



Engineer Your Best Self

# Finding Your Colored Brain

# Meet & Greet

## Part 1

Get a partner, pair up

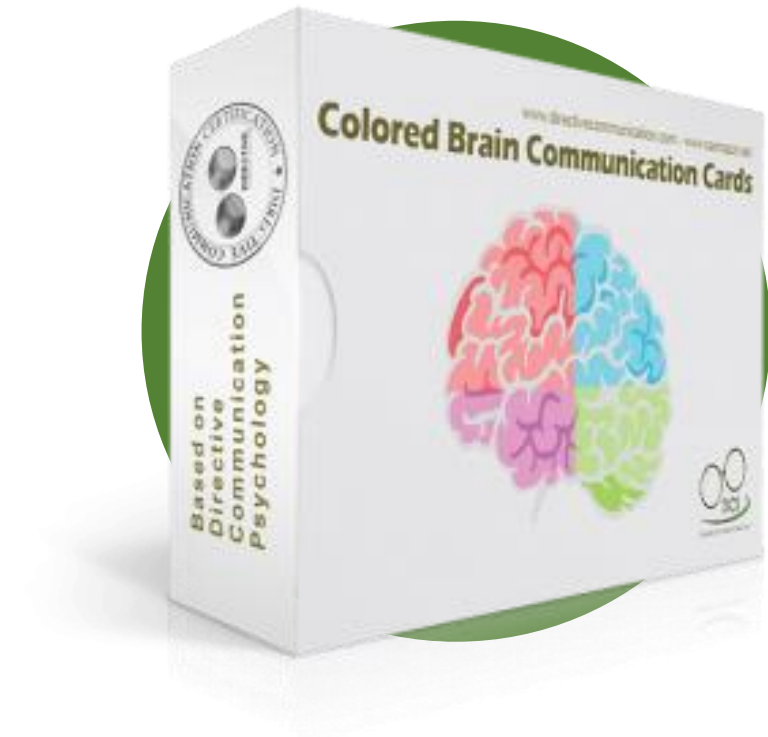
Pick ONE card that best describe them

Tell them

## Part 2

Pick ONE word that best resonate you

Write down



# Brain

We are **GENETICALLY** different in interpreting the world around us

We have different **Hardware (Brain Processor)**  
We learn different **Software (skills, knowledges)**  
to maximize the Hardware

**Result = Hardware Capacity x Software Capacity**



# Objectives

## Self Empowerment



### Discover Genetic Brain Strength

Self Acceptance, manage your expectation, re-align your goal

## Mental Flexibility



### Discover Nurture Brain Strength

Self advancement, learn to be the best self

## Communication Flexibility



### Identify Miscommunication Zone

Develop communication diversity, manage communication enemy

## Action



### Make It Works

Enhance people skill  
Increase Team Dynamic, create Win : Win

# My Colored Brain Journey

Sunnie Toh



Study Study Study



Biology  
Environmental  
science



Facilities Engineer



Trainer, Coach,  
Speaker

# KitKat Challenge

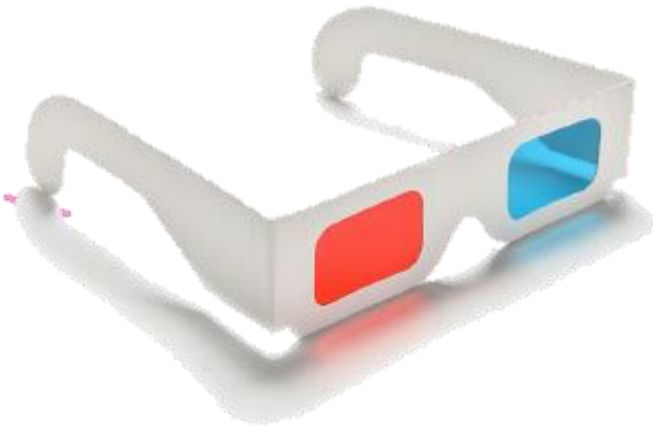


## Instructions :

1. Form 2 groups : Group A & Group B
2. Pair up within group A & group B
3. Each pair put on glasses of different colors
4. Group A follow lighter arrow to find the treasure
5. Group B follow darker arrow to find the treasure

## Rules :

1. Working in pair and as a group at all times
2. Put on glasses at all times
3. Don't exchange glasses



# KitKat Challenge



1. How did you get the Kitkat?
2. Why didn't you find the Kitkat?

## **Your Behaviour Follow W**

*Pro, Observer, Blurry, Shooter*

## **You see different color**

*The Color Glass Syndrome*

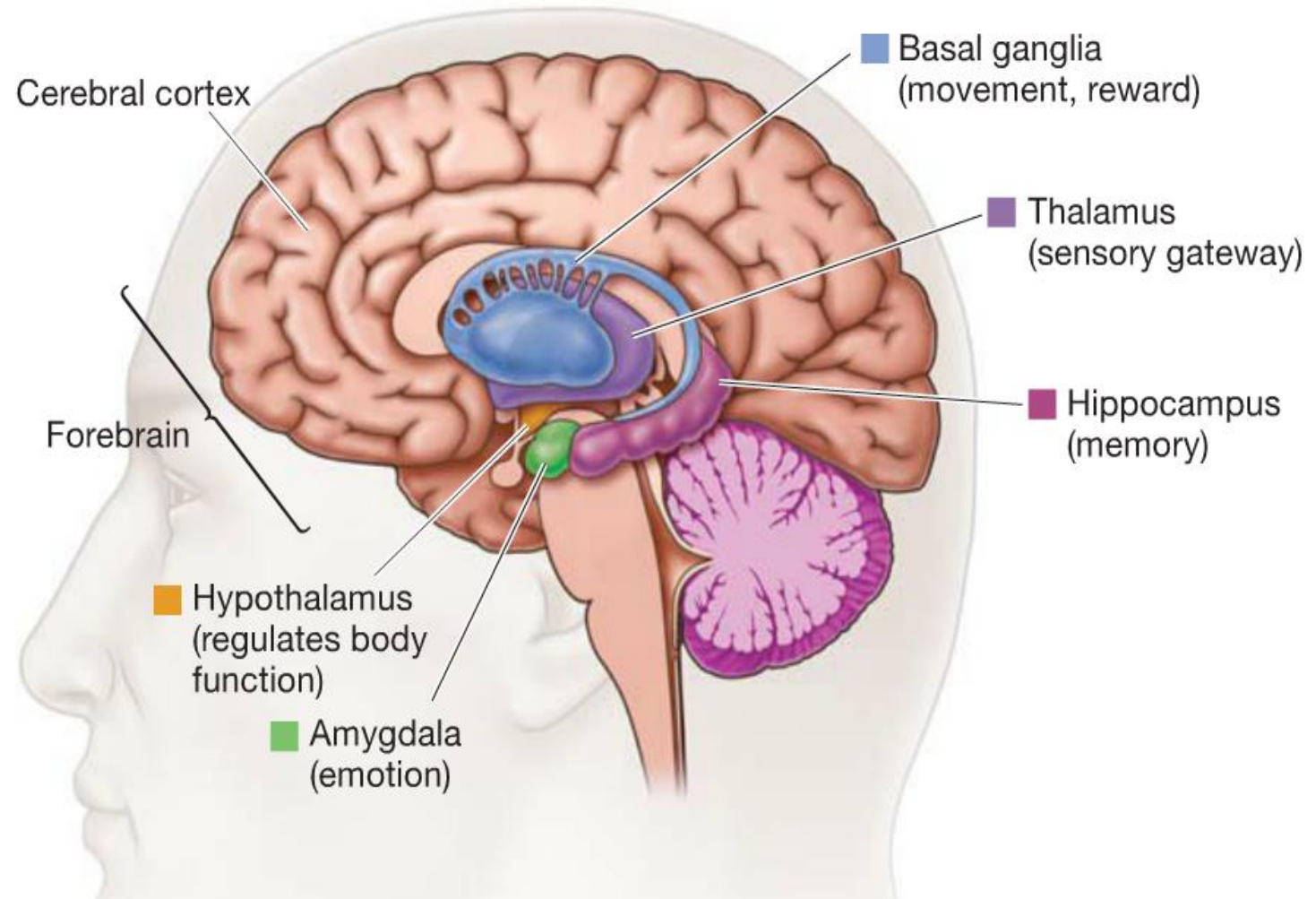
## **3. In world of conflict**

*Focus on RESULT*

*Set the BEST RULE*



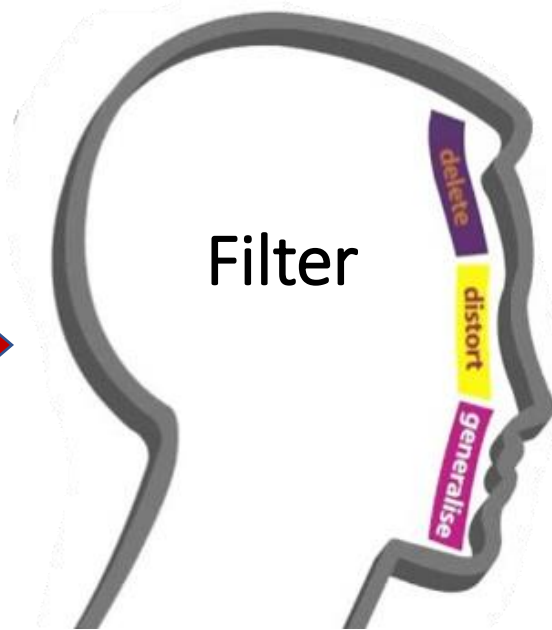
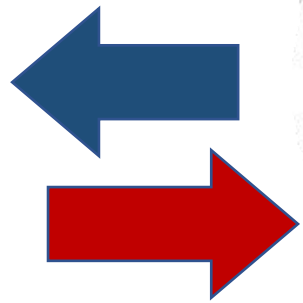
# Brain



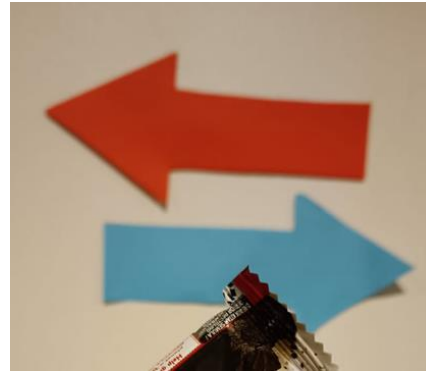


# Color Glass Syndrome

My Map

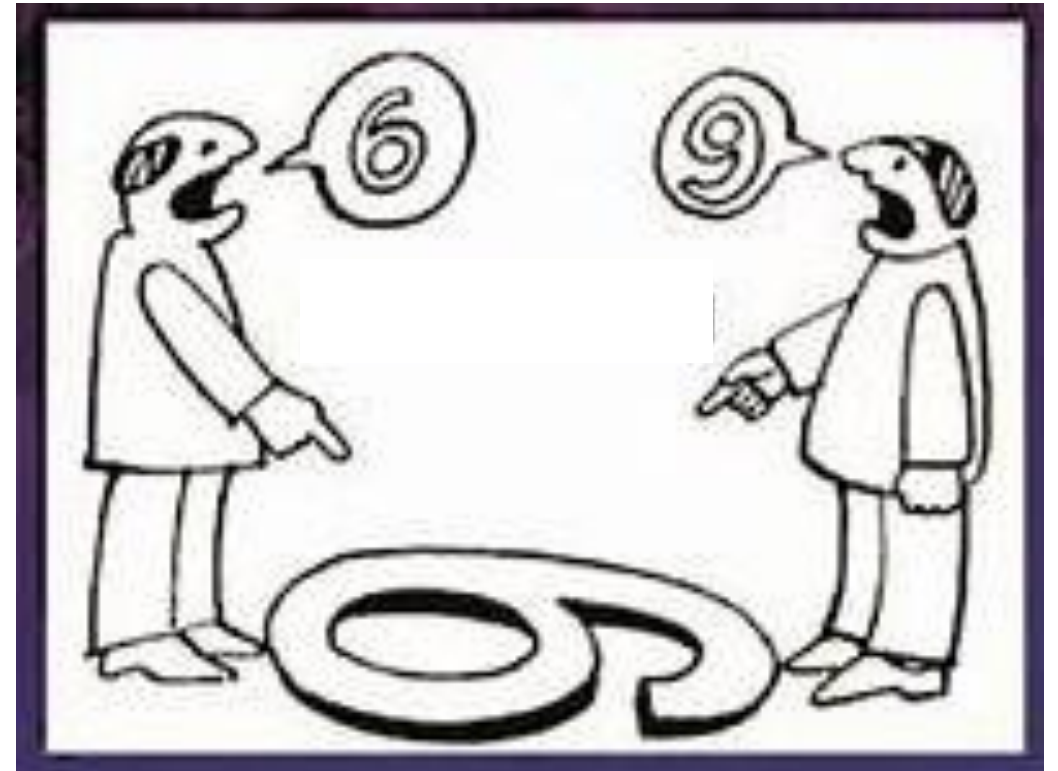


World



# Rules of Engagement

Common sense is not **COMMON**



Don't assume, **ASK**. Don't judge, **LISTEN**

# Test Your Processor

## Spot 5 Differences



Fast/Slow

# What is This?



**Structure/Random**

How many ladies?



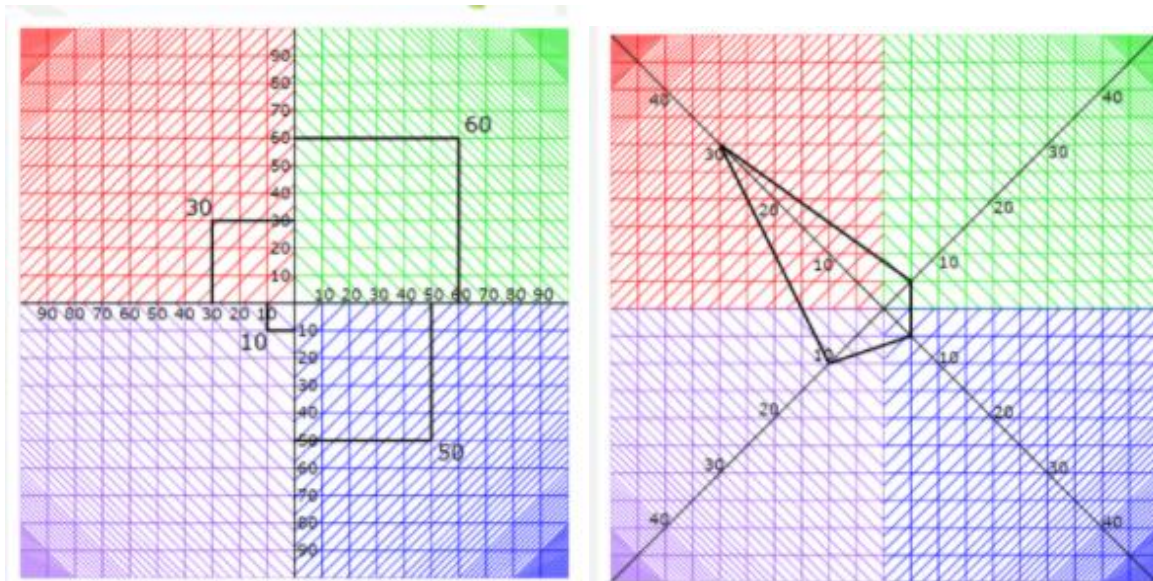
**Concrete/Abstract**

# Colored Brain

Psychrometry Measurement of our **Brain Strength & Flexibility**

Explain how the brain gets **Clarity** to produce the result

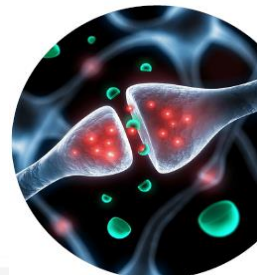
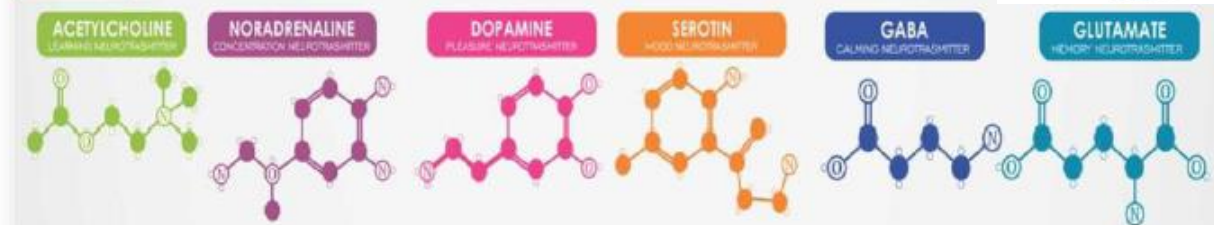
Neuro-chemistry connection to process information



## Neuro-Transmitter

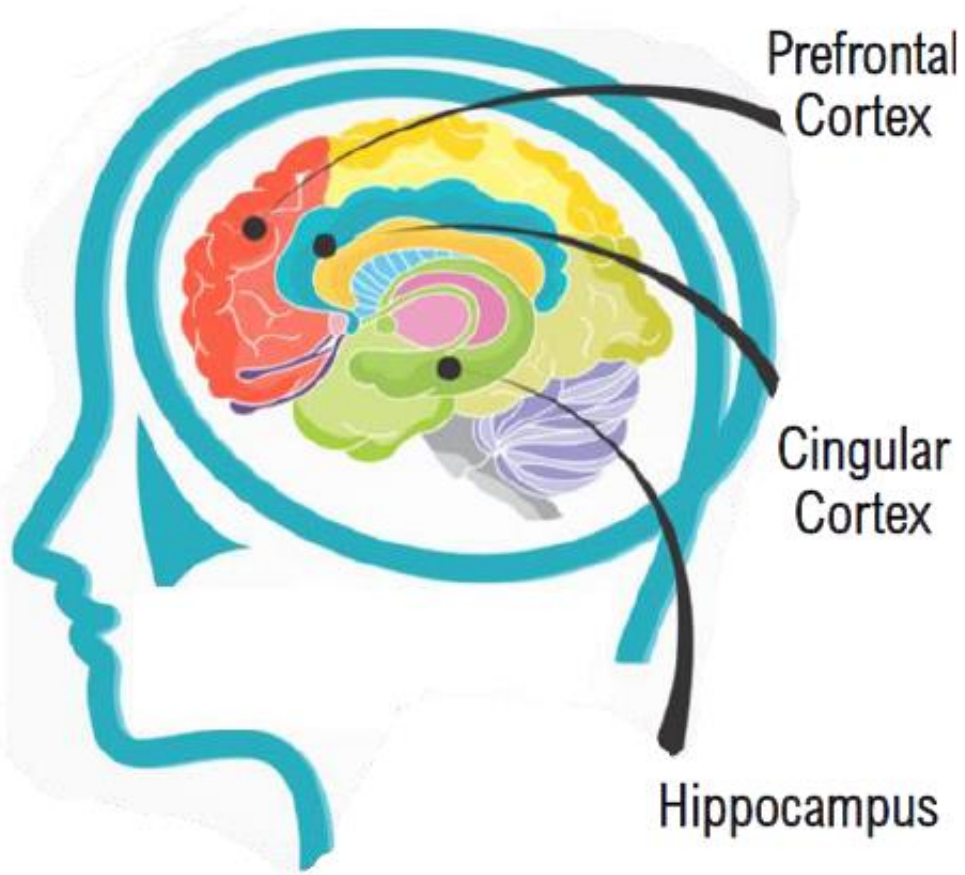
ACH : Acetylcholine  
NE : Norepinephrine  
DA : Dopamine

5-HT : Serotonin  
GABA  
GLUTAMATE

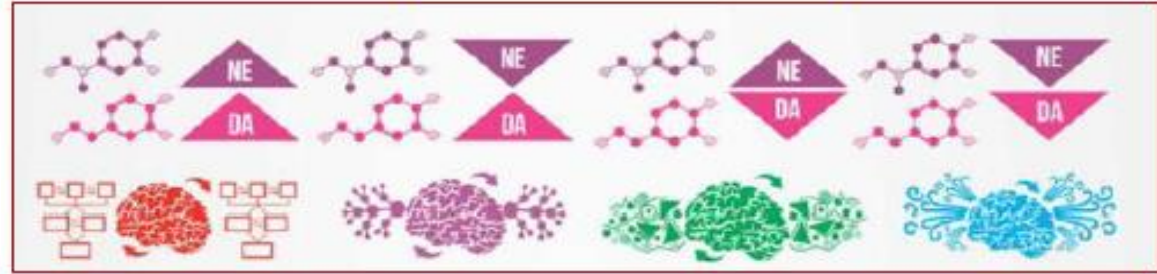


- Chemical messengers in the body
- Transmit signals from nerve cells to target cells (muscles, glands, or other nerves)
- Regulate the function as heart rate, breathing, sleep cycles, digestion, mood, concentration, appetite, muscle movement

# Chemo-Processor



## Concrete vs Abstract



NE  
DA

## Speed of processing



GABA  
Glutamate

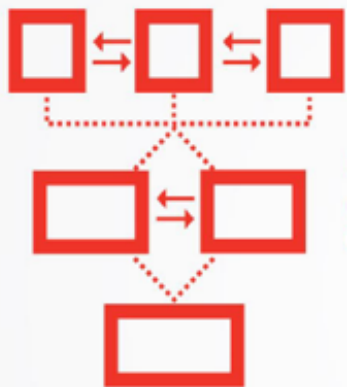
## Connectivity of info and interlink



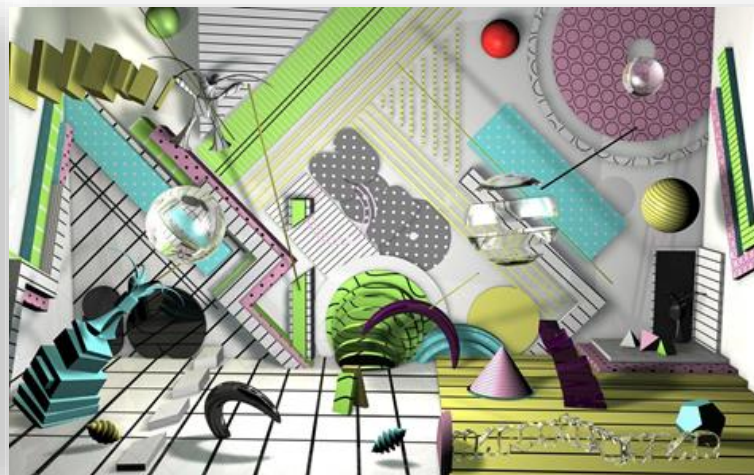
ACH  
NE  
5-HT  
DA

# Neuro-Processor

**Linear**



**Random**



**Relational**

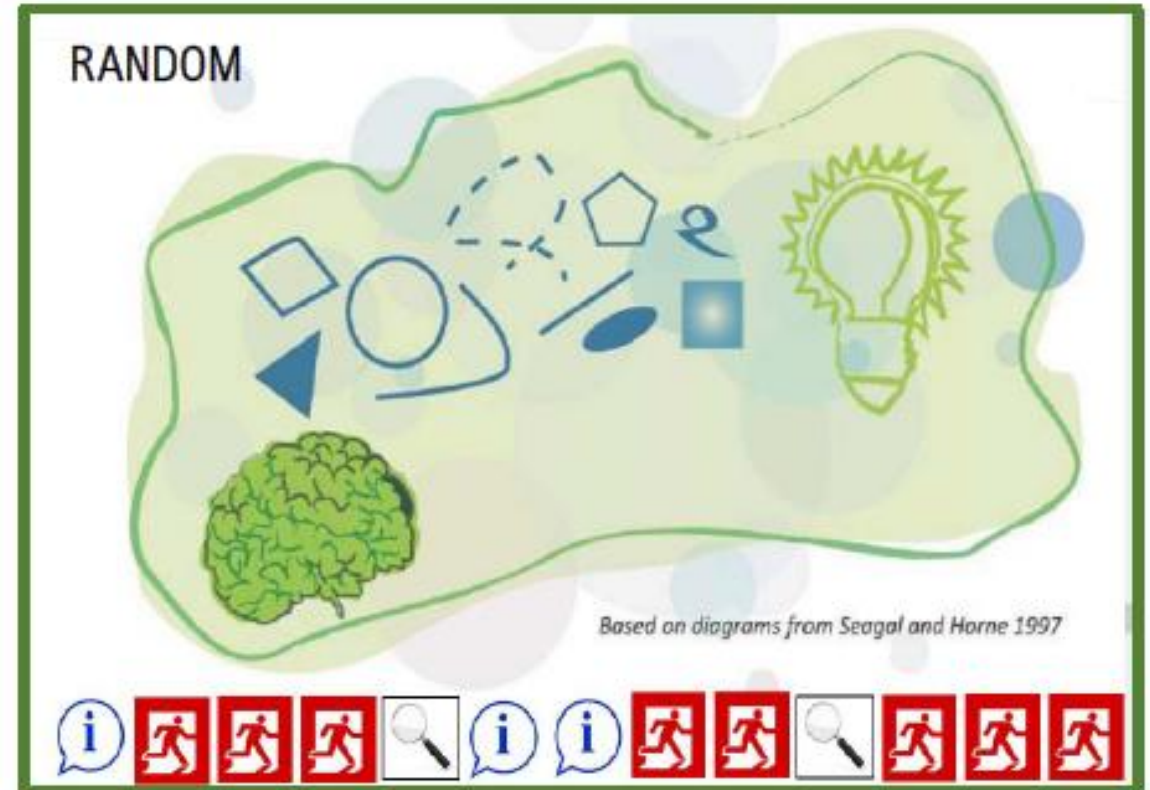
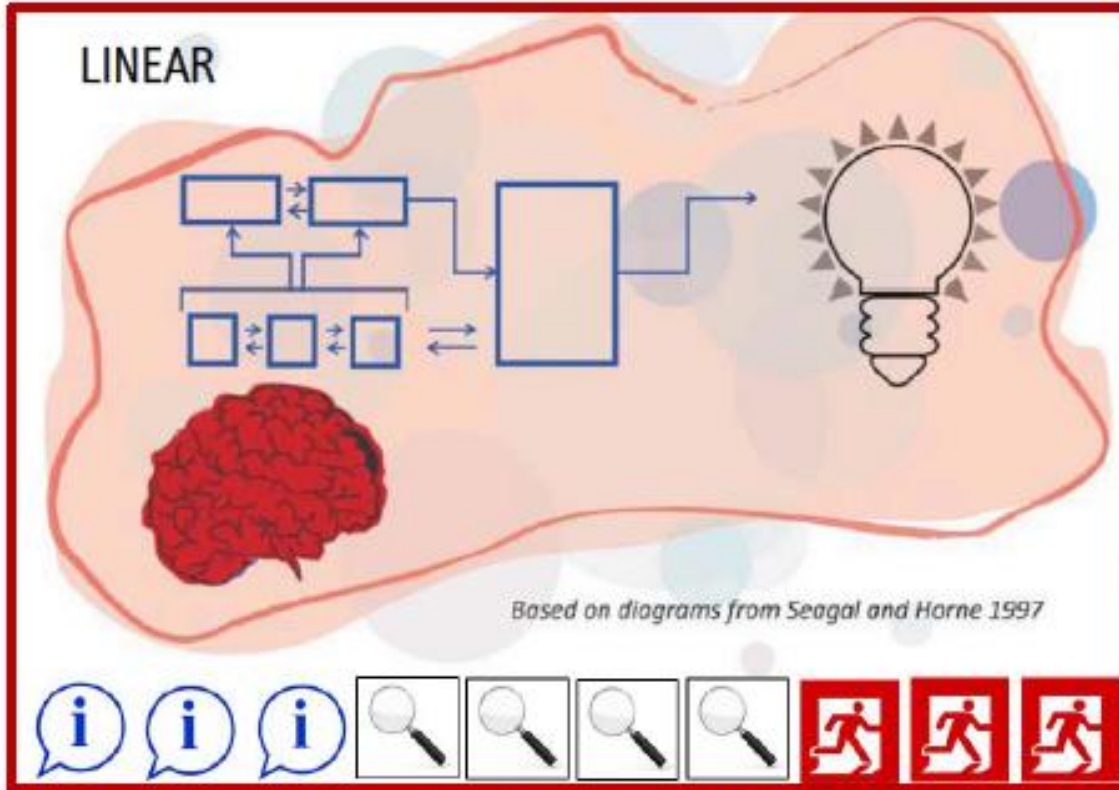


**Intuitive**





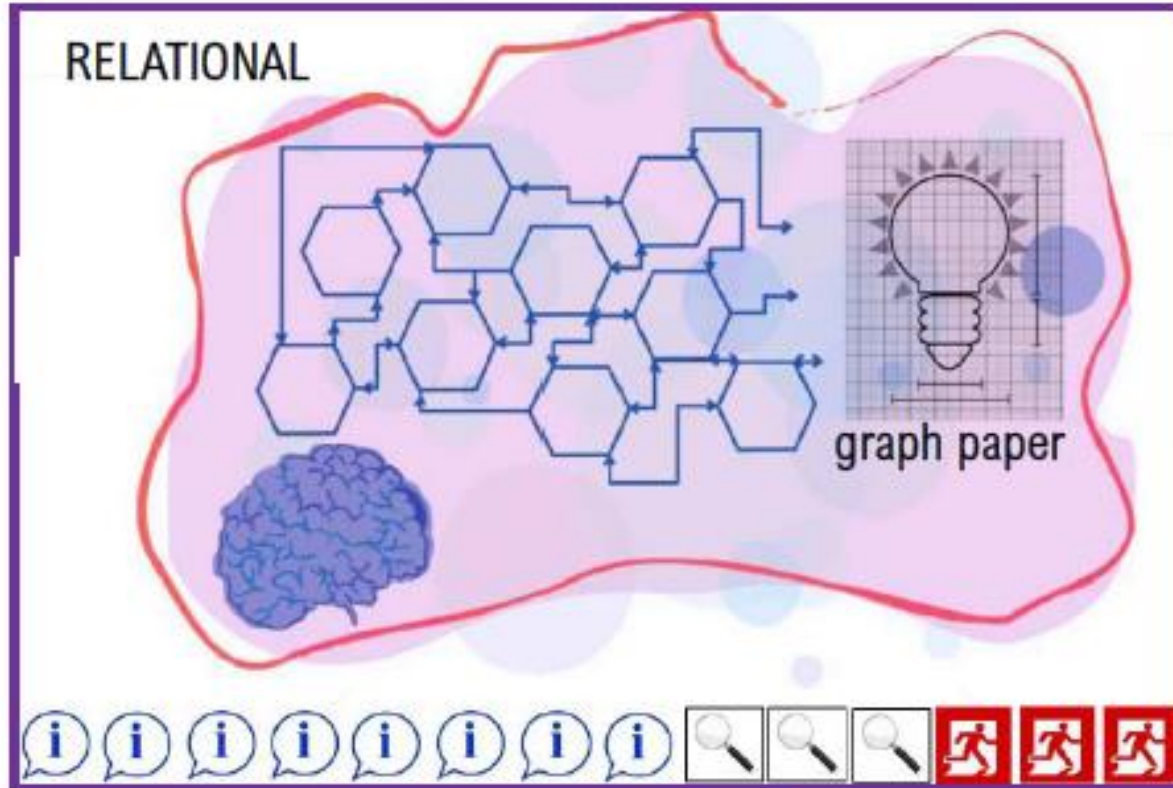
# Neuro-Processor



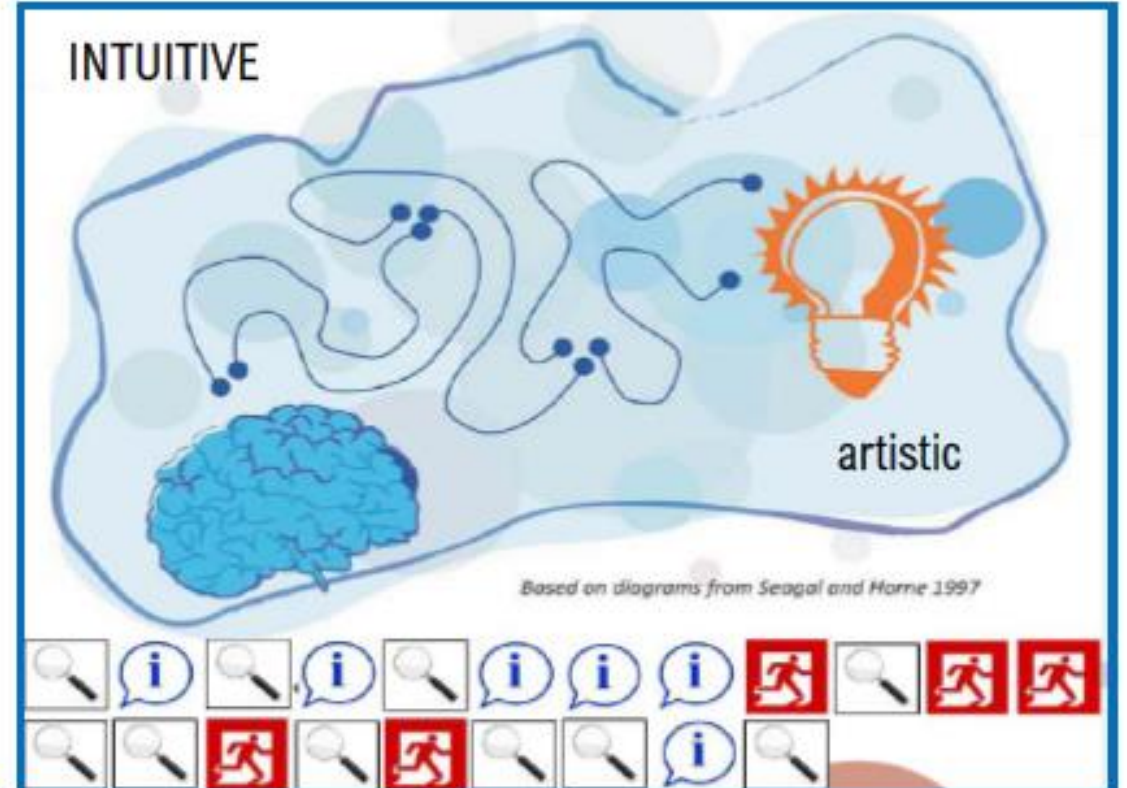
- Everything is fixed with STRUCTURE
- Precise, Predictable, Orderly
- Logic, Clarity, Objective, Analyse, Focus, Accurate, Perfect

- Nothing is connected
- Act-on, Do 1<sup>st</sup> perfect later, Flexible, Spontaneous,
- Macro, Creative, Risk Taker, Multi-doer
- Fast, Fun

# Neuro-Processor



- Everything is interconnected to build system
- Detail, Gather info, make options, Operational system, Micro, Internal reference
- Result, Complete, Quality, Significant



- Everything is connected but not fixed
- Reflective to PES (People, Environment, Situation), Sensitive, Intuitive, Abstract, External reference
- P-happy, E-harmonious, S-peaceful, multi-brainer
- Empathetic, Good listener

# Colored Brain Team

Form Your Colored Brain Team !

1. Team name
2. Team wear - Design your team T-shirt
3. Discuss and write down the Colored Brain strengths and weaknesses of your opposite team
4. Put up at your Colored Brain Board



# Characteristics



**Logic & Structure**  
**Analyse info, Thinker**  
**Strategic & Long Term Plan**

**Build Structure**

**Random & Fast Action taker**  
**Creative & Initiative**  
**Short term Plan**  
**Move things Forward**

**Tell & Sell**



**Detail & System**  
**Options & operation**  
**Gather & Connect info**

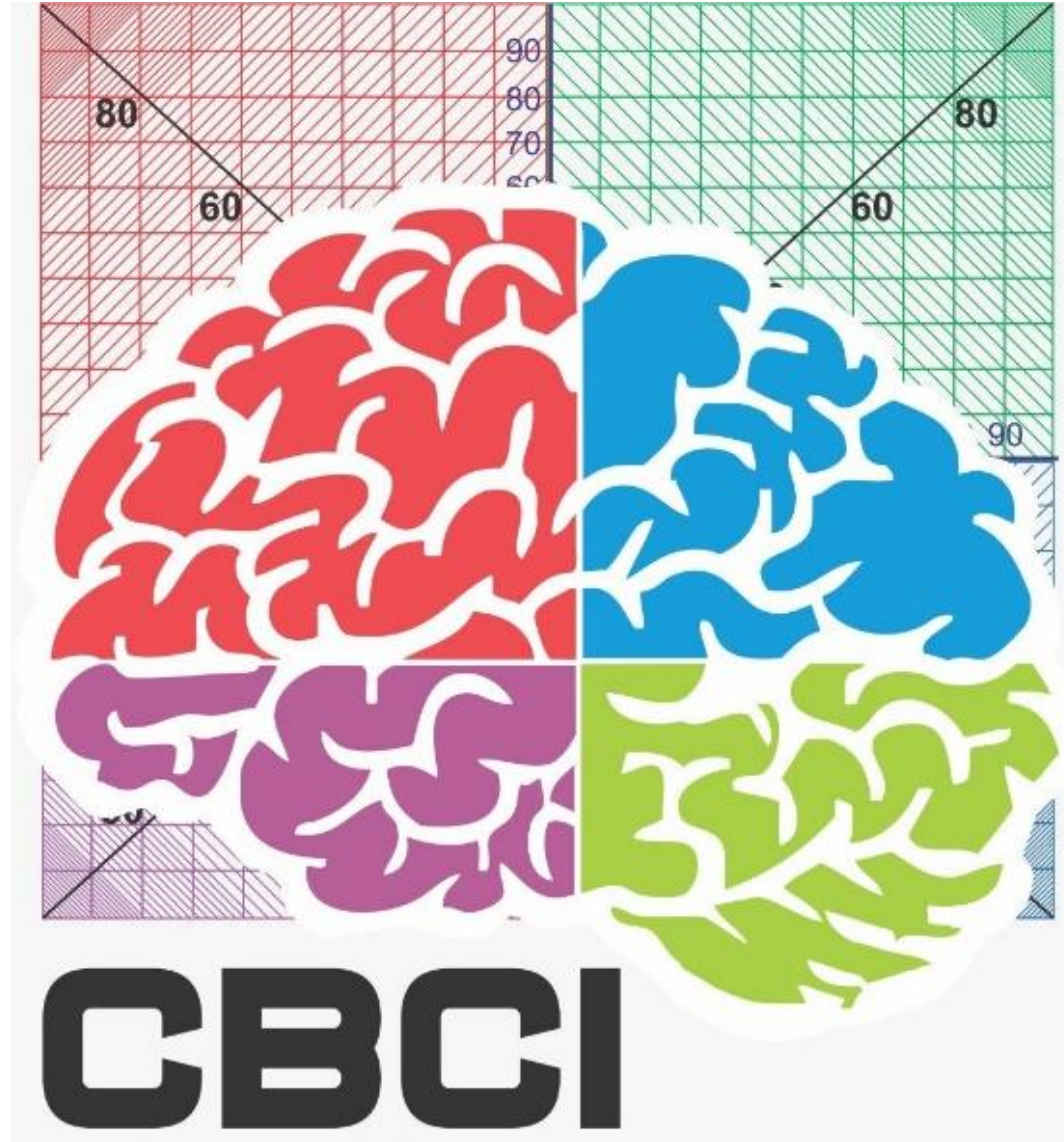
**Build System**

**Intuitive, Reflective, Reference**  
**Connector & Organize events**  
**Bring People together**

**Connect People**



# Colored Brain Communication Inventory™



# Colored Brain Communication Inventory™

**1** ACCESS COLORED BRAIN TEST

**2** START WITH AWARENESS ABOUT YOURSELF

**3** INVITE YOUR FRIENDS AND DISCOVER HOW YOU AFFECT THEM, AND HOW YOU CAN BE BETTER WITH THEM

**4** CHOOSE HOW DO YOU WANT TO IMPROVE WITH YOUR FRIENDS?

**5** HOW SPECIFICALLY TO ACT, CONNECT AND INFLUENCE

**6** CHECK YOU FRIENDS INVITATION STATUS, AND RESEND INVITATION THAT ARE NOT TAKEN

**I AM PURPLE BRAINED**  
Relational processing

MUST HAVE INFORMATION  
ALL DATA IS LINKED  
NEED DETAILS  
FIND SYSTEMS  
MUST KNOW OPTIONS  
...IN THE WORLD AROUND ME

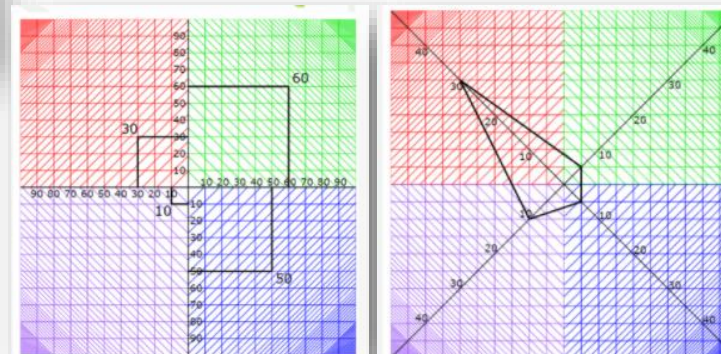
**YOUR BRAIN COLOR IS PURPLE**

A verification link has been sent to your email. Please whitelast.cbci@directivemcommunication.com and check your email!

The Colored Brain Communication Inventory (CBCI) is a practical assessment of how people are distinguished from others by their own specific way of processing the world around them, processing information, learning, problem-solving, communicating, and relating to others. Colored Brain is based on Directive Communication Psychology.

IMPORTANT! This is NOT a test for behavior or personality. Your brain color determines inherent way the brain processes, communicates and interprets information and the world around you. Brain color is the defining factor that affects your interactions with others, impacting relationships and working effectiveness.

YOUR GRAPH | YOUR REPORT | GIVEN EMAIL | UNDERSTAND MORE BRAIN



**Your Friends in the DANGER ZONE**

Your Purple brain Friends

**LOCK** purple brain

**DANGER** These friends may cause frustration if not approached with proper understanding!

**DANGER** These friends may get frustrated with you, make sure you educate them your brain color before something drastic happens!

Additional Insights

**Understanding another Purple when you are Purple**

Out of all the colors, Purples are the only ones who seem to have difficulty with other Purples, about 40%. This is usually related to a Purple Brain with a high emotional drive for security and recognition. Because a Purple has a massive database of information and they have a high attention to detail (especially with high security), when they are around other Purple brains who also have a high attention to detail and also have information in abundance, there is a sort of competition and

**INVITE MORE FRIENDS**

**Your Green brain Friends**

Invite more friends to fill this box and identify leverage points

Invite More Friends

**Your Red brain Friends**

Invite more friends to fill this box and identify leverage points

Invite More Friends

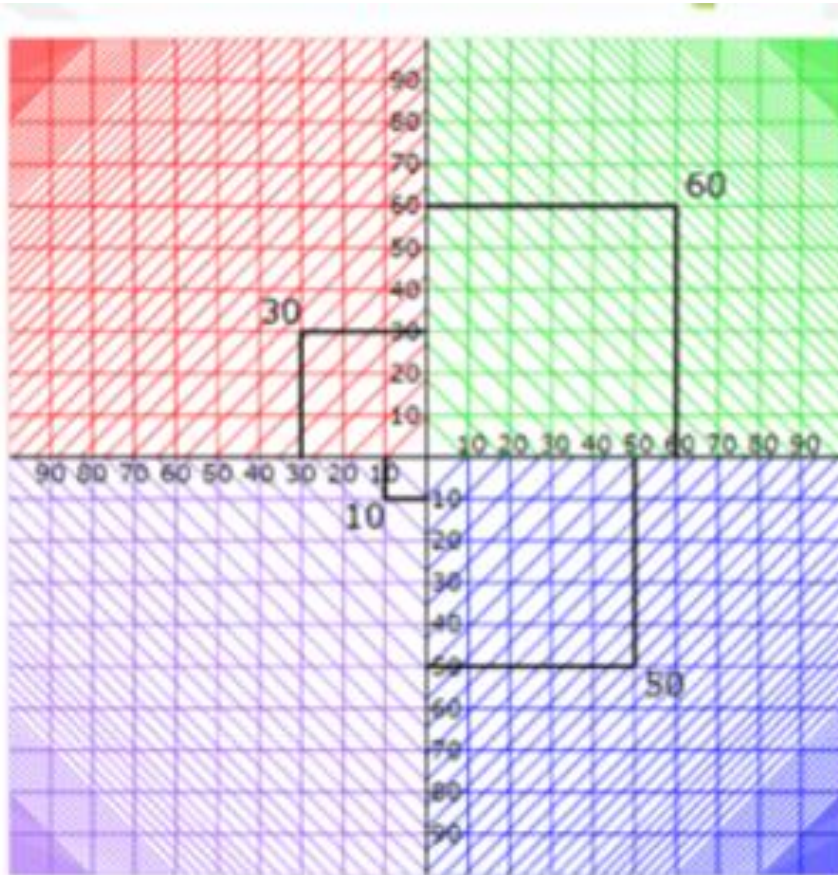
**Your Blue brain Friends**

Invite more friends to fill this box and identify leverage points

Invite More Friends

# Colored Brain Communication Inventory™

## Part 1 Brain Strength & Flexibility



***Strongest color***  
***Equally strong color***  
***Weakest color***

**An inventory of how your brain process information in relationship to your genetic and surroundings**

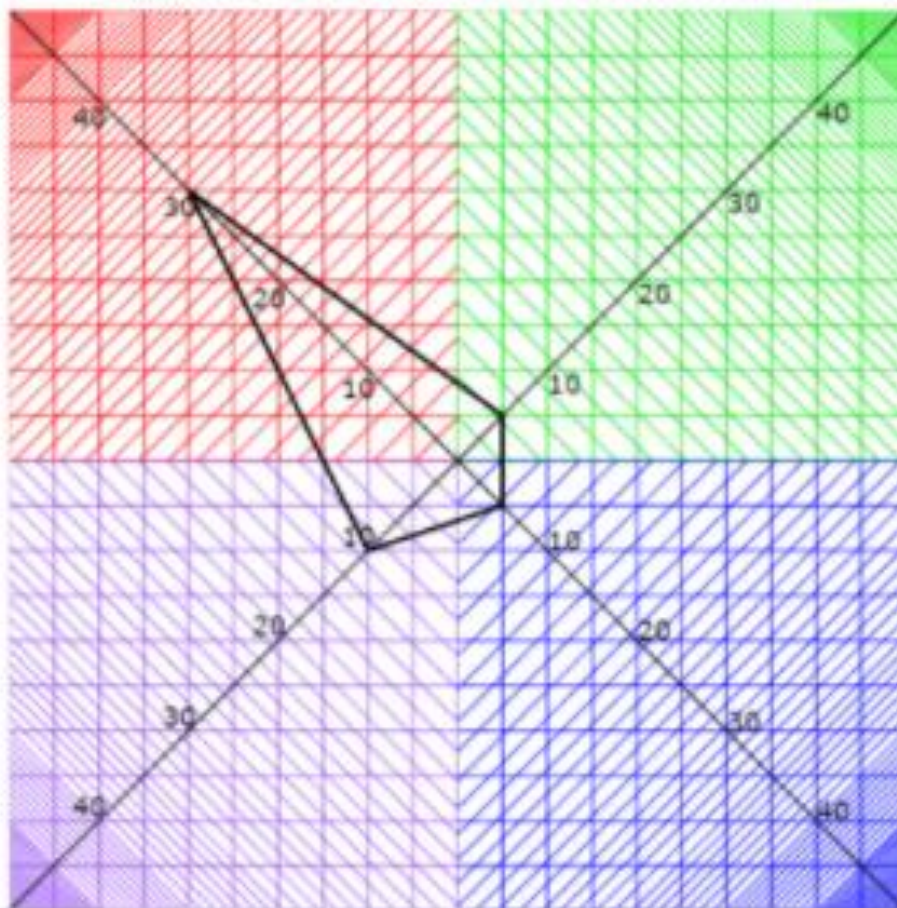
- Highest total score - foundational brain strength, Genetic color or Natural color
- Higher score in other colors - learned brain strength, Nurtured color

**Brain Flexibility**

**A measurement of the learned ability you have developed to adapt to the environment**

# Colored Brain Communication Inventory™

## Part 2 Communication Flexibility



### *Sharpest point Shape*

**Determines the other brain types that require you to exert more effort for effective communication**

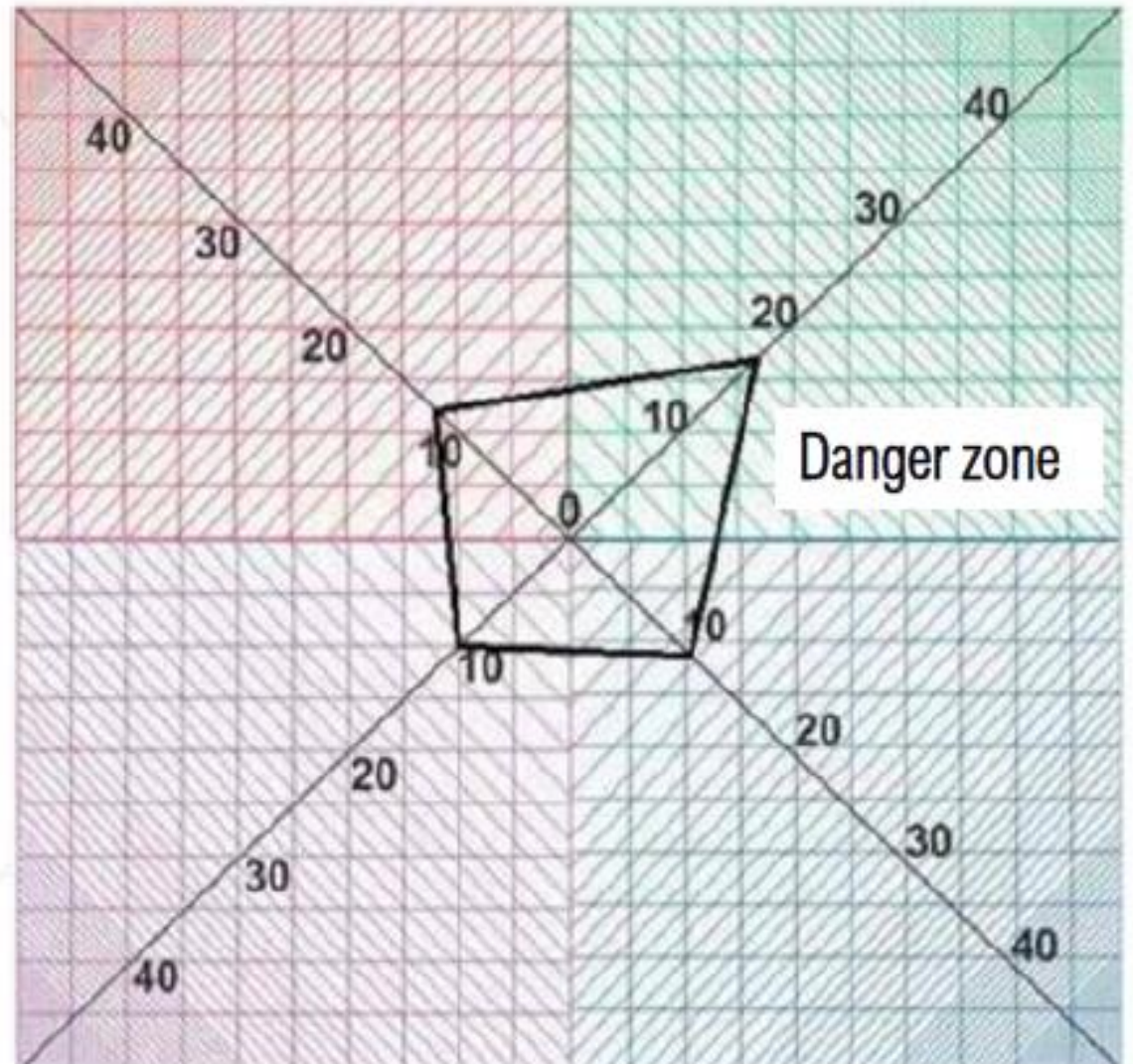
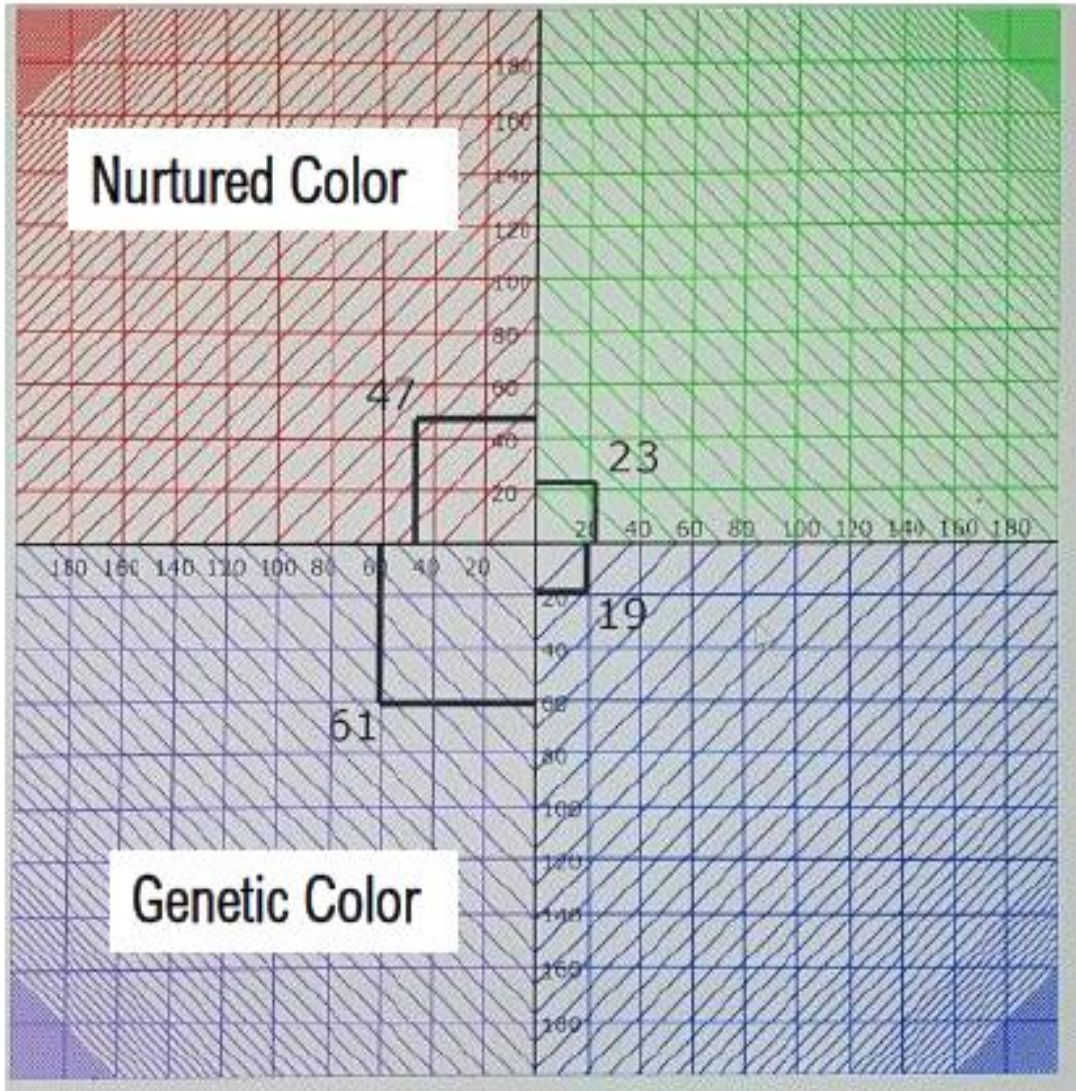
**Danger zone - Higher concentration of a color, more difficulty in relating to people of that color**

**We misinterpret & mis-understood their communication based on the color of your processor ( the filter, or the map)**

**Shows the areas to gain more Communication Flexibility in order to work well with other types of brain processors**



# Colored Brain Communication Inventory™



# Confirm the Colored Brain

- Pick up 5 cards
- Tell us 'How Do You Build A House On The Moon'



# Questions

Q1

Do we have only ONE genetic color ?

Q2

Will I grow my 2<sup>nd</sup> Color ?

Q3

Will the genetic color change by age ?

Q4

What is the best color ?



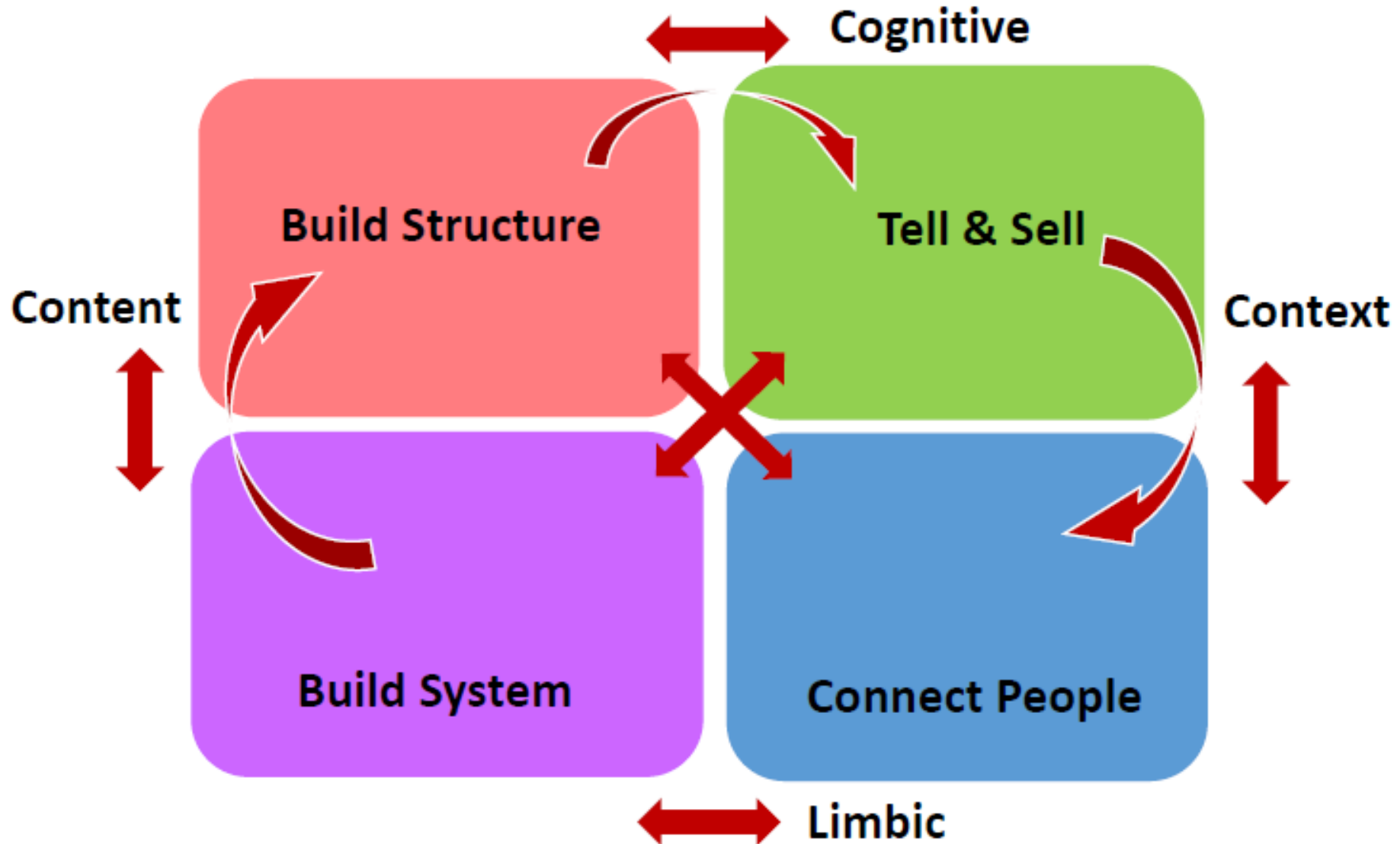
# Do I have only 1 Genetic Color ?

Yes. This is your NATURAL gift  
You are at you best natural self when  
you are at the right place for the right  
profession

- Corporation vs Start-up
- Doctor vs Lawyer
- Engineer vs Counsellor
- Accountant vs Teacher



# What is the best Color ?



# Team Colored Brain

What color is best to organize party ?



What color is best to give training?



What is the best Team Color for

1. Marketing
2. HR
3. System Development
4. Operations
5. Audit
6. Policy Development

# Our leaders



- *No one color is best for leadership*
- *A leader recognize their genetic colors and nurture the required colors, maximizes the nature gifts of team member, forming the ideal team color*
- *The color of a successful leader becomes the color of the team, community, country*

# Color Of the Country





# Leadership Challenges

*How do you manage UPWARDs and DOWNWARDs?*

<b>UP</b>				
<b>YOU</b>	<b>G</b>	<b>R</b>	<b>B</b>	<b>P</b>
<b>DOWN</b>				



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