

A Few Thoughts from Sheila N. Glazov...



What Color Is Your Brain?™

A Fun and Fascinating Approach to Understanding Yourself and Others

How did the idea for the *What Color Is Your Brain?* (WCIYB) book come about?

The natural progression of my workshops and people asking me for **WCIYB** generated the idea to write the book. I believe writing a book is like falling in love—it happens when you are ready. The right time to write the words for this book arrived and I was ready! Workshop participants enjoyed learning about the Brain Colors, and soon clients requested longer professional and personal development workshops. The more workshops I facilitated, the more people asked for a **WCIYB** book.

How have your previous professions prepared you for your current career?

As a professional speaker I have been privileged to work with a diverse group of clients in the U.S., Canada, Europe, and South America. They taught me about their fields of expertise, and I enjoyed teaching them how **WCIYB** could improve their organizations. Each career has offered me opportunities to interact with and study each Brain Color, which has enriched my life and craft as a writer.

How can WCIYB help people improve their workplace environment?

Reducing stress by modifying office dynamics and diffusing problematic situations is easier when individuals know why they are compatible and incompatible with specific co-workers. The Brain Colors help them distinguish who are the “doubters” vs. the “doers” and the “talkers” vs. the “thinkers.”

OVER

What Color Is Your Brain?™ A Fun and Fascinating Approach to Understanding Yourself and Others

By Sheila N. Glazov

6 x 9 · 176 pages · ISBN: 978-1-55642-807-4 · October 2007 · Charts · Quizzes · Bibliography · Index ·

\$16.95 original trade paper

What Color Is Your Brain? is available in bookstores nationwide,
online including www.whatcolorisyourbrain.com or by calling 1-800-257-8290.

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From your perspective as a teacher, how do you think WCIYB can help children learn to get along better with their peers, parents, and teachers?

WCIYB teaches children the new 3 Rs: Responsibility, Respect, and Relationships. Once, during a school visit, a sixth grader told me, “When you know your Brain Colors, you learn how to be responsible for the changes in your life and how to respect people who are different than you...be nice to other people, even when there are obstacles in your life.” **WCIYB** also helps children become responsible risk-takers vs. children at risk. They develop a healthy level of self-esteem, which makes them feel capable, worthy, in control, and empowered at school, at home, and in their communities.

How can WCIYB help people achieve harmony in their home, between siblings, or between spouses?

To achieve harmony at home, I encourage adults and children to remember that **What Color Is Your Brain?** is an explanation, not an excuse for poor behavior. The following are two examples: “I’m not intruding on your Green privacy, I’m just being Blue” and “I’m Orange, so I don’t have to follow your Yellow rules.”

Why are you allocating a percentage of the royalties from the sale of your book to the Juvenile Diabetes Research Foundation (JDRF)?

I am allocating 10% percent of the royalties to JDRF because of my commitment to help find a cure and offer comfort, education, and encouragement to children and their families who live with the challenges of diabetes. I also want to honor and acknowledge our elder son, Joshua, who has Type I diabetes, my father who had Type II diabetes, and the millions of children, adults, and their families worldwide who deal with the daily “highs” and “lows” of diabetes.

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