

BECAUSE YOU ARE A GREEN BRAIN

As a paid Colored Brain subscriber, this colored brain report will provide you with the foundations of your colored brain, the potential miscommunications you will have, and practical advice on how to:

- Work with
- Have relationships with
- Lead
- Do business with
- ...the different colored brains.

Nothing is connected,
all are separate and can be
assembled in different ways

Thought components
happen randomly
from surroundings

Same problem
has many
solutions
at the same
time

Need to act
quickly to put pieces
together and determined
solutions, ideas, and plans

Creative problem
solving and innovation

Nothing is solid
until it gets put together

Green Brain

Chaotic Processing

Nothing is
connected,
must take
action to
achieve clarity.
Shapes and
reshapes as
action
manifests parts
of bigger result

By Arthur Carmazzi,
Global Top 30 Leadership Thought Leader



Introduction:

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.

This is NOT a test for behavior or personality, but an inherent way the brain processes and communicates.

The Directive Communication™ organization of the different colors of the brain in classification of “genetic neuro-processing” defines the way each person experiences their environment and takes in and interprets information, which results in specific ways of perceiving and evaluating events and situations.

Besides identifying an individual’s genetic brain processing it indicates additional “learned” brain flexibility and areas where one may have difficulty in communicating with others.

By identifying the fundamental patterns in the way our brain genetically functions, we overcome misunderstanding, conflict, and wastage of individual and group potential.

Awareness of the color of our brain gives us the means to maximize our capacity act intelligently, to Turbo Charge our natural gifts and use them to maximize our ability to develop “software” for our brain and create greater competence across many disciplines. We are able to understand others at a deeper level and unleash greater potential for relationships at work and at home, for easier learning and teaching, and for greater harmony and cooperation with our environment and our teams.

The following are general descriptions of the different brain colors (or the glasses your communication is viewed through). The color with the highest total score will be your foundational communication characteristic. Scores in the other boxes indicates your brain flexibility in those areas. The higher your score in other quadrant, the more communication dexterity you have outside of your genetic foundation.

Background Information

The Colored Glasses Syndrome

Consider that 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. When you see this you may assume that, because it is so clear, that it will be obvious to everyone else as well, or at least that it will be obvious when you explain it.

The problem is that not everybody wears green glasses, some may wear blue, red or purple ones, and each sees different things from the same circumstances. Each will have clarity in some areas and be oblivious to others, and they will not be the same.



Traditionally, the problem has been that red brain outcomes (for example) have been taught by red brained people. So green, blue and purple brained people usually have to work harder to achieve the same results, and even then the results are often not as good as those achieved by red brained people, who hardly worked at it at all. But, if a green brained person has awareness of a being a green brained person, it allows him the ability to use his natural

green braininess to write software to more efficiently “get” the red or blue or purple brained outcomes.

Throughout your life you may, out of necessity, have naturally found ways to do this through trial and error. This has developed your brain flexibility. Yet you may still be struggling with being more creative, or being more analytical, or more systematic, or more sensitive to others... etc. Here is where awareness of brain color processing patterns helps to accelerate the process.

For example, if you are processing as a green brain, it is unnatural to analyze something without taking action toward it, yet many situations require a red brained linear and more analytical outcome. Rather than sitting down and impatiently attempt analysis (like everyone says you should), you would take a hands-on active approach to it, like talking to others that may have similar experience and doing small scale tests before carrying it out on a larger project. This approach would be much easier to interpret by a green brain and your analysis would be more accurate than trying to do it in a red brain way.

YOUR GREEN BRAIN

Genetic Foundation

People with a green brain process their surroundings as a summary of the overall situation and see the “Big Picture” (although it’s a fuzzy picture) of things they get involved in. They get clarity Through Action. Thinking is in non-linear random chunks where NOTHING is connected, so these chunks get arranged into a variety of sequences to come up with multiple ways of approaching the same thing. Because of this randomness they usually only can fully concentrate on one situation at a time even though they work on multiple projects. Their action sequence collects a little information, immediately takes substantial action, processes information and actions, collects a little more information, acts on it again, processes and shapes it some more, gets a little more information and acts on it again... The consistent need to act is tied to the need to solidify the fuzzy big picture into reality and creates the craving to complete things quickly. Interaction with others in an exchange of ideas is part of the action sequence and assists in formulating direction. They easily work with others to come up with creative approaches and will have a big picture outcome in mind when they start a project (even though the picture may change as the result manifest themselves. If there is a problem, they will set out to resolve it immediately. Green brain people usually ask a lot of questions to try to understand things from an objective point of view. They work well with other people as well as by themselves.

Communicating with green brained people can be challenging to some because they don’t pay much attention to detail and while they are good communicators, they are often too general in their explanations. Also, because they tend to try to solve problems quickly and move on, so others may perceive them as impatient. Since ideas are always in movement, the green brain process of shaping and reshaping ideas as new information is received may give others the perception of them being erratic or even fickle. Because of this randomness in thinking, they tend to only focus on one thing at a time, leaving individuals who are not the focus of attention at the time the impression that they are insensitive to their needs, when in reality they are simply unaware. And since they are usually expressing their ideas with single-mindedness or passion, some may feel that green brains are “pushing” their views as the “only” way, when in fact because of their inclination for objectivity, they are usually just putting them out to stir up feedback.

Green brained people often flourish in roles that require innovation. They are best for making speedy progress and creating short term plans. Green brained individuals are also best for initiating change, and often develop talents to get others excited from their visionary inspirations.

UNDERSTANDING OF

How you are affected by other different colored brains

Communicating with green brained people can be challenging to some because you don't pay much attention to detail and while you are a good communicator, you are often too general in your explanations. Also, because you tend to try to solve problems quickly and move on, so others may perceive you as impatient. Since ideas are always in movement, the green brain process of shaping and reshaping ideas as new information is received may give others the perception of you being erratic or even fickle. Because of this randomness in thinking, you tend to only focus on one thing at a time, leaving individuals who are not the focus of attention at the time the impression that you are insensitive to their needs, when in reality you are simply unaware. And since you are usually expressing your ideas with single-mindedness or passion, some may feel that green brains are "pushing" their views as the "only" way, when in fact because of your inclination for objectivity, you are usually just putting them out to stir up feedback.

Because the other types of processing are seldom as random as a Green Brain's, conflict can arise and affect your productivity and passion. Here are some suggestions for working in this environment.

- Purple brained people are very detailed and Red are analysis directed. By communicating to them about your "genetic" processing and how it inherent in your interpretation of the world around you, and that you acknowledge that their needs in processing are different, you will set a foundation for them to understand you better.
- Consider the time it takes others to take action as opportunity to review the actions you will be taking and get new ideas in the process that could make it better.
- For Blue brains, all experience is connected, while for you, everything seems to be independent of each other. This can cause others to think you are insensitive. Remember this before you react to an apparently illogical response to your actions.
- You may tend to work on many projects at the same time, this is fine, but because of your random processing, you may wish to get some red brained individuals to give you more structure in the process.

COLOR STRENGTHS

and how to develop them

Exercise #1 - Close your eyes and daydream, make up things and characters that do not exist. This can be cartoons or new products or house and car designs. Anything that comes from nothing.

Do this 15 minutes every day and you will increase your capacity for creativity, and have greater brain power to develop others areas and create more "Brain Flexibility". Consider this like writing software for your brain. I personally find the morning to be a good time to do this. For developing Brain Flexibility and intelligence such as analysis, focus, time management and detailed planning, please contact us for [coaching and available workshops](#).

Exercise #2 – Innovation

Create fictional story "not a process". This is an exercise that uses the [CBC Cards](#) to maximize your natural Green Brain talents and increase Innovative Processing.

Choose 5 mystery cards from the deck and lay them facing down. Start creating a story based on the first card as you turn it up. Continue the story as you turn over additional cards using the images on the cards to guide your creativity. Each card being a segment in the story and each being continued by an "and" or "so". The last card should be ending of the story.

This is also a great way to bond with your children while increasing their creativity. You can get with your child and take turns turning over cards and creating the story

Green Brain memorizing strategy

Exercise #3 – Numbers

Create a picture representation for the numbers 0 through 9 and then make up movies where these pictures interact with each other. For example: the number 1 may be a Tree and the number 4 may be a chair. To represent the number 14, you would make a movie where you see a tree and then see yourself carving it into a chair at lighting fast speed. The movie will have a greater meaning and will be easier to remember if you associate it with the reason of WHY the number is important. For example: if you were memorizing a phone number, you would include the person whose number it is, as the main character of your movie.

APPLICATIONS TO WORKING TOGETHER

**Understanding how a Green Brain
is affected by a Green Brain at work**



Communicating to other Green Brains is easy for you, when you get together you can brainstorm and both of you toss around ideas and push forward with them. You are able to ask good questions that stimulates other ideas as well. Sometimes you may have so many ideas that you try to do many of them and end up losing focus on the important ones. You may also sometime have the tendency to go off on tangents that may waist time. And together you often lack structure and full implementation of your goals may be laden with wastage of time and recourses.

To be more effective, get some of the other brain colors involved, if you can communicate well, they will compliment you and you will complement them. By being aware of your brain colors you will master your strengths and bring out the best in others to complement your weaknesses.

APPLICATIONS TO WORKING TOGETHER

Understanding how a Green Brain
is affected by a Blue Brain at work



Working with a **Blue** Brain can be frustrating because your green brain finds it difficult to connect things until you have already worked on it, so, when beginning a project, you are often too focused on the action that you may forget to include the “human Element” before moving forward.

Because you tend to try to solve problems quickly and move on, Blue Brained people may perceive you as insensitive and uncaring since they need more time for closure of emotional links to the people, project and environment than you do. And, since ideas are always in movement, the green brain process of shaping and reshaping ideas as new information is received may give blue brains the perception of you not being congruent or focused, this may also cause frustration with a Blue brain who need a more sensitive approach.

Because of nothing is connected in the way you perceive things, your randomness in thinking tend to give the perception that interruptions of a conversation are ok, but for a blue brain where everything is connected and is also good at multi-tasking, moving from one subject to another in communication without completing the first, can be perceived as inconsiderate. By taking fast focused actions to make your fuzzy pictures a reality, you may be perceived as indifferent to people around you when in reality you are simply using your own process to achieve a result.

And since you are usually expressing your ideas, some may feel that green brains are “pushing” their views as the “only” way, when in fact because of your inclination for objectivity, you are usually just putting them out to stir up feedback, a blue brain may get frustrated and presume you don’t give others a chance to participate or contribute.

Because Blue Brain processing is simultaneous and connected, not random like a Green Brain’s, conflict and frustration can arise and affect your productivity and passion. Here are some suggestions for working in this environment.

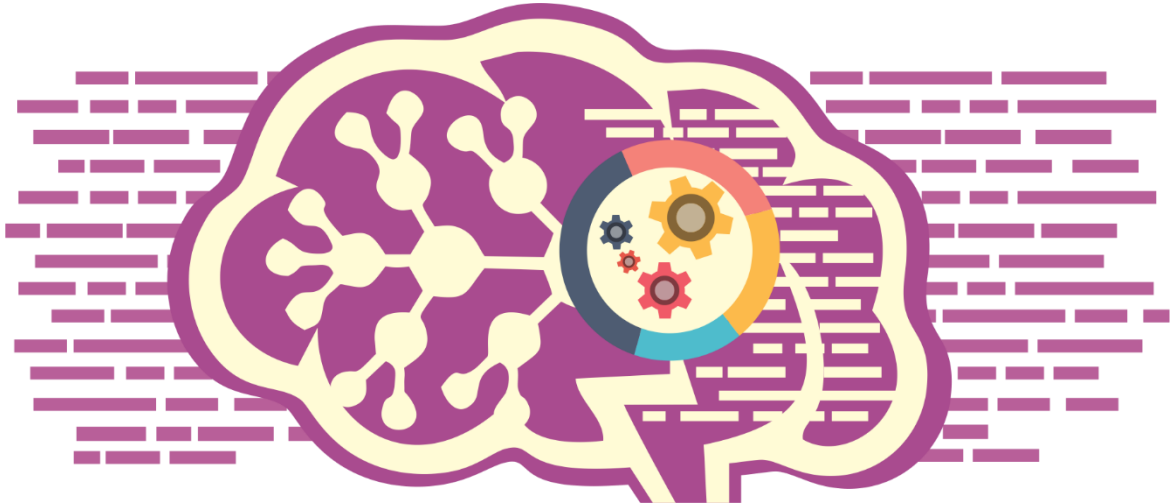
Share your Brain Color with your Blue Brained colleagues and acknowledge theirs. By sharing a mutual understanding of each other’s communication and interpretation processes, you give each other a foundation of appreciation of their natural talents and an opportunity to leverage on each other to be even more effective.

Consider that Blue Brains are sensitive to their surroundings and to the emotions of people around them. You may tend to be so focused on a project that you neglect the human factor, be aware your blue brain colleagues perceive interaction as “personal” while a green brain may perceive it as a means to an end. This awareness will assist you to better communicate and that you really do care.

As a green brain, you may find it difficult to effectively organize others for long term projects because of your random processing. So if you allow your Blue Brained colleagues to work with the people and organize functions, both of you will be able to accomplish more and feel good about the results.

APPLICATIONS TO WORKING TOGETHER

**Understanding how a Green Brain
is affected by a Purple Brain at work**



Working with a Purple Brain can be frustrating because your green brain gets the required information in the process of taking action, while a purple brain will gather all the information before taking action. You may create a perception of paying little attention to detail and jumping into things without much information, which is difficult for a Purple Brain to comprehend and may create a perception of not being serious.

Because you tend to try to solve problems quickly and move on, Purple Brained people may perceive you as flighty and not putting the proper effort into follow through and implementation. Since ideas are always in movement, the green brain process of shaping and reshaping ideas as new information is received, Purple brains may have the perception that you do not pay attention to detail or plan properly before you act. This may be confused with a poor attitude and cause frustration with a Purple brain who need a more plan oriented and detailed approach.

Because of nothing is connected in the way you perceive things, your randomness in thinking tend to redefine outcomes as more information becomes available through your actions. This may create a perception to a Purple brain where all data is connected and where all information is gathered first and then planed out, that you do not know what you are doing and that you consistently change your mind, when the reality is that you are shaping though “action” instead on “information”.

By taking fast actions to make your fuzzy pictures a reality, you may be perceived not paying attention to quality since a Purple brain needs much more time to gather detailed information and plan actions.

And since you are usually getting people involved and expressing your ideas, some Purple Brains may perceive you as wasting time since you may have no “research foundations” to these ideas, when in fact because of your inclination for objectivity, you are usually just putting them out to stir up feedback.

Because Purple Brain processing is connected through data, not random like a Green Brain's, conflict and frustration can arise and affect your productivity and passion. Here are some suggestions for working in this environment.

1. Share your Brain Color with your Purple Brained colleagues and acknowledge theirs. By sharing a mutual understanding of each other's communication and interpretation processes, you give each other a foundation of appreciation of their natural talents and an opportunity to leverage on each other to be even more effective.
2. Consider that Purple Brains have good attention to detail. You may tend to be so focused on a moving forward that you don't see the details and that's ok, don't try to be detailed, get your purple brained friends to assist you with the details. This will compliment your abilities and show your purple brained friends that you respect their abilities.
3. And since Purple Brained people tend to plan based on research and information, and your “plan” keeps changing as the “picture” you see becomes clearer, be aware your Purple brain colleagues have a difficult time with this. So creating an outline for your actions would at least give them something to process. This awareness will assist you to better communicate that while you may not have all the answers in advance, you are systematic in your chaos.

As a green brain, you may find it difficult to effectively implement the ideas you come up with. So if you allow your Purple Brained colleagues to systematize your ideas into implementable actions, both of you will be able to accomplish more and get better results.

APPLICATIONS TO WORKING TOGETHER

**Understanding how a Green Brain
is affected by a Red Brain at work**



Working with Red Brain can be challenging because your green brain finds it difficult to see things in a clear structure until you have already worked on it, so, when beginning a project, you are often too general in your communication which may create frustration with a red brain who needs more clarity “before” moving forward.

Because you tend to try to solve problems quickly and move on, Red Brained people may perceive you as impatient or impulsive since they perceive the need for clarity to be linked with analysis, and this takes time. And, since ideas are always in movement, the green brain process of shaping and reshaping ideas as new information is received may give others the perception of you being erratic or even fickle, this may also cause frustration with Red brain who need a more structured approach.

Because of nothing is connected in the way you perceive things, your randomness in thinking tend to create fuzzy ideas and solutions that require action to put them in order and make them more clear. The actions you take are what make your fuzzy pictures real, yet red brains may perceive this as being unprepared and reckless when in reality you are simply using your own process to achieve the same clarity they use analysis for.

And since you are usually expressing your ideas, some may feel that green brains are “pushing” their views as the “only” way, when in fact because of your inclination for objectivity, you are usually just putting them out to stir up feedback, a red brain may get frustrated and presume you are not focused.

Because Red Brain processing is structured and not random like a Green Brain's, conflict and frustration can arise and affect your productivity and passion. Here are some suggestions for working in this environment.

Share your Brain Color with your Red Brained colleagues and acknowledge theirs. By sharing a mutual understanding of each other's communication and interpretation processes, you give each other a foundation of appreciation of their natural talents and an opportunity to leverage on each other to be even more effective.

Consider the time it takes a Red Brain to take action as opportunity to review the actions you will be taking and get new ideas in the process that could make it better.

As a green brain, you may tend to work on many projects at the same time and sometime fail on follow through because of your random processing. So if you allow your red brained friend to give you more structure in the process, both of you will be able to accomplish more.

APPLICATIONS TO LEADERSHIP

How a Green Brain can a **Lead** a Green brain?



Leading another Green Brain is easy if you understand yourself and how you work with other Green Brains. Read the working together part first, then apply these points:

1. Provide a framework to work from, this will assist your Green Brain friend to get some structure.
2. Ask lots questions, your Green Brained will be able to better formulate their direction and action.
3. Assist your Green Brained friend to set milestones to give them better focus.
4. Allow your Green Brain Friend flexibility in action, they are like you in that they formulate as they work, and change is a part of that formulation, realize however that this flexibility should have guidelines to prevent excessive changes, this will also force you Green Brain friend to be more efficient with their time.
5. Use their natural talents in short term strategy and instant problem solving (regularly encourage follow up though, this is often a shortcoming), when you give them an opportunity to be creative, they will better live up to their abilities

APPLICATIONS TO LEADERSHIP

How a Green Brain can a Lead a Blue Brain?



Leading a Blue Brain can be easier if you know the way their processing the world around them. Read the working together part first, then apply these points:

1. Blue Brains need a connection with you, share something personal and ask them something about their life
2. If you need to organize an event or group activity, ask your blue Brained friend to lead the project, you will give them the opportunity to contribute with something they will be good at
3. Always make sure that you are “present” when talking to a Blue Brain, focus only on them and what you are trying to accomplish “with them”, not through them.
4. Accept that a Blue Brain may find you insensitive because of your fast paced objective focused perceptions. Don’t try to show them that you are sensitive, but ask them to understand you and accept you for what you are, this will create a much better relationship
5. Use their natural talents in multi-tasking and sensitivity of others and their surroundings, when you give them an opportunity to work and interact with others, they will better live up to their abilities

APPLICATIONS TO LEADERSHIP

How a Green Brain can a Lead a Purple Brain?



Leading a Purple Brain can be easier if you know the way their processing the world around them. Read the working together part first, then apply these points:

1. Purple Brains need to assimilate everything related to a project or objective, provide sources of information and share what you already know.
2. If you need to plan a project or create a system, ask your Purple Brained friend to manage it, you will give them the opportunity to contribute with something they will be naturally good at
3. Assist your Purple Brained friend to delegate, this will be difficult, but let them create a simple system to get things implemented by others.
4. Accept that a Purple Brain may find your lack of attention to detail very difficult to accept. Don't try to change, but ask them to understand you and accept fact and suggest they assist you in seeing what you need to see, this will create a much stronger relationship and more respect
5. Use their natural talents in planning and research, when you give them an opportunity to create and implement systems, they will better live up to their abilities

APPLICATIONS TO LEADERSHIP

How a Green Brain can a Lead a Red Brain?



Leading a Red Brain can be easier if you know the way their processing the world around them. Read the working together part first, then apply these points:

1. Make sure you give Clear instruction, create written bullet points and ask them to rephrase what they think you want
2. If you have a meeting, ask your Red Brained friend to lead the meeting, you will give them the opportunity to contribute with something they will be good at
3. Always make sure that you keep a Red Brain aware of what is going on and your end objective, you have a tendency to just go, and sometimes assume others know the end result like you do, this does not play well for a Red Brain who needs real clarity.
4. Accept that a slow and impassionate response to your ideas does not mean lack of interest. Treat your red brained friend as if they are excited, you both have very different reference point for what that means
5. Use their natural talents in logic and structure, when you give them a clear role in a team, they will better live up to that role

APPLICATIONS TO RELATIONSHIPS

Green Brain Relationship Strategies with a Green Brain



Man or Woman, having a relationship with another Green Brain may have its challenges; here are some ideas to make it easier:

1. Like you, another Green Brain will often have multiple focuses. This may eventually prevent you from spending quality time with each other, be aware and make time for each other regularly.
2. As a Green Brained People, you are good at being spontaneous. The problem is that you may neglect some of the more practical foundations of your relationship and this will eventually catch up with you and cause stress. Take care from the beginning, set some 'practical' time to do what is necessary together.
3. With 2 Green Brains, it is extremely easy to run around without a plan or structured approach. Be aware of this and set a time each week to set a few milestones of what you want to accomplish that week

APPLICATIONS TO RELATIONSHIPS

Green Brain Relationship Strategies with a Blue Brain



Man or Woman, having a relationship with a Blue Brain will be challenging at times, here are some ideas to make it easier:

1. Take an interest in their day and listen, this will connect your caring to real time occurrences and reinforce the relationship.
2. Your multiple focuses often downplay your sincerity in the perception of a Blue Brain, try to be consistent, focus only on them and DO NOT get distracted when you are with them.
3. Trust your Blue Brains intuition, you may be surprised at the result and regardless of the outcome, your relationship will be enriched.

APPLICATIONS TO RELATIONSHIPS

Green Brain Relationship Strategies with a Purple Brain



Man or Woman, having a relationship with a Purple Brain will be challenging at times, here are some ideas to make it easier:

1. A Purple Brain will often need time alone, this is not a reflection the way they feel about the relationship, it is simply the way they work. Accept this and life will be better for both of you.
2. A Purple Brain's attention to detail may seem like nitpicking, noticing small things is part of the way they work. Thank them for bringing it to your attention (even if you don't feel like it at first), it will make them feel appreciated and the tone of "nitpicking" will be diminished so you will feel better too.
3. Some conversations may get seriously side tracked since Purple Brains store lots of information and you get easily distracted. This may not help you achieve your outcomes in a timely fashion and may cause stress for you both. Be aware and redirect the conversation (if you want) by asking a question related to the original topic. Your relationship will be enriched

APPLICATIONS TO RELATIONSHIPS

Green Brain Relationship Strategies with a Red Brain



Man or Woman, having a relationship with a Red Brain will be challenging at times, here are some ideas to make it easier:

1. A Red Brain's Objectivity can often appear to be uncaring or seem cold. Look at the specific actions they take, a Red Brain will manifest caring through some action, and every action is an expression. Acknowledge these actions and verbalize what you think they mean. This will give you both clarity and acknowledgement
2. You may find a Red Brain's structured perceptions difficult. Use this to your advantage, get them to ask you questions about your ideas, this will let them feel like they are helping you and it will help get clarity of your own direction
3. A Red Brains logical processing may feel stifling at times, break them out of their routine, they may resist but it will enrich your relationship.

APPLICATIONS TO DOING BUSINESS

Green Brain Strategies for Business with a Green Brain



Doing business with another Green Brain may have its challenges; here are some ideas to make it easier and get the most out of your partnership:

1. Like you, another Green Brain will be spontaneous in their planning. Things will be constantly changing and you will likely have multiple projects you are working on. So, set out a basic structure of the “End Result”, what you both see as the tangible results of your business efforts. This will spark many questions and get your Green Brain processing to do what it does best: create.
2. Organization may not be your strong suit, and you may be flexible with your own rules. Revise your operation structure (you are making a structure, aren’t you?) and set aside portions of that structure that will NOT be flexible. As long as that is clear, it will save you lots of headaches in the future
3. As things change in the course of progress, you and your Green Brained partner may find it acceptable that you have missed details along the way (especially with your ability to adapt as things change), others you work with on the other hand, may be less forgiving and judge you and your business. Be aware of this and get some non-Green Brained people involved in your organization to compliment your abilities

APPLICATIONS TO DOING BUSINESS

Green Brain Strategies for Business with a Blue Brain



Doing business with a Blue Brain may have its challenges; here are some ideas to make it easier and get the most out of your partnership:

1. You will seem inconsistent to a Blue Brain, and this may affect their Trust Level. Sit with them, look them in the eye (assuming your culture permits), and remind them what your commitment to “them” is. Be present and not distracted in your conversations and you will both gain more trust and understand each other much better.
2. Both you and your Blue Brained partner can be good with people, and while you will be great at making friends and networking, you may not be as good with following up or maintaining the necessary business relationships. To make to most of these relationships, your Blue Brained business partner will be great in following up.
3. In making deals, a Blue Brain will want consensus to make sure everyone is reasonably happy with the deal. You on the other hand may want to get it done and move forward, even if a few people are not really happy about it. These diverse perspectives will create balance between speed and acceptance, and set the stage for the success of future dealings.

APPLICATIONS TO DOING BUSINESS

Green Brain Strategies for Business with a Purple Brain



Doing business with a Purple Brain may have its challenges; here are some ideas to make it easier and get the most out of your partnership:

1. Your Purple Brained business partner will make you crazy! But they are going to be a great asset in the success of your business. They will check you and slow you down, but they save you from a lot of potential mistakes. Balance their data driven mind with your action drive and you will both have success.
2. Processes for making deals and solving problems will be very different between you two. You want to do it quickly, and your Purple Brained partner wants research it more. If you give your Purple Brained partner some more advanced notice, which means NOT waiting till the last minute to let them know what might happen, they can balance research in line with the objective. Always keep them in the loop, even if it seems insignificant to your fast moving Green Brain
3. Your Purple Brained partner will try to make you more systematic, this will only work if you sit and work out a flexible system that suits you both. If you can achieve this, both of you will be far more efficient and competent.

APPLICATIONS TO DOING BUSINESS

Green Brain Strategies for Business with a Red Brain



Doing business with a Red Brain may have its challenges; here are some ideas to make it easier and get the most out of your partnership:

1. Your Red Brained business partner will compliment your ability with people by giving you the logical and objective perspective in a situation. Let their perception of the world give you balance in your business decisions. Work together to more clearly identify opportunities that arise.
2. Your ability to adapt to any situation and mental dexterity in finding the “instant” solution (good or not, at least it’s an alternative) will complement your Red Briand partner’s clarity, logic, and objectivity in negotiating and solving problems. Always do this together and you will know great success.
3. Your Red Brained Partner has very defined values, while yours are more flexible to suit the situation at hand. This also means it is easier for you to move on and forget violations of certain values, while the same violations for a Red Brain will not be so easily forgotten let alone forgiven. Get to know your red Brained partner’s values to maintain a long and fruitful business relationship.

Not Really the End

The Colored Brain is only one of five components required to fully understand and influence environments and organizational culture. The awareness of these Six facets of our Identities and how those Identities interact with our various environments, will give us the ultimate power in achieving the ultimate objective, being the kind of person we want to be and leading others to do the same.

These areas are:

1. Our Encoded Assumptions about the way things “Should Be” and the Rules of Engagement that form standard reactions when these Encoded Assumptions are violated
2. The Colored Brain, the physical, genetic way our brain communicates and perceives the world around it
3. Our Emotional Drive, the essence that drives us, motivates us and forms our priorities.
4. Our physical Postures, the mind body connection that determines our moods and how others perceive us.
5. Our values, those innate perceptions of paramount importance that go beyond emotion and access the realm of the spiritual
6. And our Ideal Self, the core of who we want to become

If I have done well, then the emails you have received will have given you insights and opened new possibilities to improve your life, you job or business, your relationships, and your ability to improve others. But your journey must continue, keep learning, applying and making a difference in the lives of others.

Please check [your member's area](#) for New Updates

And, if you haven't already, get the [Directive Communication Master Learning Series](#)

Live well, be great

With gratitude



Arthur F Carmazzi