

# What color is your brain?

Author pens winning recipe for self-esteem

**B**lue, green, yellow and orange.

Colors of the rainbow, to be sure. But they're also colors of your brain. And unlocking the secrets of those colors, according to Tower Lakes resident Sheila Glazov, can lead to a greater understanding of others and personal growth.

That, in part, is the message of her new book, "Princess Shayna's Invisible Visible Gift," ostensibly a children's book, but really much, much more. Glazov will sign copies of her book at Barnes & Noble in Schaumburg next week.

If you have good self-esteem, you will make good decisions.

Glazov, a professional speaker by trade, wrote the book to help get across the power of self-esteem — both in children and adults. Based on her highly successful communications program, "ThinkShop," the goal is to provide people with the ability to understand and respect others in relation to their brain color.

"If you listen carefully to people, they will tell you what color brain they have," Glazov said in an interview Monday. "It becomes a great tool for conflict resolution, and it makes it easy for people to build their relationships. It becomes a part of your life."

Inspired by the Myers-Briggs personality tests, the system divides dominant personality types into four colors — blue, green, orange and yellow. A blue brain person — Glazov herself, in fact — is helpful, creative, and flexible. Many teachers and artists are blue people — in fact, 35 to 40 percent of American adults are blue. A yellow person would be dependable, organized and respectful. They tend to work in government or the armed services, and at corporate institutions where structure is very critical. According to Glazov, 35 to 40 percent of American adults are yellow.

Virtually everyone is a combination of colors, of course, and Glazov said the healthiest people have a good balance of each of the colors.

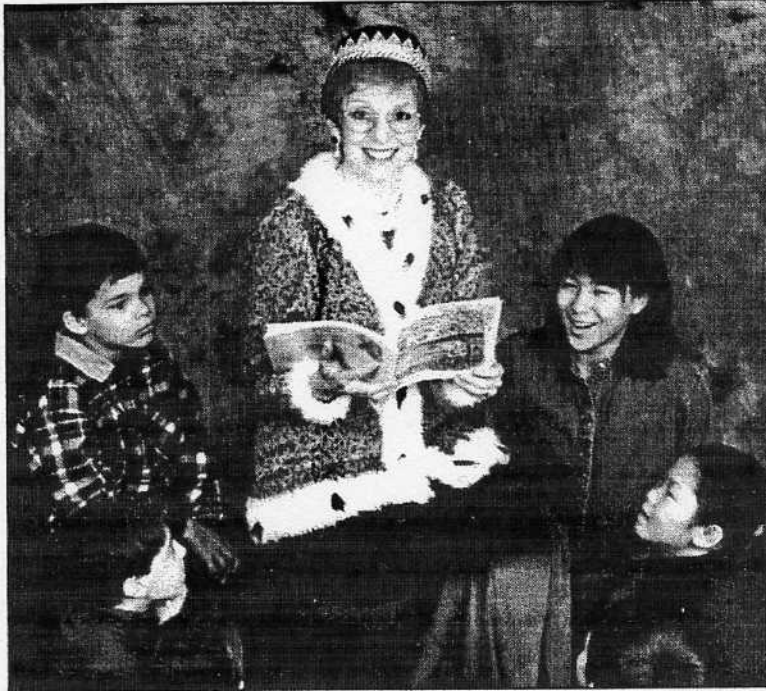
The application of the color language is particularly critical for children, Glazov said.

"The goal is to help children understand themselves and their praise-worthy gifts, and to understand one another," she said. "Once they understand themselves, and begin to gain self-esteem, they can become risk-takers versus children at risk."

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The book is really a metaphorical extension of Glazov's ThinkShops.

"The book is really for children of all ages,"



**Coloring book:** Tower Lakes author Sheila Glazov (center) visits classrooms in the guise of her character, Princess Shayna, to promote greater self-esteem in children.

she said. "People hear you, but do they listen to you? Especially in an adult seminar, for instance. You go and maybe take a couple of notes, but do you remember and apply what you learn? If you don't use something you learn in the first 28 days, you lose it. The book is a bridge from the ThinkShop to your home, your workplace, your school, your community."

Shayna is a young princess who journeys to four different villages to prove that she has the qualities needed to become the Queen of the Kingdom of Kindness. Each village represents a color, and each has built an insurmountable wall separating it from the other villages. In Shayna's quest, the walls are torn down to build a multi-colored path to the Kingdom of Kindness.

"It's been a very exciting, moving, astounding experience for me," Glazov said. "People have been so kind and welcoming."

The response has ranged from a number of teachers and schools using the book as a tool in classrooms, to people who purchase personal copies of the book, and then buy more to share with friends.

"I'm amazed by the support I'm getting because I didn't have any expectations," Glazov said. "I think people have taken to this book because they see they can use it in all areas of their lives."

The book is interactive in that, as the story progresses, it refers to a guide in the back of the book. The guide promotes conversation and offers exercises designed to enhance one's understanding of human interaction and com-

munication. But the book is also simply a charming story.

"The book was truly a gift from God," she said. "And as I wrote, it became a truly autobiographical process. It flowed, and the things that just flowed out of me were a great acknowledgment of the praise-worthy gifts my parents gave me."

The book is also an extension of Glazov's career passions.

"I'm an educator," she said. "I taught third and fourth grade, and English as a second language. I'm a teacher at heart. And I think as speakers, we are educators. I don't look at myself as a trainer. Educators don't train people, they help people to think creatively."

Though the success of the book has been gratifying to Glazov, it has provided her the means to help people in other ways, as well. She is very active with the Juvenile Diabetes Foundation, and part of the process from the book will go to fund education and research into cures and treatments for diabetes.

Ultimately, however, the book is a vehicle to enhance communication and understanding between people, communities and cultures.

"As an individual, you're a multifaceted gemstone," she said. "The more facets in a gemstone, the brighter it shines. And, we're multifaceted in our culture, communities and classrooms."

"That's our goal. To have healthy children. We teach them all these wonderful things in school, but they won't process them unless they have self-esteem."