange is excitement and energy. Yellow can be related to "the golden rule"

and security. Green represents growth and knowledge. And blue relates to peace and comfort.

Q. How can this information be used in a corporate setting?

A. It gives people a tool and a vehicle to communicate with one another, building teamwork and making them less judgmental. You're all on the same page. If I want to come up with a great plan, I will grab an orange and put him with a blue, a yellow and a green. They will complement each other. After a workshop, people will even put a color on their nameplate at work to show what color they are.

Glazov lays out her color-based concept in "Princess Shayna's Invisible Gift" (Peridot Productions, \$18.95), a book she wrote for children of all ages." It can be purchased at local bookstores or ordered by calling 888-382-2767 or by contacting her Web site: www.princessshayna.com.



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