

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.

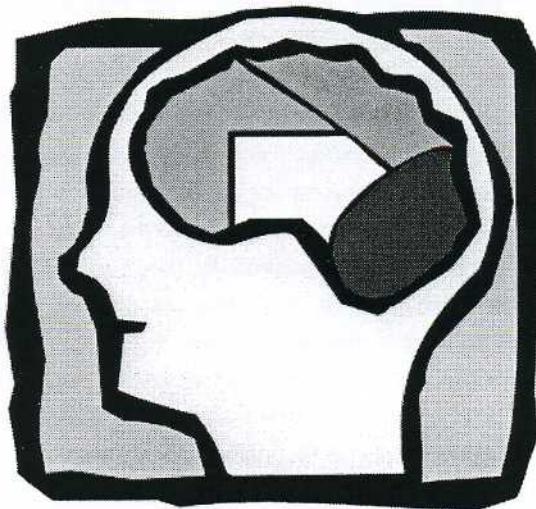
Just to give you an idea of who we all are, take a look at the American adult population brain color:

- 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?™

