EFFECTIVE COMMUNICATION

USING COLORED BRAIN METHODOLOGY TO ENHANCE PRODUCTIVITY, TEAM SYNERGY AND ENGAGEMENT

THIS TRAINING MANUAL BELONGS TO:

MAPPING YOUR WORK

WORLD OF WORK MAP

Use this map to to represent the situation that is happening at your workplace.

Meeting Land — A place where we meet and discuss.

Land of Solitude — Solo caves, where we work alone.

Team Land — Where we find ourselves working in a team.

Continent of Communication — Giving or getting instructions.

Fulfilmentopia — Where socializing with colleagues.

# Barriers to Communication

THE FOUR INSANITIES

1. Common Sense is _____
   You reality is just 'your' reality. Different people have different way of seeing things.

2. If you can do it, _____
   People are born with natural abilities and they have different experience and exposure in life.

3. People should be _____
   Fairness is a perception. Even if you think you are 'fair', others might not think so.

4. Truth is _____
   Truth is subjective to interpretation and interpretation is subject to your reality and perception.

FOCUS and RAS

Reticular Activating System is the part of your brain that help you to filter out all the information that surrounds you. It helps you to focus on things that is important.
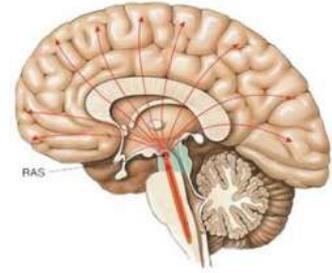
Your perceptions of others actions will affect how you treat them. How a person is treated will affect their behaviour and competence.

> **Your reality is based on what you are focusing on. The RAS is a tool.**

You control it! Your fulfillment or your insanity is determine by how you use it.

What is your vision of an ideal working environment?

1. …………………………………………..
2. …………………………………………..
3. …………………………………………..
4. …………………………………………..
5. …………………………………………..

If people have the same vision, then why can't we achieve it?

• Our past is shaping our future

Decisions when we were young have created Assumptions about the way "Things Should Be" and about the way "People Should Act".

The problem is certain decisions of the past have no relevance to our present.

Unfortunately, if we reinforce this, we might make other people wrong.

• We are focusing on the **PROCESS**, not the **OBJECTIVE**

We spend to much time on how it should be done through our reality instead of just getting it done.

BEING RIGHT

- We don't like to be wrong

- When we are wrong, our RAS try to justify our action so we don't feel wrong

- Our RAS will find EXTERNAL reasons to justify it is not our fault

- Sometimes, to be right we make others WRONG

- Other people don't like to be WRONG either

- Then their RAS will find reasons to make others wrong

The Solutions

Help people to focus on objective rather than finding who's fault by introducing NO BLAME ZONE!

Encoded Assumption

Encoded Assumption is a _____ installed in your brain.

Programmed by your _____ , what you have _____ and _____ that you give to an event.

The program is more effective if there is _____ or highly _____ events.

This will create a rule within yourself and it affect the way you see the world. Once the rule is violated, you will be reacting towards the rules that you have created.

The more rules that we have, the less ability for us to act intelligently.

Example of Encoded Assumptions

If you trust people, they would take advantage over you!

Life is …….

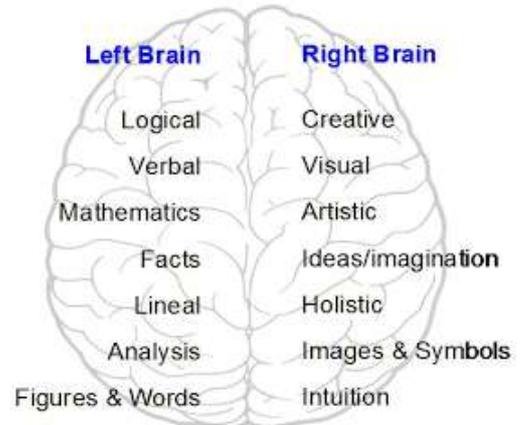If I want to make it, I have to be selfish.

Engineers are ……
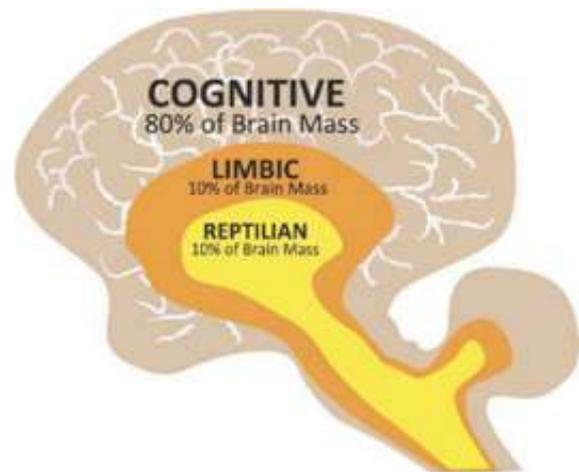
If you love me, then you'll understand me.

Salesman are ……

Brain Model

Sperry Model – Left-Brain vs Right-Brain

Mac Lean's Model – Triune Brain

1. Cognitive:
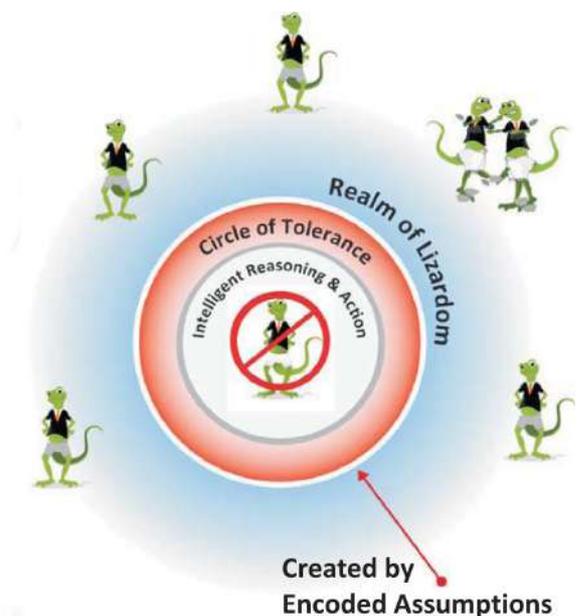
2. Limbic:

3. Reptilian:

Circle of Tolerance

The smaller the Circle of Tolerance, the more Reactions we have, the less intelligent we act!

The more Encoded Assumptions, the smaller the Circle of Tolerance.

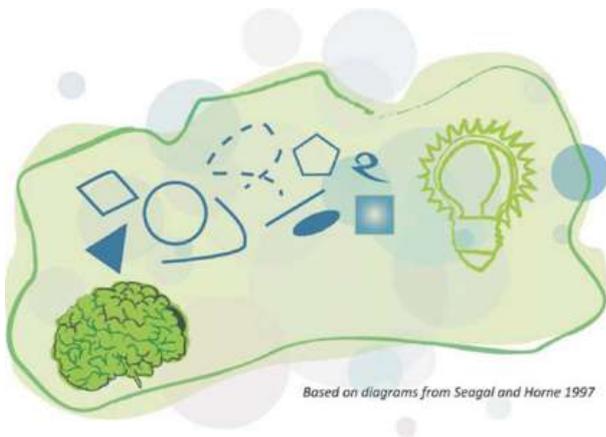How to increase our Circle of Tolerance?
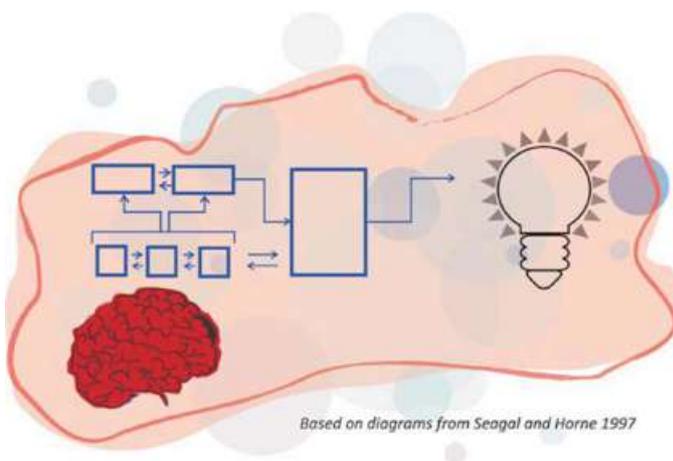
Colored Brain Communication

Colored Glass Syndromme

Consider if you are wearing Green colored glasses, certain things would appear brighter and be very clear, while others may seem dull and some may not even be noticeable at all. The problem is that not everybody wears the same glass and each sees the same things from different perspectives. If the color of your glasses represents the way your brain works, each will have clarity in some areas and be oblivious to others, and they will not be the same. This product of how our brain communicates and processes can be translated to brain colors.

Green Brain – Chaotic Processor

Based on diagrams from Seagal and Horne 1997

Red Brain – Linear Processor

Based on diagrams from Seagal and Horne 1997

Blue Brain – Intuitive Processor

Based on diagrams from Seagal and Horne 1997

Purple Brain – Relational Processor

Benefits of Colored Brain

- **Personal development** – unleash natural talents, enhance strengths and strategize weaknesses.

- **Formation of team** based on talents and strenghts

- **Increase teamwork and productivity** through leveraging, usage of individual's talent and creating sense of achieving and cooperation.

- **Overcome misunderstanding**, conflict, wastage of talents

The 4 Colors Summary

No color is the best colors. There are strengths and gaps in each color. The key is how do we use the colors to harnessing our strength and how do leverage on others on our gaps.

Processor		Strengths	Gaps
GREEN		• Action driven • Fluid • Mobile and Adaptable • Communicate well.	• Make rash decision • Disorganize • Chaotic • Impatient.
RED		• Objective driven • Think through before acting • Analytical • Focus.	• Insensitive, • inflexible, • non-expressive.
BLUE		• Friendly • Considerate • Concern for people • Team player.	• Emotional • Overly concern for people • Misunderstood for mixing up work & personal.
PURPLE		• Detailed oriented • Highly organized • Create system • Make things practical.	• Slow in action / decision • Over focus in details at the expense of big picture.

Directive Feedback for Different Colors

If we understand the brain color of different individuals and how they process information surround them, we could strategically communicate to them in a different manner. Directive feedback is a technique to provide feedback in a way that they can best act on.

DIRECTIVE FEEDBACK

1. **GREEN BRAIN FEEDBACK**: **Tossing ideas.**

   - Great, any other ideas that you think will get similar results?

   - Any ideas on how to improve on this?

   - Do you think this would work?

   - Do you want to try this, see how it works and then fine tune it?

2. **BLUE BRAIN FEEDBACK**: **Affect environment and people.**
   - Very good, what kind of example do you feel you set for your team mates?

   - How do you think this affected your team?

   - How would you feel if someone did this?

   - What would be a better way to do this in your experience?

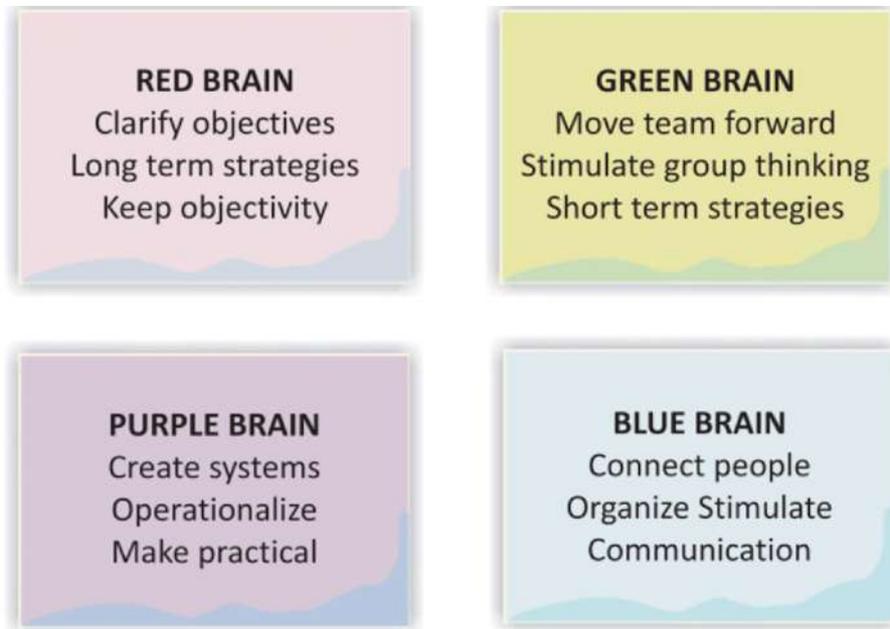3. **PURPLE BRAIN FEEDBACK**: **Operational.**
   - Well done, how could you get other people to get the same result?

   - How can we use this information in other areas?

   - Is there a way to systematize this process to improve results?

   - What specific information do we need to assure this doesn't happen in the future?

4. **RED BRAIN FEEDBACK**: **Pinpointing.**
   - Excellent, where can you observe additional benefits to the organization?

   - What was your role in this situation? How specifically did you affect the objective?

   - What are a few alternatives to correcting this next time?

   - What were the specific areas you could improve in a similar situation in the future?

Colored Team Thinking

A team would be more effective if we put the right talent with the right function. A team of combination colored provide multiple skills that compliment each other.

RED BRAIN
Clarify objectives
Long term strategies
Keep objectivity

GREEN BRAIN
Move team forward
Stimulate group thinking
Short term strategies

PURPLE BRAIN
Create systems
Operationalize
Make practical

BLUE BRAIN
Connect people
Organize Stimulate
Communication

The Colors of Leadership

Great leaders lead based on their Brain Colors. Great entrepreneurs designed their business philosophy based on their Colored Glasses. The key is to leverage on their natural strength to develop their success formula.

Colored Brain	Example of leader	Characteristics

Communication Style

Green Brain	Red Brain	Blue Brain	Purple Brain
Toss Ideas; Speak Fast	Pinpointing; less facial expression & slower in pace	Affect people & environment	Operational

Leadership style

Action Based	Role Based	Concession	Information sharing

Work Style

Spontaneous; without proper planning	Based on needs & objective	Collaborative	Organize

Meeting / Discussion Style

To brainstorm & find out each other's ideas	To clarify, make decision & direction	To share ideas & find out each other's thoughts	To collect info through discussion

Colored Questions

1. Are you approaching this from only one source of perception?

2. Have you tried different colored glasses?

3. Have you considered the colored glasses of the person/s you are dealing with?

4. Do others involved understand your colored brain?

5. Do others involved understand their colored brain?

6. How does the way you process information affect the way you are approaching the situation?
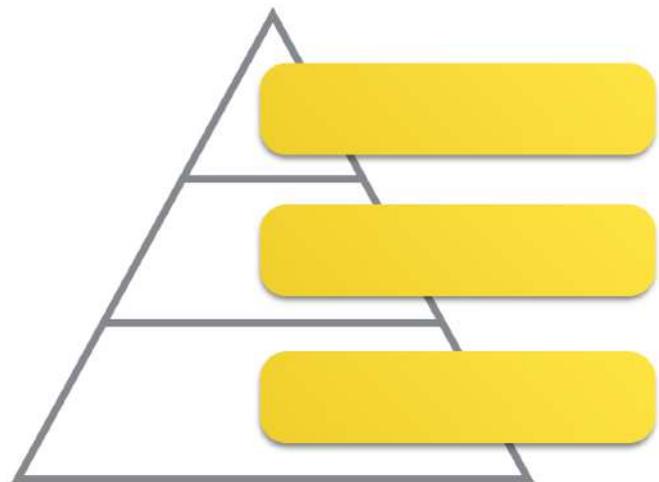
EMOTIONAL DRIVERS

Pyramid of Human Driver

In a study done at Stanford University among top achievers, they concluded that skills is not the main factor of their success. It is about 14% - 22% of success factor is based on skills.

The main contributing factor is attitude, because if someone with good attitude, skills is no longer an issue because they will overcome it by themselves if it is necessary in getting the job done.

Self-Actualization creates drive and cultivate the ability to achieve the highest level of excellence and success to an individual. When the journey is fulfilling, it tends to be easier to embark on and to complete. For those who are able to reach self-actualization, it becomes a continuous process and maintain a momentum. Indirectly it will contribute to increase the foundation of skills, and produce results.

Leading the Pyramid

Circle of Communication Resistance

When communication goes against primary emotional drivers, it will create an internal rebellion. Whether your communication fulfills or takes away from a person, emotional gratification will determine their resistance to your influence.

Answer one of these 3 questions:

- Where is your favourite place in the world and why?

- What was the best project you have ever worked on and why?

- When did you feel the most powerful and why?

Human Driving Force

When considering the mental, emotional and physical make-up of any human being, human driving forces fall within the emotional area. Every motivation has an emotional foundation, and emotion originate in the brain's limbic system. An external or bodily stimulus triggers an emotional reaction in the brain's limbic system, which in turn determines our motivations i.e. our driving forces.

Our brain feels about 30,000 times faster than it acts, and it acts about 30,000 times faster than it reasons. So that means, we feel and act long before we even start to reason. The effect of this is that we often react to out negative emotions without reasoning. Sometimes, these reactions will cause temporary gratification or relief of pain from those emotions.

Because of this temporary gratification or relief, we develop patterns of reactions to our negative emotions, such patterns or decision-making are often NOT reasonable, and can be counter-productive.

To act "intelligently" we must reason rather than just react to our own rules. This allows us to 'direct' our motivations and driving forces to make better decisions.
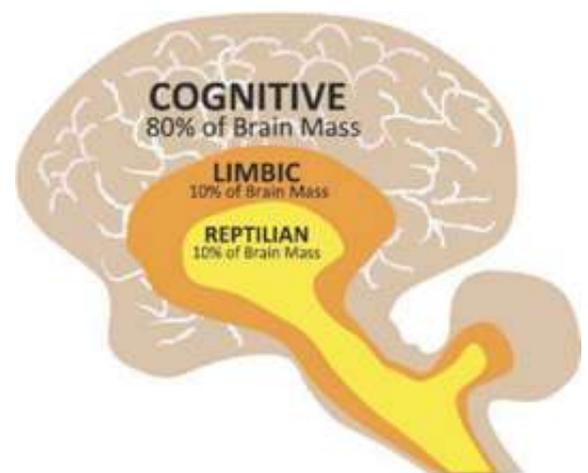
The Iceberg Perception
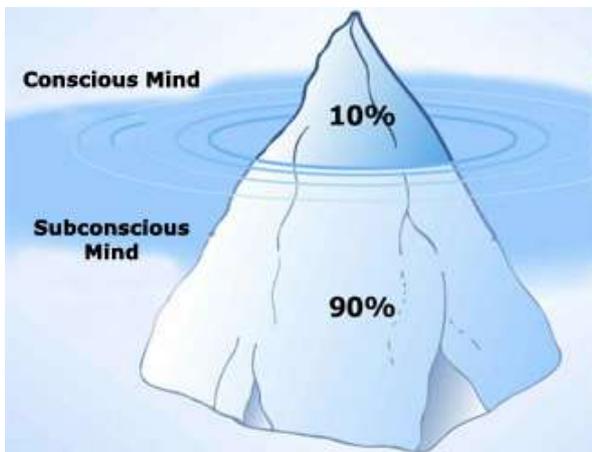
What we see is the result of what we cannot see

The thing that we do and want are not necessarily as they appear. Just like an iceberg has visible tip coming out of the water, and the majority of its mass is underwater, our decisions and motivations are often only the conscious justifications of what we want deep inside. Seldom do we look deeper into what it is that we really are looking to "get" from our desires and actions.
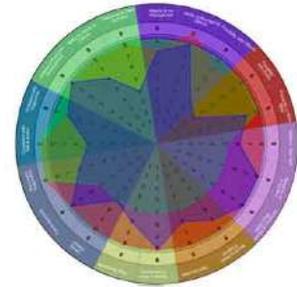
Underlying Emotions

Choose something that you really want now. Write it on top of the ice berg and ask yourself WHY you want it. Keep asing WHY until you find the foundational reason for wanting it.
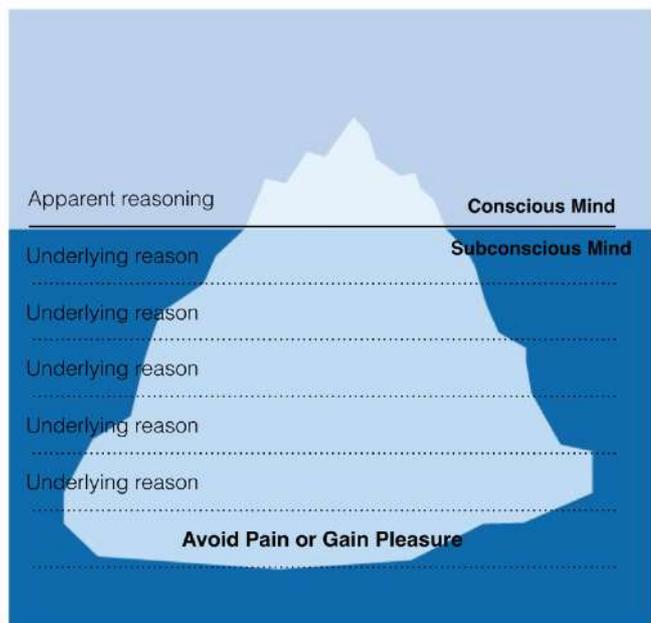
"The only way to be truly satisfied is to do what you believe is great work, and the only way to do great work is to love what you do."
— Steve Jobs

The Eight Emotional Drivers

EMOTIONAL DRIVE

There are eight fundamental human drivers. Each of these is based on a human psycho-emotional need. While each of these drivers is present in each individual, they do not have equal importance. Also, they are achieved in different ways by different individuals. Every individual has a different order of importance for these eight drivers. We are constantly filling these drivers; sometimes in positive ways, sometimes in neutral ways, and sometimes in negative ways. But we are constantly filling them.

The ranking of these drivers can change with time, based on our environment, our experiences, and especially some events that cause traumas. These drivers also can be cultivated either positively or negatively by our environment, our culture, our parents, our teachers and our peers.

The eight human drivers are as follows:

Connection from being with others, or connection with self.	To maintain security and having control in our lives.	Having variety and excitement in our lives.	Acknowledgement of virtues and achievements, being noticed.
The needs to make progress in our plans, to finish things.	Learning, growing and personal development.	Self-satisfaction and pride in the things we do.	The need to contribute to others.

EMOTIONAL DRIVE MATRIX

Definition	Positive Way	Negative Way	Need Sucks
The need for LOVE and BELONGING			
- Connection with self and others - A sense of acceptance	- Communicate - be understanding - Be helpful - Offer unconditional love	- Pretend to be helpless - Whining for attention	- Ignore others - Rejection - No physical contact - Exclude from group - No communication
The need for SECURITY/CONTROL			
- Greater ability to maintain security in life - Feel protected - Have a sense of comfort, certainty and predictability - Know what is going to happen	- Give advance notice - Give clear instruction - Maintain consistency - Have savings - Research before action	- No sharing - Selfishness - Resist to Change - Take control of everything	- Unclear instruction - Frequent changes - Unexpected circumstances - Remove control - Reduce resources - Cut down budget
The need for DIVERSITY			
- Seeking variety and changes - Get out of routine	- Seek new experiences - Changing status - Changing locations and lifestyle - Break from routine - Expressing Creativity	- Start new project before completing old ones - Doing the fun stuff instead of important stuff	- Don't allow changes to anything - Give same old assignments - Reject transfer of department - Follow strict rules & no creative input allowed
The need for RECOGNITION/SIGNIFICANCE			
- Receiving attention - Acknowledgement - Visibility - Feeling important - A sense of being powerful	- Large effort for accomplishment - Volunteering - Helping Others - Work towards awards	- Threaten others - Exercise power and authority by pulling rank - Be-little others - Steal credit - Being arrogant - Make others wrong	- Don't give credit - Steal credit - Be little accomplishment - Put others down

Definition	Positive Way	Negative Way	Need Sucks
The need for ACHIEVEMENT			
- Sense of finishing a project - Complete a task	- Set milestone for big project - Set goals - Create timelines - Create plans - Create measures	- Do small insignificant things instead of important, but more time consuming - Take counter productive actions - Make goals easily achieved	- Take away project while in process - Cancel a project - Don't acknowledge completion
The need for CHALLENGE/GROWTH			
- Developing personally - Becoming more than we are - Extending abilities - Learn new knowledge and experience	- Learning and Studying - Trying new things - Accepting new ideas - Personal Development Actions	- Learn at others' expenses - High consequence actions without enough experience	- Refuse knowledge opportunity - Inflexibility rules - Unaccpeting of new ideas
The need for EXCELLENCE			
- Doing that little extra thing - Self-expectation on giving the best	- Put extra effort in doing things - Be more creative - Giving outstanding output	- Perfectionist - Spending to much time or resources on task - Lowering own standards	- Unallow to give output more that parameter - Provide short time limit to complete a task
The need for RESPONSIBILTIY/CONTRIBUTION			
- Sense of responsibility to other human being - To contribute to their well being and development	- Volunteer - Assisting anonymously - Develop others to be better than self - Unconditional effort to help others	- Helping the person too much that he cannot help himslef - Contribute to the point where a person losses his significance - Contribute for the sake on contribution - Contribute blindly	- Reject assistance - Negative result from help

What is my primary drivers?

1.

2.

3.

EMOTIONAL DRIVE

1. You fulfill your emotional drivers in positive and negative ways. Both ways will give you fulfillment in to your emotion.

2. And when you do, you are usually right! The RAS makes sure of that.

3. Need Sucking is an event where Emotional Gratification are taken away or you are prevented from achieving them.

Emotional Drive	Positive Way of fulfilling	Negative Way of fulfilling

Action Plan

List down 3 most important lesson that you have learn from this session.

1.

2.

3.

What is your main goals after attending this session?

How can you apply the lesson that you have learn in this session to achieve you goal?

About the Facilitator

JOHAN IRWAN BIN KAMAROZAMAN is a certified Directive Communication™ Trainer and the author of Komunikasi Warna. He has a deep passion for helping people to improve their competencies and skills in leadership and communication. Johan has various industries experiences ranging from manufacturing industry, security industry and education industry. Starting his career as an engineer, he further explores his career in marketing and business development before becoming a professional trainer which he believes that he can help even more people to be more successful in life hence contributing to the organization and nation as a whole.

Johan received his Bachelor Degree (Hons) in Electronics Engineering majoring in Computer from Multimedia University. He is currently the President-Elect of Malaysian Association of Professional Speakers (MAPS), an association that affiliated with the Global Speakers Federation. His deep passion in understanding human behaviour leads him to become certified in various Internationally recognized certification such as Directive Communication Trainer by Directive Communication International, Certified Professional Coach from Team Coach International, Neuro-Linguistic Programming (NLP) Practitioner under National Federation of Neuro-Linguistic Programming and CRG Assessment System from Consulting Resource Group International. He is the Past Area Governor for Toastmasters International and was the president of Multimedia University Toastmasters Club. Johan is a Certified Professional Member of American Institute of Business Psychology (AIOBP).

He has addressed to audiences from various organisations including Telekom Malaysia Berhad, Etiqa Takaful Berhad, Tenaga Nasional Berhad, Petronas, Multimedia University, Maybank Berhad, Malakoff Corporation Berhad, Touch 'n Go, Proton, HASIL, Suruhanjaya Syarikat Malaysia (SSM), Jabatan Audit Negara, Akademi Kastam Malaysia (AKMAL), FA Securities, Dyson Manufacturing, Texas Instruments, TechnipFMC, Muhibbah Engineering Berhad, Malaysian Airports Holdings Berhad, Sarawak Energy, Brunei Shell Petroleum, Royal Brunei Airlines, Takaful Brunei Darussalam, Bali Niksoma Hotel, Universiti Teknologi Petronas, UNITAR, Universiti Teknikal Malaysia Melaka, Universiti Teknologi MARA, Sudan Future University, Dewan Bandaraya Kuala Lumpur, Perbadanan Usahawan Nasional Berhad (PUNB), Majlis Amanah Rakyat (MARA), and Majlis Sukan Negara. He has been featured in the local media such as TV1, TV Alhijrah, Bernama Radio, Nasional FM and Astro Awani.