WHAT IS YOUR BRAIN COLOUR?

Brain Communication

Dynamic managers and leaders need to exist in a state of mind, mood and spirit that riffs off and connects with the other managers and leaders among other things calls, meetings, communications, collaboration, regulations and so on. The ability to create, interact, understand and communicate with others is a key skill. This is why leaders need to have the appropriate training and development, which involves brain scanning to see what brain modes you have and what brain modes most suit you. This is done through leadership and workstyle programmes such as the Brain Communication Style programme. Both programmes have a slightly different approach, however, they are very capable of playing many roles. They are both brain scanning programmes and are versatile, flexible and capable of changing according to circumstances and situations.

WHAT YOU ARE LEARNING IN OUR COMMUNICATION STYLE PROGRAMME

Dear Lily Lau,

I am writing to you to express my appreciation for your book “Leading with the Brain”. It has not only helped me in developing my brain scanning, but also has given me a greater understanding of how my brain operates and the impact it has on my daily life.

I am currently working as a project manager for a large company and I have found that my ability to communicate effectively is crucial for the success of the project. Your book has helped me identify my brain scanning and understand how to communicate more effectively with my team members.

I have also found that your book has helped me to become more aware of my own biases and how they may be affecting my decision-making. By understanding these biases, I am able to make more informed decisions and consider different perspectives.

Once again, thank you for your excellent work. Your book has been a valuable resource for me and I look forward to reading more of your work.

Sincerely,

[Name]

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The Child

This posture is humble and playful. It usually and without worry, creates order in everything. As a Child, we are eager to learn and most boring activity exciting and fun. Bringing out the child in a brainstorming session or when trying to form new ideas will be a great advantage for you. It can make a difference in team rapport and create a more powerful, imaginative atmosphere at work.

The Emperor

As an Emperor, this posture leads and sets an example. It is also calm and composed. This posture draws respect from others and acts as a role model because they instill confidence, vision and display leadership qualities.

The Lover

The lover is supportive, nurturing and caring. They are often the ones that have a strong emotional bond with others. This posture is very useful when coaching or guiding others in a new task, or when they have made a mistake.

The Warrior

The Warrior has high energy withextreme intensity. They feel the need to quash to situation at hand and are often highly motivated. This posture is great when you are working on an important project with a looming deadline and when you are pursuing a goal.

WHAT IS THE DIFFERENCE BETWEEN TELLING & SELLING

An effective salesperson asks questions that help the prospect realise why their service and demonstrate that it’s a great value for the cost.

In conclusion, Awareness of postures can be improved through the use of a simple posture checklist and a set of combined postures can lead to higher productivity, teamwork and greater understanding of one another’s needs. This knowledge can be used to create successful sales and marketing campaigns, which can create a positive impact on the mind of the prospect.

Lily Lau

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