

# What Color Is Your Brain

Communicate better, motivate your staff, and build stronger teams by considering the 'brainbow'

BY SHEILA N. GLAZOV

**T**he key to working well with people is understanding what drives them — and also what drives them crazy.

In response to this common issue, the **What Color Is Your Brain™ (WCIYB)** personality profile explores the colorful similarities and differences that impact your thoughts and actions, and simplifies the complex nature of our traits and talents. Rather than offer an excuse for people's behavior, WCIYB helps to explain why your perspectives differ from other's viewpoints.

The differences in personality shade our perceptions and affect the "balance" in our lives. Deciphering our own strengths and idiosyncrasies, while adapting to other individuals, can be an overwhelming task. However, recognizing and understanding your "Brain Colors" can be fun and fascinating.



The **WCIYB** concept is an adaptation of the Myers-Briggs Type Indicator (MBTI) and the four Jung personality types. It promotes self-awareness, the acceptance of others, and facilitates effective communication and cooperation, while minimizing frustration.

Below are four "Brainbow" personality summaries, which will help motivate you, your employees and colleagues to create more teamwork and efficiency in the workplace.

## Yellow Brainers

- **Values:** Traditions, stability, loyalty
  - **Attitude:** Strong sense of right & wrong
  - **Workplace:** Prepared, committed, organized
  - **Extreme stress factor:** Dealing with disorganization
  - **Motivators:** Goals, appreciation, completion of projects, structure, rewards
  - **Demotivators:** No feedback, chaos, last-minute projects, no time schedule
- "Yellow Brain" decision makers are responsible, disciplined and like to give orders. They represent 35-40 percent of the adult population. In the workplace, they are prepared, committed and accurate. They are esteemed when working in an organized environment where they know what is expected of them and can complete tasks on time.

When misunderstood they can become opinionated worriers. Dealing with disorganization frustrates them, making them judgmental and obstinate; and viewed by others as controlling and bureaucratic. They are productive in the workplace if their loyalty, dependability and strong sense of right and wrong is acknowledged.

## BLUE BRAINERS

- **Values:** Integrity, empathy, understanding
- **Attitude:** Enthusiastic, creative
- **Workplace:** Motivational, inspiring, interactive
- **Stress factor:** Lack of cooperation
- **Motivators:** Teamwork, fairness, harmony, having people listen, appreciation
- **Demotivators:** Working alone, lack of creativity, conflict, inflexibility

"Blue Brain" communicators value creativity and make decisions intuitively. They account for 35-40 percent of the adult population. In the workplace, these nurturers are inspirational and friendly. They are esteemed when their environment promotes trust, harmony and flexibility. When misunderstood, they can easily become discouraged and emotional. Dealing with a lack of cooperation frustrates them and causes others to regard them as overly idealistic, sensitive and touchy-feely. They are creative in the workplace if their enthusiasm, thoughtfulness and integrity are acknowledged.

## GREEN BRAINERS

- **Values:** Innovation, competency, fairness
- **Attitude:** Private, technical
- **Workplace:** Independent, thinks work is play
- **Stress factor:** Coping with incompetence
- **Motivators:** More responsibility, proven results, working alone, problem solving
- **Demotivators:** Constant supervision, no focus, repetition, criticism

"Green Brain" problem solvers value knowledge and research. They represent 10-15 percent of the adult population and make decisions only when they have gathered and analyzed all pertinent data. In the workplace, they consider work as their play and are mentally focused nonconformists. They are esteemed when their environment promotes fairness and provides technology. When misunderstood, they can become withdrawn and indecisive. They are frustrated by incompetency, making them intolerant and non-communicative and perceived by others as intimidating and lacking in people skills. They are efficient in the workplace if their intellect, competency and curiosity are acknowledged.

# What Color Is Your Brain

Communicate better, motivate your staff, and build stronger teams by considering the 'brainbow'

BY SHEILA N. GLAZOV

The key to working well with people is understanding what drives them — and also what drives them crazy.

In response to this common issue, the **What Color Is Your Brain™ (WCIYB)** personality profile explores the colorful similarities and differences that impact your thoughts and actions, and simplifies the complex nature of our traits and talents. Rather than offer an excuse for people's behavior, WCIYB helps to explain why your perspectives differ from other's viewpoints.

The differences in personality shade our perceptions and affect the "balance" in our lives. Deciphering our own strengths and idiosyncrasies, while adapting to other individuals, can be an overwhelming task. However, recognizing and understanding your "Brain Colors" can be fun and fascinating.



The **WCIYB** concept is an adaptation of the Myers-Briggs Type Indicator (MBTI) and the four Jung personality types. It promotes self-awareness, the acceptance of others, and facilitates effective communication and cooperation, while minimizing frustration.

Below are four "Brainbow" personality summaries, which will help motivate you, your employees and colleagues to create more teamwork and efficiency in the workplace.

## Yellow Brainers

- **Values:** Traditions, stability, loyalty
  - **Attitude:** Strong sense of right & wrong
  - **Workplace:** Prepared, committed, organized
  - **Extreme stress factor:** Dealing with disorganization
  - **Motivators:** Goals, appreciation, completion of projects, structure, rewards
  - **Demotivators:** No feedback, chaos, last-minute projects, no time schedule
- "Yellow Brain" decision makers are responsible, disciplined and like to give orders. They represent 35-40 percent of the adult population. In the workplace, they are prepared, committed and accurate. They are esteemed when working in an organized environment where they know what is expected of them and can complete tasks on time.

When misunderstood they can become opinionated worriers. Dealing with disorganization frustrates them, making them judgmental and obstinate; and viewed by others as controlling and bureaucratic. They are productive in the workplace if their loyalty, dependability and strong sense of right and wrong is acknowledged.

## BLUE BRAINERS

- **Values:** Integrity, empathy, understanding
- **Attitude:** Enthusiastic, creative
- **Workplace:** Motivational, inspiring, interactive
- **Stress factor:** Lack of cooperation
- **Motivators:** Teamwork, fairness, harmony, having people listen, appreciation
- **Demotivators:** Working alone, lack of creativity, conflict, inflexibility

"Blue Brain" communicators value creativity and make decisions intuitively. They account for 35-40 percent of the adult population. In the workplace, these nurturers are inspirational and friendly. They are esteemed when their environment promotes trust, harmony and flexibility. When misunderstood, they can easily become discouraged and emotional. Dealing with a lack of cooperation frustrates them and causes others to regard them as overly idealistic, sensitive and touchy-feely. They are creative in the workplace if their enthusiasm, thoughtfulness and integrity are acknowledged.

## GREEN BRAINERS

- **Values:** Innovation, competency, fairness
- **Attitude:** Private, technical
- **Workplace:** Independent, thinks work is play
- **Stress factor:** Coping with incompetence
- **Motivators:** More responsibility, proven results, working alone, problem solving
- **Demotivators:** Constant supervision, no focus, repetition, criticism

"Green Brain" problem solvers value knowledge and research. They represent 10-15 percent of the adult population and make decisions only when they have gathered and analyzed all pertinent data. In the workplace, they consider work as their play and are mentally focused nonconformists. They are esteemed when their environment promotes fairness and provides technology. When misunderstood, they can become withdrawn and indecisive. They are frustrated by incompetency, making them intolerant and non-communicative and perceived by others as intimidating and lacking in people skills. They are efficient in the workplace if their intellect, competency and curiosity are acknowledged.