

**PERSIDANGAN AKAUNTAN SEKTOR AWAM KEBANGSAAN KE 30 TAHUN 2022**

***NATIONAL PUBLIC SECTOR ACCOUNTANTS CONFERENCE (NAPSAC)***



**MANAGING PEOPLE  
THROUGH COLORED BRAIN  
COMMUNICATION**

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PENGARAH URUSAN

LEAP LEADERSHIP ACADEMY SDN. BHD.



# THE WORLD IS CHANGING

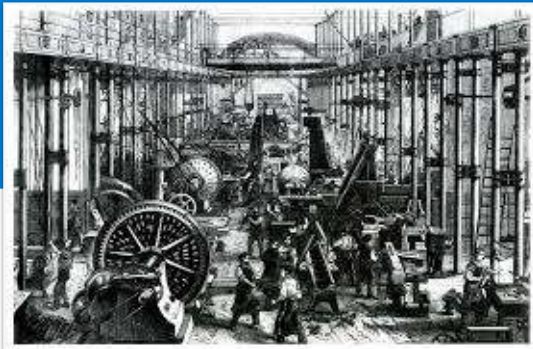
18th Century



**AGRICULTURE  
AGE**

*Farmer*

19th Century



**INDUSTRIAL  
AGE**

*Factory Worker*

20th Century



**INFORMATION  
AGE**

*Knowledge Worker*

21st Century



**CONCEPTUAL  
AGE**

*Concept Worker*



# THE WAY WE WORK HAS CHANGED

< 20th Century

**Process** based

Quality & Productivity

Less Competition

**Management** skills  
is crucial

21st Century >

**Concept** based

Creativity & Innovation

Stiff Competition

**Leadership** skills  
is crucial



# UNDERSTANDING YOUR BRAIN COLOR



- How do others really view the projects they work on?
- How can you avoid miscommunication that causes costly mistakes?
- Are others around you underperforming because you're accidentally being a “brain racist”?



We don't see the world as it is,  
we see it as who we are.



# WHAT DO YOU SEE?



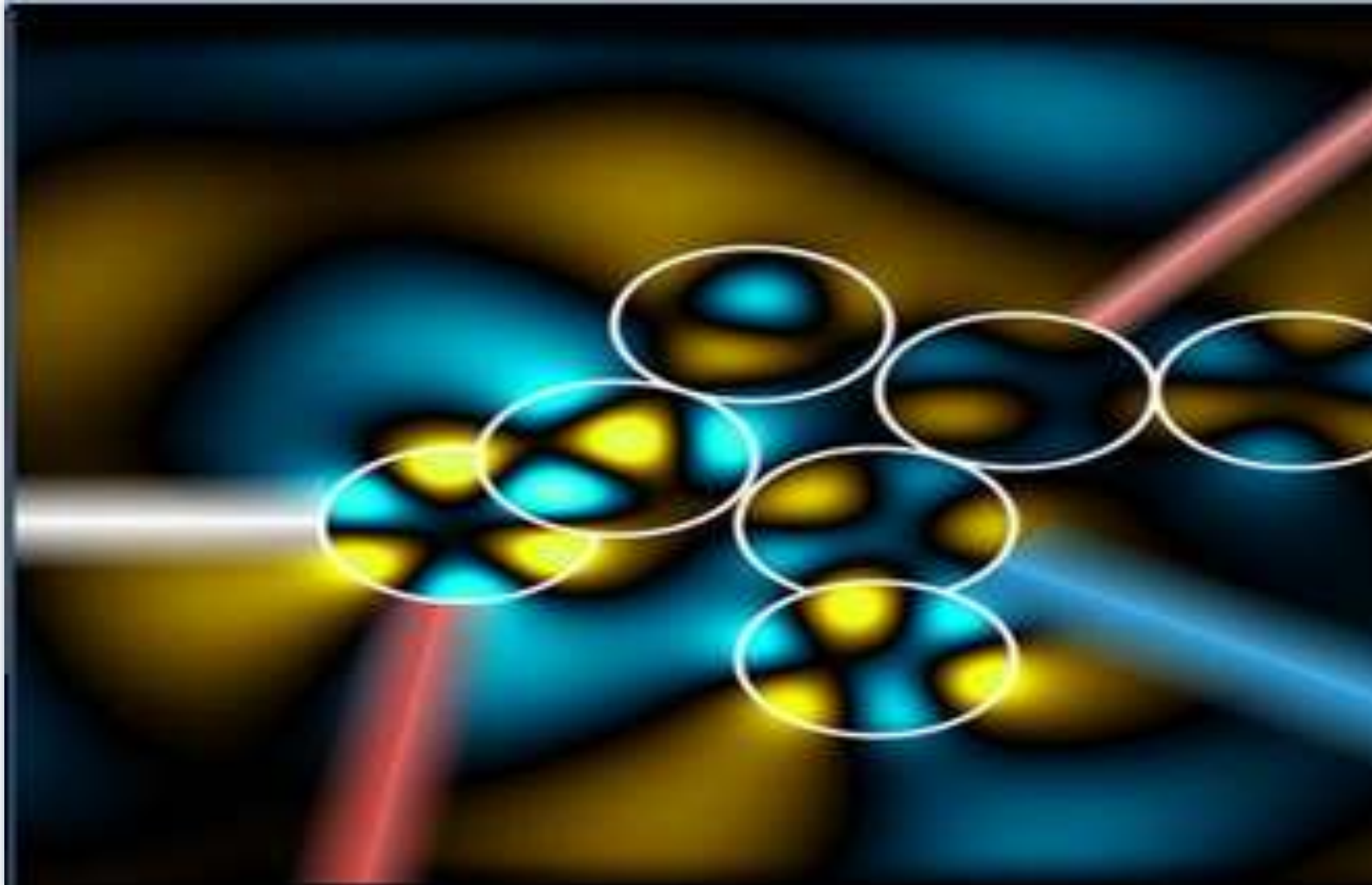


# WHAT DO YOU SEE?



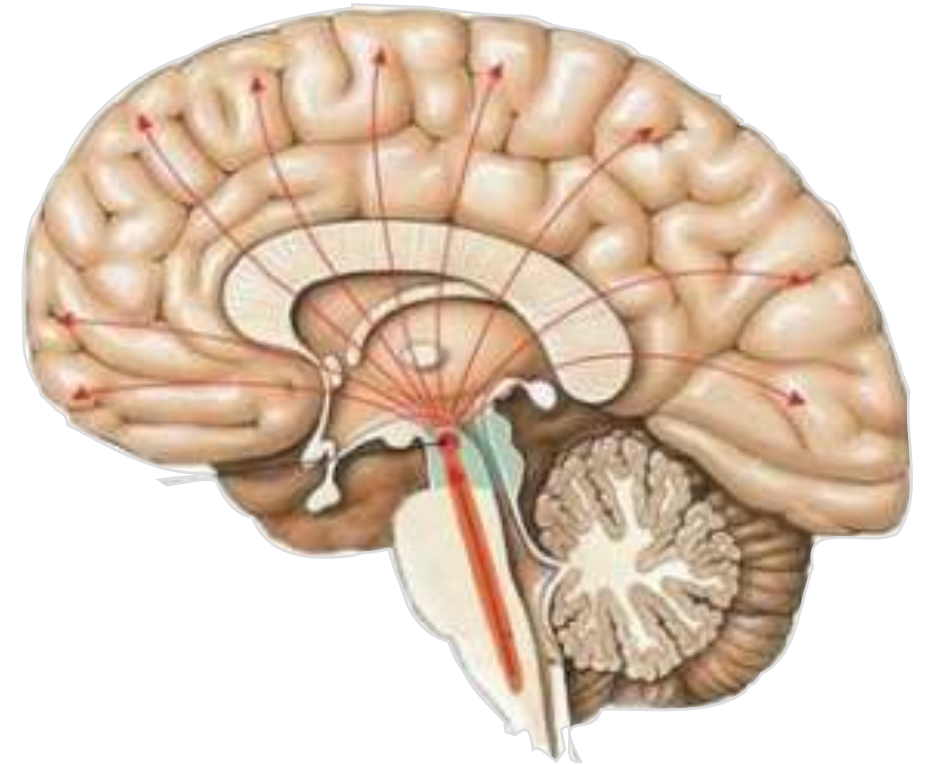


# WHAT DO YOU SEE?





# RETICULAR ACTIVATING SYSTEM



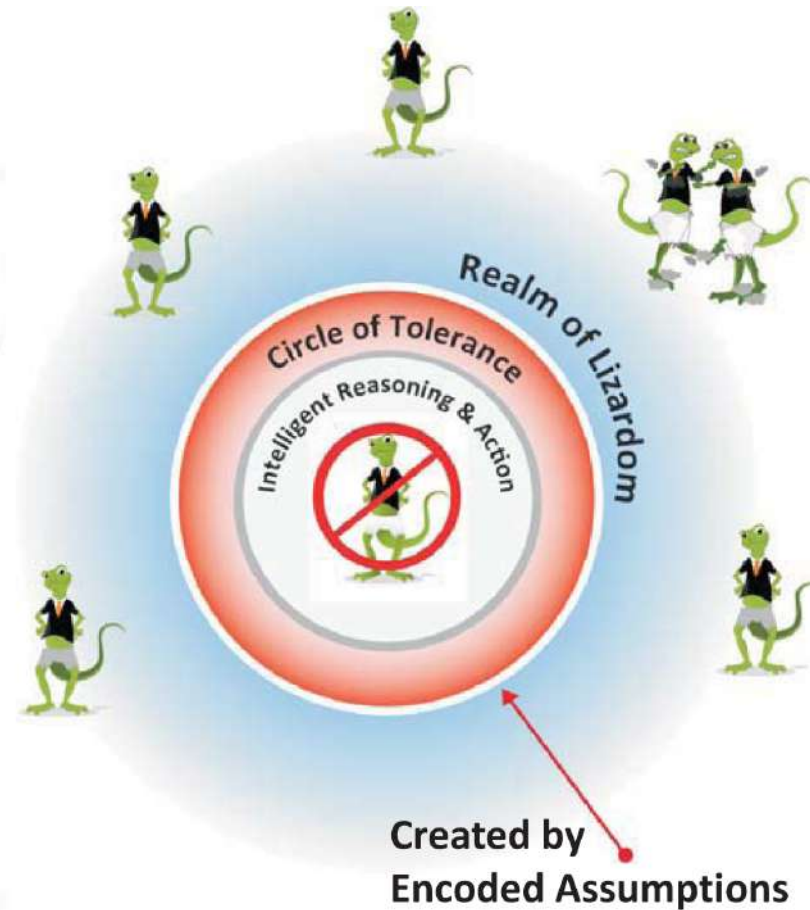


# ENCODED ASSUMPTIONS



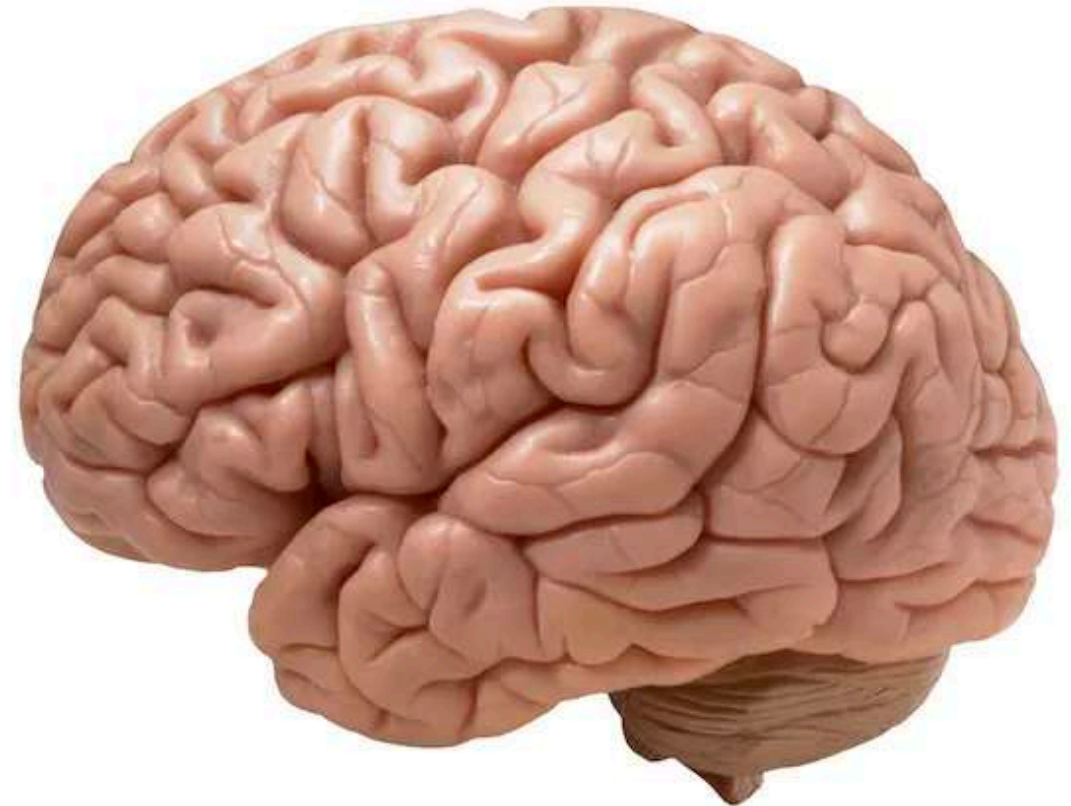


# CIRCLE OF TOLERANCE





# HUMAN BRAIN MODEL





# SPERRY'S MODEL

## Left Brain

Logical

Verbal

Mathematics

Facts

Lineal

Analysis

Figures & Words

## Right Brain

Creative

Visual

Artistic

Ideas/Imagination

Holistic

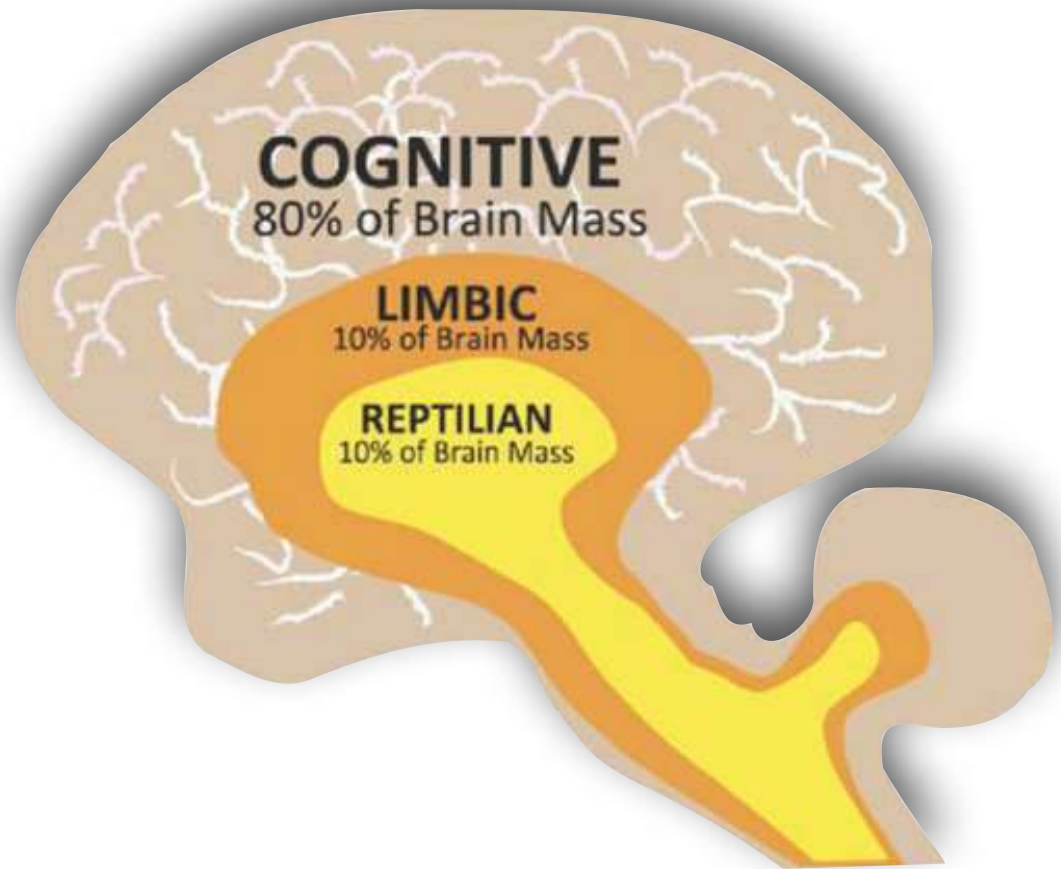
Images & Symbols

Intuition



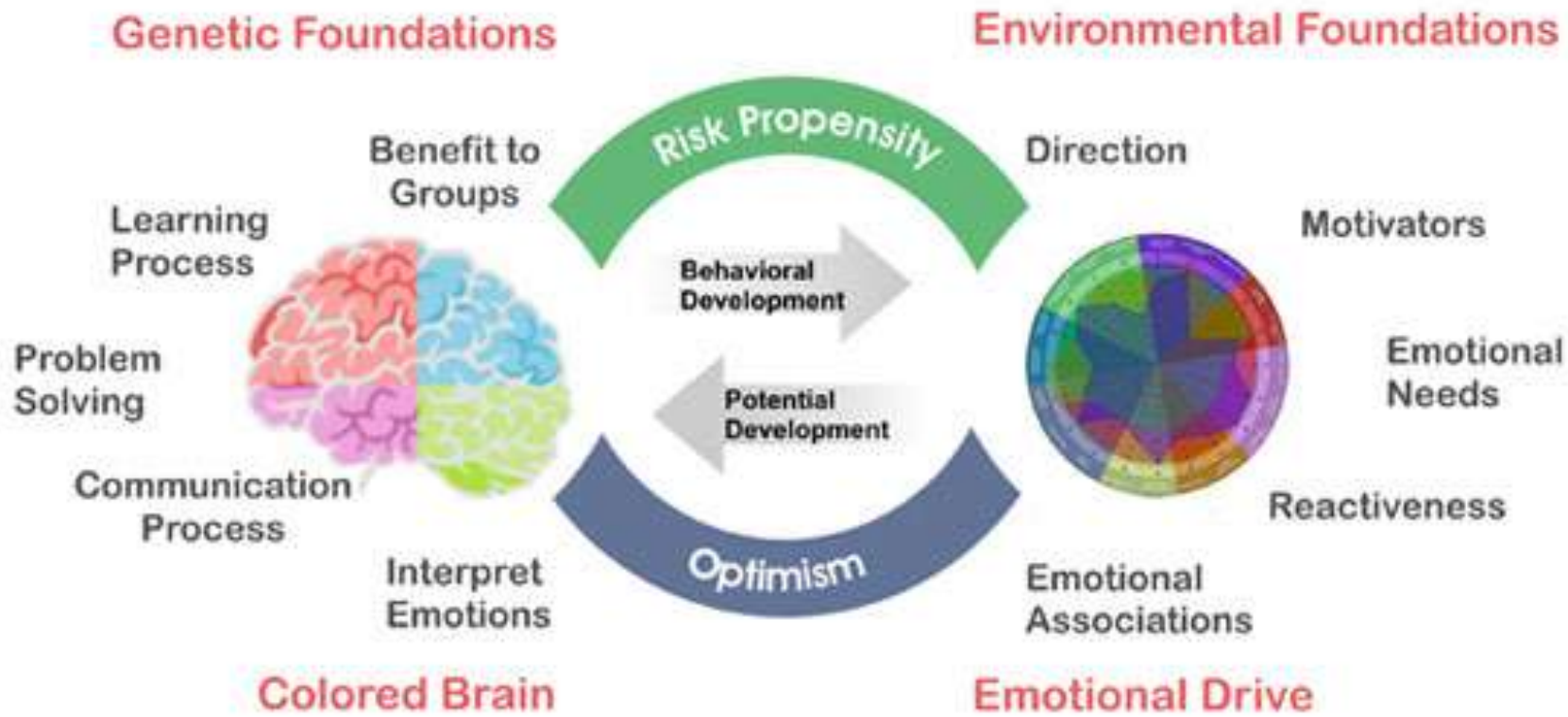


# MAC LEAN'S MODEL





# COLORED BRAIN MODEL

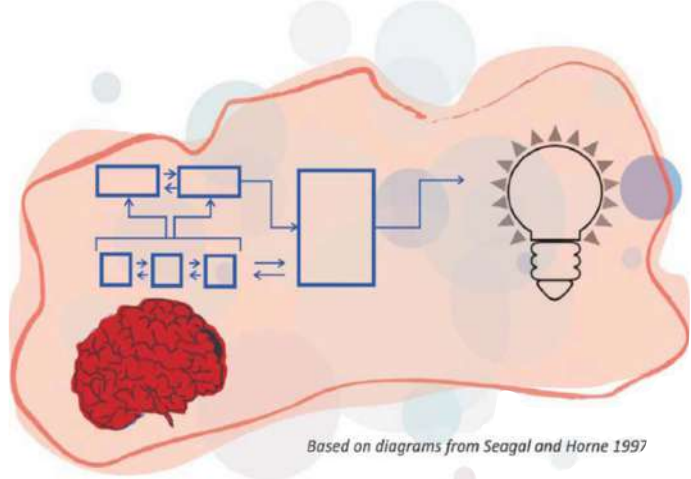




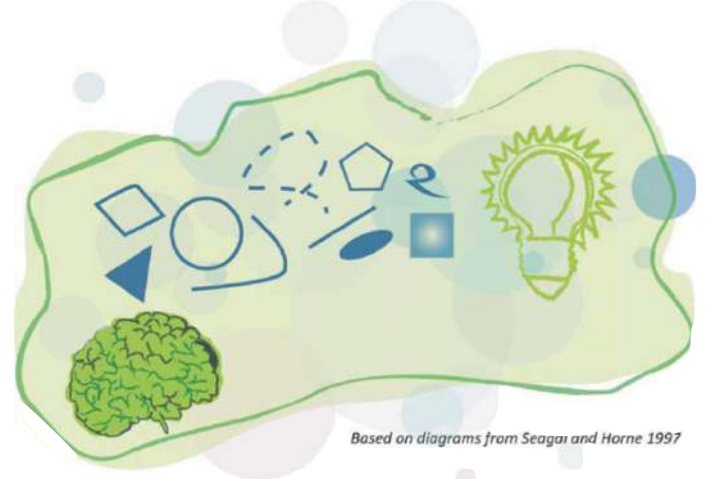
# COLORED GLASS SYNDROME



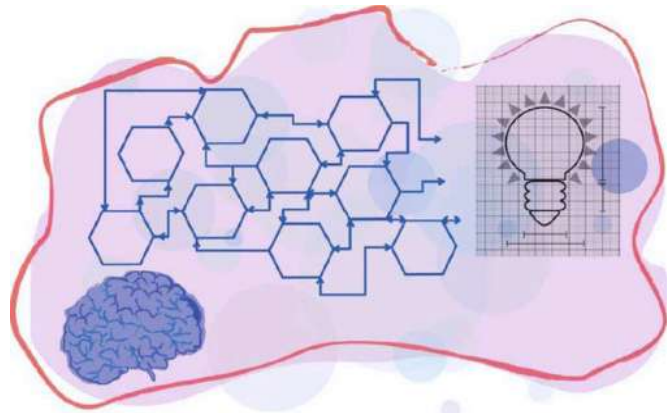




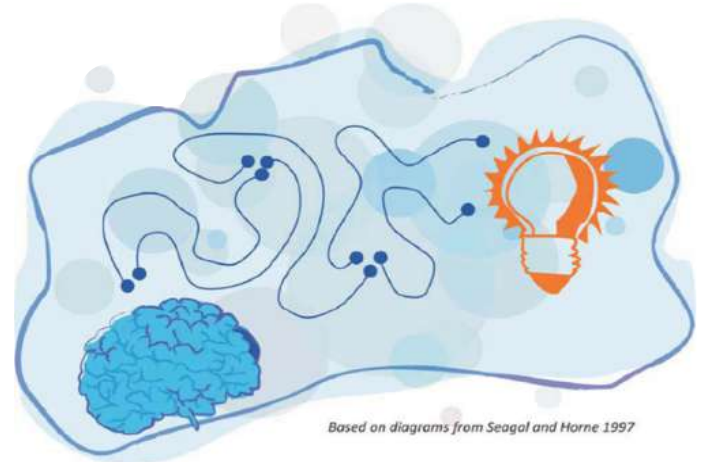
Based on diagrams from Seagal and Horne 1997



Based on diagrams from Seagal and Horne 1997

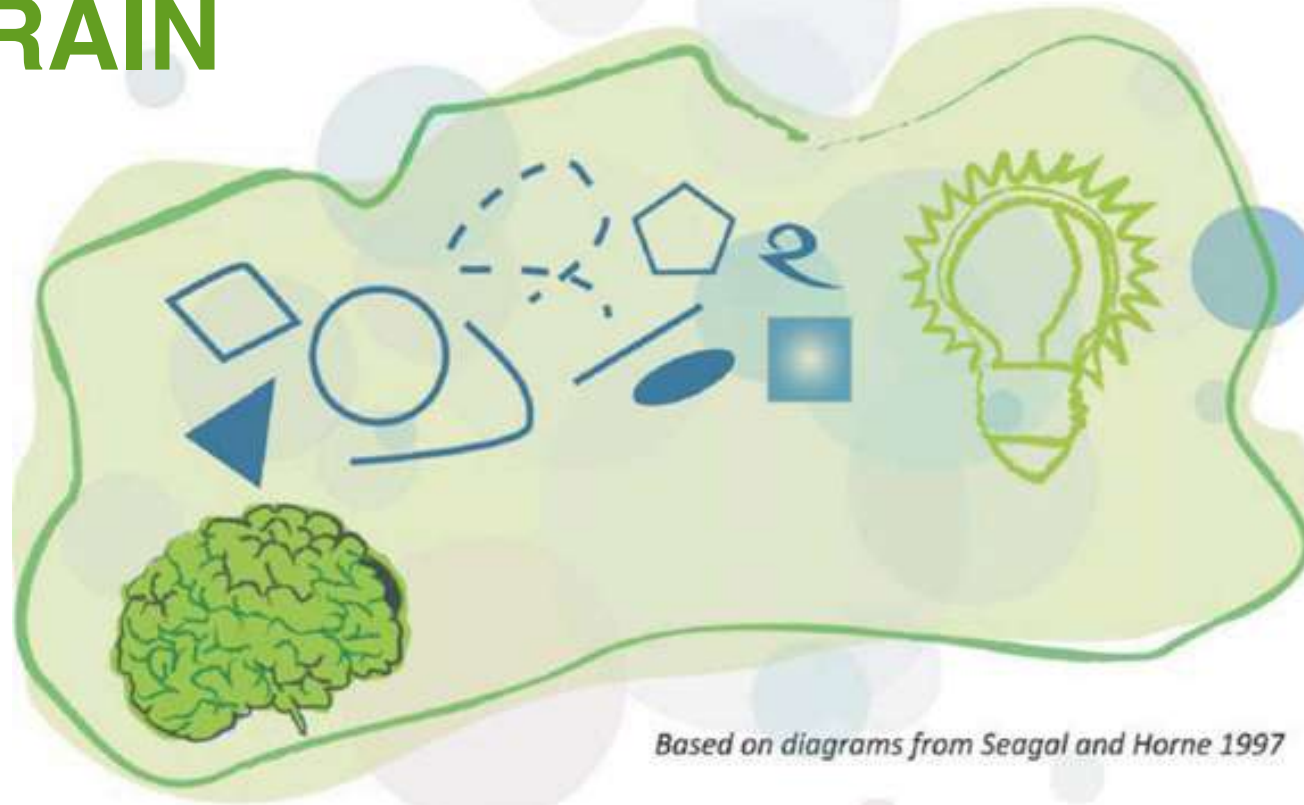


what color is your brain?  
**COLORED BRAIN™**

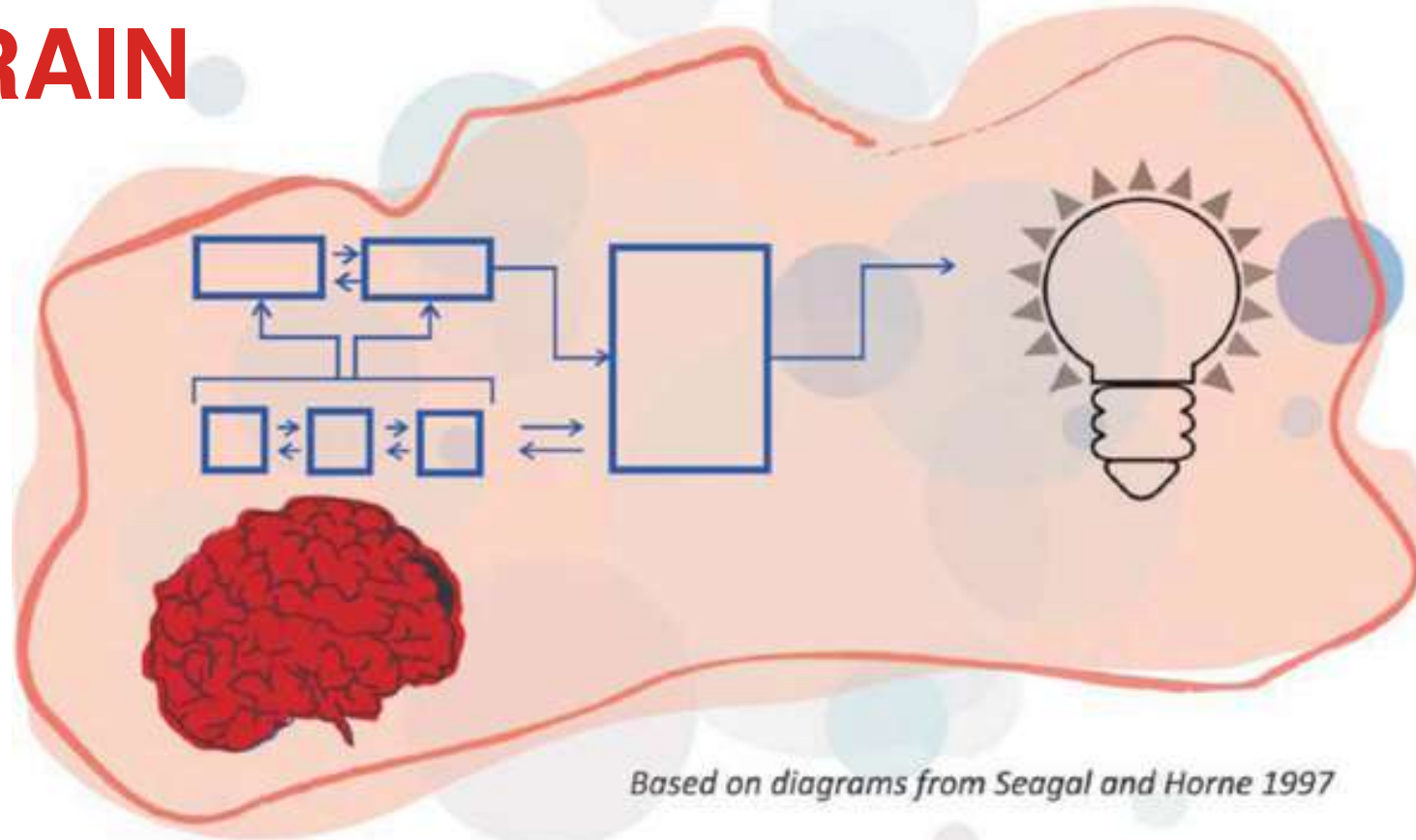


Based on diagrams from Seagal and Horne 1997

# GREEN BRAIN



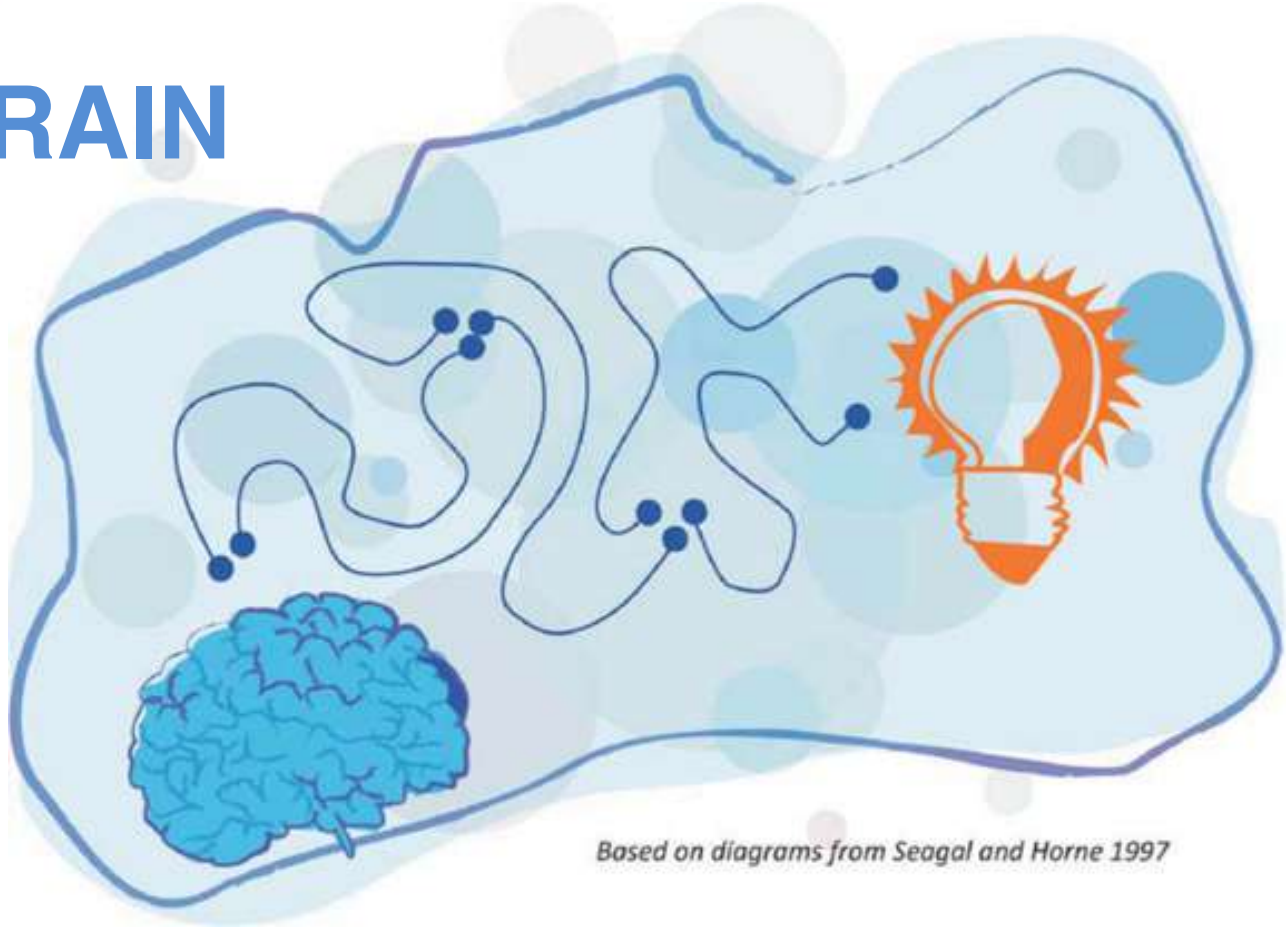
# RED BRAIN



Based on diagrams from Seagal and Horne 1997



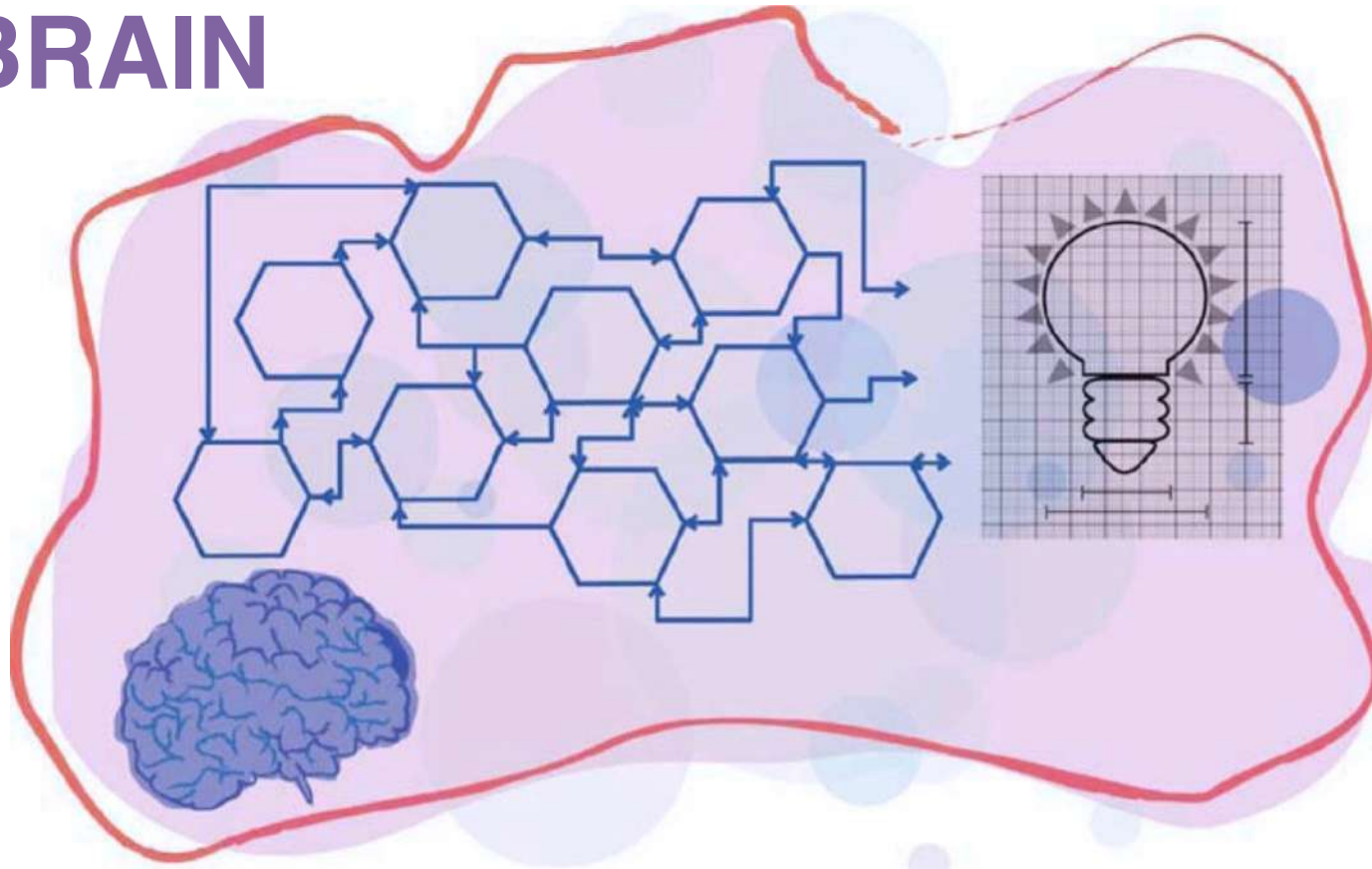
# BLUE BRAIN

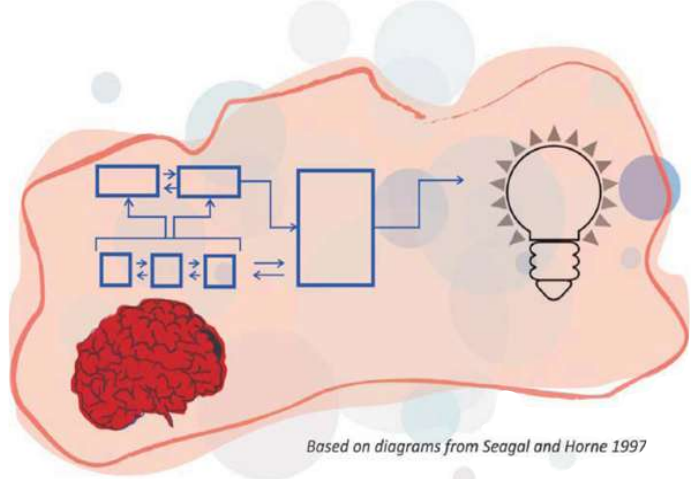


Based on diagrams from Seagal and Horne 1997

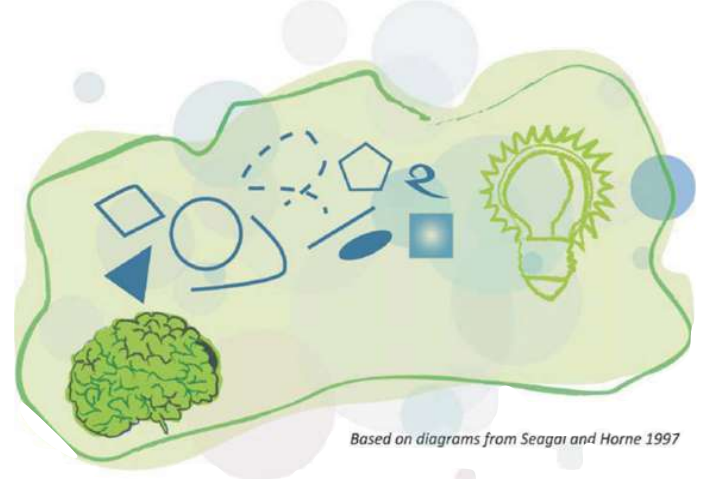


# PURPLE BRAIN

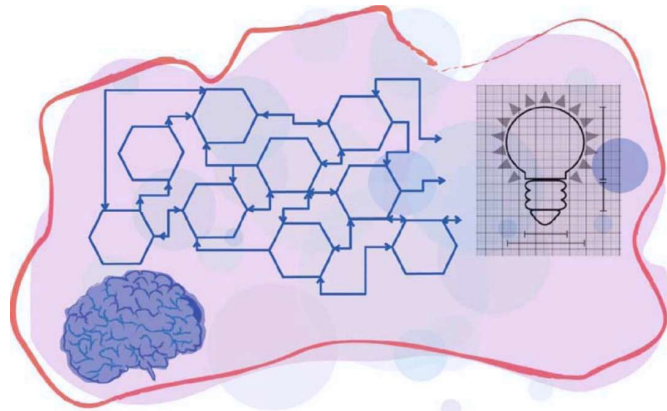




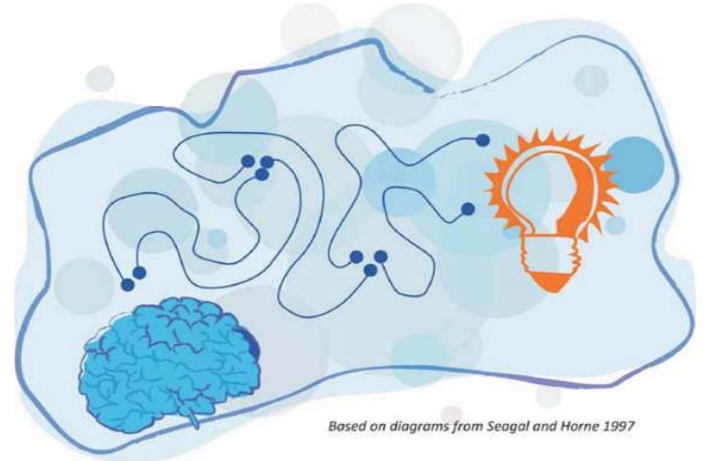
Based on diagrams from Seagal and Horne 1997



Based on diagrams from Seagal and Horne 1997







what color is your brain?  
**COLORED BRAIN™**



Based on diagrams from Seagal and Horne 1997



# COLORED COMPARISON

Processor		Strengths	Gaps
GREEN		<ul style="list-style-type: none"> <li>Action driven</li> <li>Fluid</li> <li>Mobile and Adaptable</li> <li>Communicate well.</li> </ul>	<ul style="list-style-type: none"> <li>Make rash decision</li> <li>Disorganize</li> <li>Chaotic</li> <li>Impatient.</li> </ul>
RED		<ul style="list-style-type: none"> <li>Objective driven</li> <li>Think through before acting</li> <li>Analytical</li> <li>Focus.</li> </ul>	<ul style="list-style-type: none"> <li>Insensitive,</li> <li>inflexible,</li> <li>non-expressive.</li> </ul>
BLUE		<ul style="list-style-type: none"> <li>Friendly</li> <li>Considerate</li> <li>Concern for people</li> <li>Team player.</li> </ul>	<ul style="list-style-type: none"> <li>Emotional</li> <li>Overly concern for people</li> <li>Misunderstood for mixing up work &amp; personal.</li> </ul>
PURPLE		<ul style="list-style-type: none"> <li>Detailed oriented</li> <li>Highly organized</li> <li>Create system</li> <li>Make things practical.</li> </ul>	<ul style="list-style-type: none"> <li>Slow in action / decision</li> <li>Over focus in details at the expense of big picture.</li> </ul>



# COLORED TEAM THINKING

## 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 LEADERS

“ You can have all the money you want in the world, and you can have all the brilliant ideas but if you don't have the people, forget it. ”

Tony Fernandes



A close-up photograph of Richard Branson, an older man with long, wavy, light-colored hair and a goatee. He is smiling broadly, showing his teeth, and appears to be speaking into a silver microphone. The background is dark with a red light source on the left.

**“Screw it, Let’s Do It.”**

Richard Branson



*“Our business is about technology, yes. But it’s also about operations and customer relationships.”*

**Michael Dell**

“When Paul Allen and I started Microsoft over 30 years ago, we had big dreams about software.

We had dreams about the impact it could have.

We talked about a computer on every desk and in every home. ”

- Bill Gates

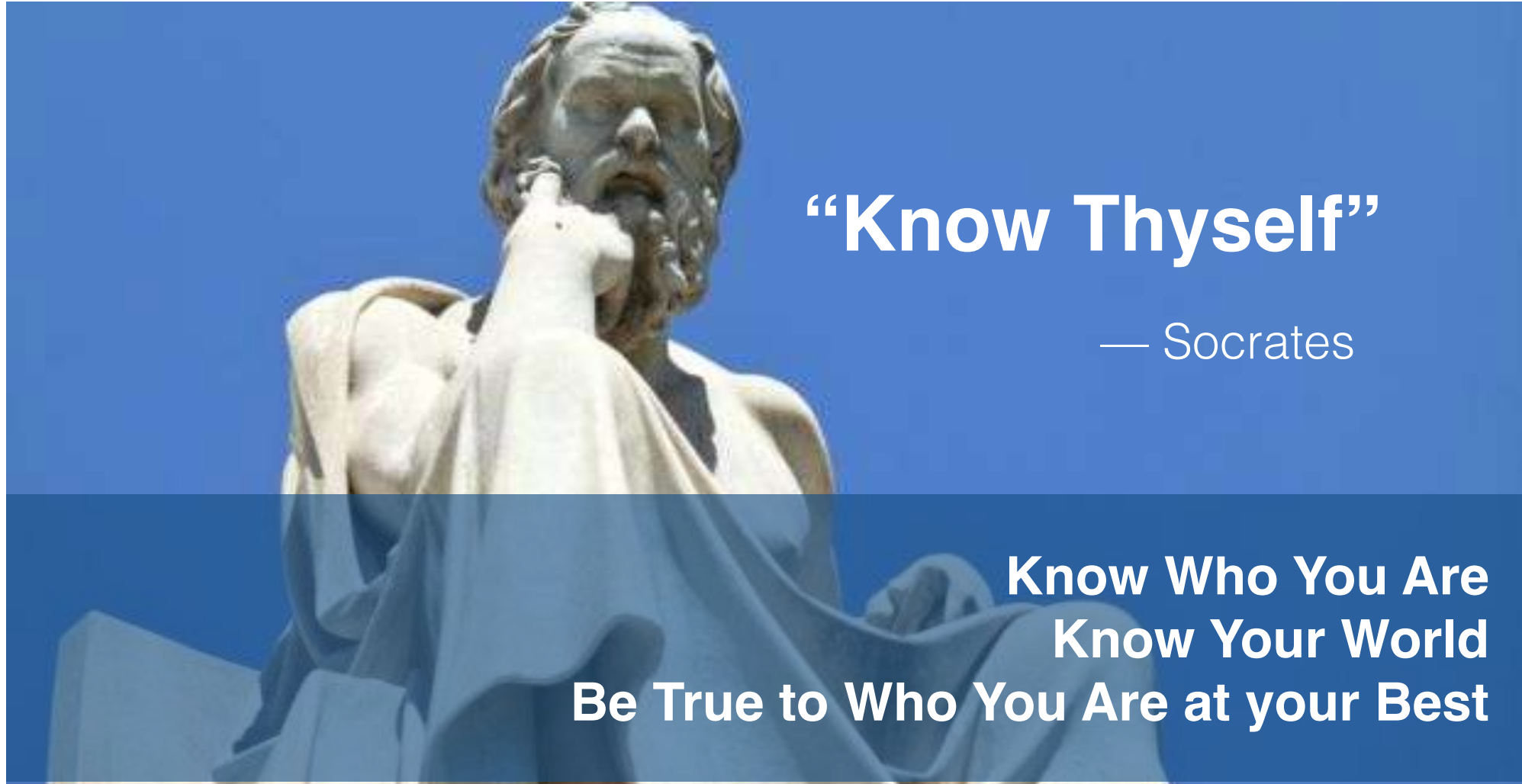




# APPLICATION IN MANAGING PEOPLE



# UNDERSTAND YOURSELF



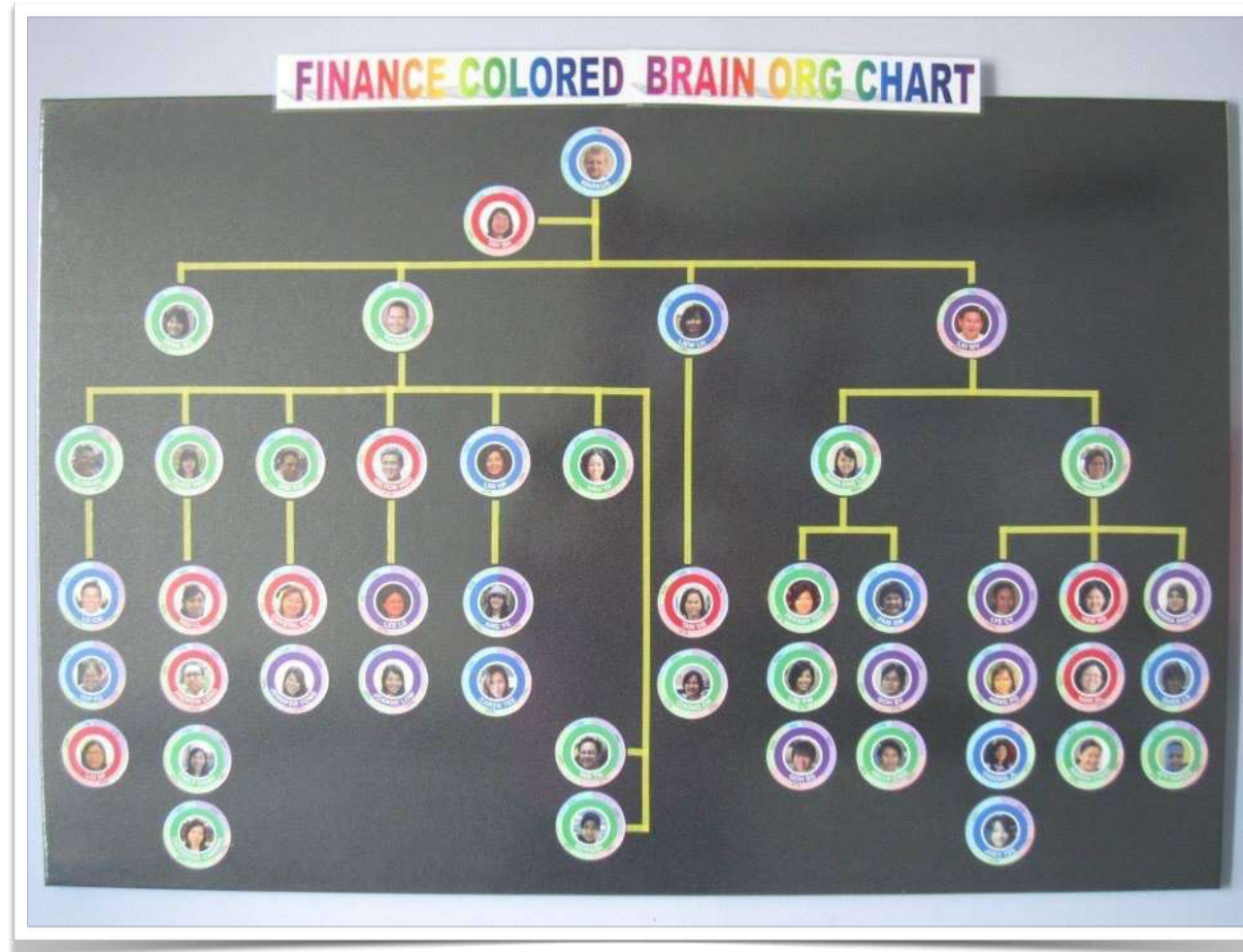
**“Know Thyself”**

— Socrates

**Know Who You Are  
Know Your World  
Be True to Who You Are at your Best**



# UNDERSTAND PEOPLE IN YOUR ORGANISATION







# BRING THE RIGHT COLOR TO YOUR TEAM



AND GET VIEWS FROM DIFFERENT COLORS



# LET PEOPLE DO THINGS THEIR WAY

If you tell people where to go, but not how to get there, you'll be amazed at the results.

-George S. Patton





**LEAP**  
*leadership academy*

THANK YOU



Connect with me on LinkedIn!

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