

# 2 – DAY COLOURED BRAIN AND EMOTIONAL DRIVERS



## Introduction

Your communication style, behaviour and working style are based on how you think, and your thinking style is based on your brain genetic processor. By identifying this, you can maximise your capability to act intelligently while overcoming misunderstanding, conflicts and wastage of potential.

By also identifying your fundamental emotional drivers, you can seek greater satisfaction at work and to consistently perform at peak levels.

## Course Objectives

By the end of this course, you will be able to:

- Evaluate and understand your brain colour and emotional drivers Discover how your genes and emotional drivers affect the way you communicate, relate, think, act, behave and work
- Identify and understand your communication style
- Use these knowledge for personal and organisational success
- Take intelligent action - be fully aware of emotion based and colour brain decisions
- Reduce miscommunications, misunderstandings and minimise conflicts
- Learn to utilise and enhance your natural strengths and emotional drivers to achieve corporate objectives and personal productivity
- Learn to collaborate and leverage on the strengths of teammates through mastering the essential elements of Coloured Brain and Emotional Drivers
- Score points with your management by learning to facilitate organisational emotion drive and genetic processing
- Acquire the psychological edge in communicating, motivating, relating & influencing others
- Eliminate #1 reason for low motivation and source of disharmony and lack of teamwork at the workplace
- Chart your true identity as a Superhero and Super Communicator at work!
- Cultivate success through your primary psychological make up and genetic processing to experience an awesome transformation

## Methodology

- Experiential games, role plays, and practical hands-on sessions
- Group discussions
- Team reflective circle
- Storytelling
- Creative music
- Visualisation
- NLP techniques

## Who Should Attend?

- Managers
- Executives and Non-Executives

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## Course Outline

### MODULE 1: DISCOVERING YOUR COLOURED BRAIN – GENETIC THINKING & INTERPRETATION (HOW YOU DO THINGS)

- What colour is your brain?
- The Coloured Brain Model - 4 Coloured Brain Processors
- Coloured Brain Communication Inventory (CBCI) as a tool that identifies your genetic brain processing and communication/relationship style
- What CBCI measures - how you process and interpret information
- Implementing CBCI for organisational development and personal effectiveness

Evaluation: CBCI Administration. Video: Coloured Brains in Action

Role Play: CB Cards “Building A House on The Moon”

### MODULE 2: AWARENESS BEFORE CHANGE

- Your natural talents and potential
- Your strengths, weaknesses, and limitations
- Where do you go from here - powerful insights?
- Adapt to build up other strengths as required
- How to change effectively and positively at work

Powerful NLP Technique: Anchor Your Strengths

Powerful NLP Technique: Eliminate Your Weaknesses

The Change Game

### MODULE 3: ASSESS YOUR COMMUNICATION STYLE

- Profile your communication style through CBCI Questionnaire
- Define your preferred communication style, strengths and limitations
- Improve on the skills you already possess
- Evaluate and speak your clients' language
- Be aware to other people's communication styles and how they like to be treated
- Assess your effectiveness and identify improvement areas

Assessment: Evaluating & Applying CBCI Scores

Communication Activity with 4 Colours: PSA Mind Maze

Exercise: “World of Communication Map

### MODULE 4: COMMUNICATION MODEL & META PROGRAMS

- Understanding how perception can impact on your image and performance
- Thought process and how to understand other's expectation
- How you process thoughts - deletion, distortion and generalisation
- Why you do, communicate, and make decisions the way you do
- Controlling your mental filters in communication
- Communication Model and how people like to receive information
- Resourceful language pattern - producing clear and precise messages
- Using strategic words to avoid misunderstanding

Exercise: Map Out Yours & Others' Meta Programs - ‘Map of the World’

Drama: Deletion, Distortion, Generalisation

### MODULE 5: ESTABLISHING THE FOUNDATIONS OF SUCCESS & ACHIEVEMENT

- The 4 Insanities - the old paradigm
- The environment and you
- Encoded Assumptions
- Acting intelligently
- Psychological “Rules of Engagement”
- RAS - the power of focus
- Circle of Tolerance - breaking barriers

Group Play, Discussion, Presentation

The Coloured Business Game: ‘Sell Me Your Idea’ -

Strategising, Planning & Collaborating

Debrief, Reflect, Discuss, Learn



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### MODULE 6: COLOURED GLASSES SYNDROME

- Language of brain racism
- Making coloured decision about people
- Organisational colours and directive feedback
- Emulating other colours - putting on “others’ glasses” and learning to see things a little differently
- Coloured Brain feedback

Coloured Game: The Coloured Glasses Syndrome  
Coloured Exercise/Role Play: Emulating Other Colours  
Video Clips: Discuss, Share & Be Aware

### MODULE 7: COLOURED BRAIN APPLICATIONS IN COMMUNICATION, RELATIONSHIPS INFLUENCE & PERSUASION

- Understanding communication, listening and body language dynamics
- Technique of “matching and mirroring” to build rapport and relate effectively
- How to influence, persuade and convince successfully

Dyad Exercise: Active Listening  
Group Project & Presentation: The Art of Influence & Persuasion

### MODULE 8: THE ICEBERG OF PERCEPTION

- Why you do the things you do?
- Why you make the decisions you make?
- Temple of emotions
- Underlying emotions that drive us - what you & people really want

Activity: Underlying Emotions  
Role Play: CBC Cards for Emotional Drivers

### MODULE 9: EMOTIONAL DRIVERS (WHY YOU DO THINGS)

- The 8 Emotional Drivers - major impact on communication, relationship, motivation and performance
- Chart of drivers
- ‘Need Sucking’ - The #1 Reason for low motivation
- Human Drivers Matrix; Motivate Me Exercise
- Expanding competency
- Writing new brain software

Video Clips On Emotional Drivers  
Evaluation Exercise: Plotting Chart of Drivers  
Challenge Game: The Human Drivers Challenge

### MODULE 10: COMMUNICATION MODEL & META PROGRAMS

- Identify your true identity - your Superhero Image
- Your greatest strengths, values, talents and fears
- The ideal you - how you see yourself
- The Magical Mantra - positive messages to live by
- Your role models & their influences on you

Action Plan: Mind Map Key Learning Points  
Personal Exercise: Discover Your Ideal Core Identity  
Sharing Session: Feel Awesome!  
Review: Suggestions for Implementation at Work

