COLOURED BRAIN COMMUNICATION: THE TOOL TO STRATEGIC COMMUNICATION
25 – 26 May 2017

INTRODUCTION

- What colour is our brain and how is it affecting our communication skill?
- How to avoid miscommunication that causes costly mistakes?
- You thought you were clear in your words and yet people do not get you right!

By identifying the fundamental patterns in the way our brain genetically processes the world around us, we overcome misunderstanding, conflict, and wastage of individual and group potential. Awareness of these “Brain Communication” processes gives us the means to maximize our natural gifts and use them to develop “software” for our brain to achieve greater competence across many disciplines, in particular communication skills.

Participants will get to do the Coloured Brain Communication Psychometric Profiling Tool to uncover the genetic processing style of your brain. The purpose is to understand yourself at a deeper level and unleash greater potential in you.

LEARNING OUTCOME

At the end of the session, participant will:

- Identify the foundation of brain genetic style of processing information
- Analyse the Coloured Brain Communication Psychometric Profiling Tool and discover your personal profile, strengths and weaknesses
- Identify other people’s coloured brain type and develop communication strategies to communicate with people
- Apply appropriate body postures and interpretation of non-verbal and body language
- Develop active and constructive listening skills
- Interpret negative feedbacks and convert to positive responses

CONTENTS

The Coloured Glasses Syndrome
- The psychology behind you for communication effectiveness
- Encoded assumptions & rules of engagements

The Coloured Brain Communication
- Your brain genetic style of processing information
- Psychometric Profiling Tool (CBCI)
- Your natural talents and potentials
- Your strengths and weakness
- Interpretation of other people’s brain colour

Understanding the Communication Process
- Fundamentals of communication
- 6 ways of active listening
- Communication & perception
- The power of words

Communication Skills Enhancement
- Directive feedback
- Body language & postures
- Cross – cultural communication
- Coloured Company Game
WHO SHOULD ATTEND

Individual whose success depends on effective communication skills in meetings, presentations or one-to-one discussion. Anyone who desires to improve communication and influencing skills to overcome interaction barriers.

FACILITATOR

Ms Lily Lau is the Managing Director of Culture Dynamics DCI (Malaysia) Sdn Bhd, she is the speaker, trainer, facilitator and consultant for multiple training workshops, seminars and conferences. She has trained and facilitated more than 100 training workshops on culture, diversity, bridging generational gap, communication, interpersonal skills, and corporate culture transformation.

Ms Lau is the Certified Master Trainer for Directive Communication Psychology and she applies this methodology in her training delivery. Based on the belief that every individual is unique and has the capacity to excel, given the right opportunities, Lily's training methodology breaks barriers, cultivates trust and creates synergies across cultures. She works with individuals from the psychological perspective by understanding their genetic thinking style and personal desire, and combines the cultural influence background to provide holistic approach solutions.

Her articles on cross-cultural, generational and communication issues have been published in MyStarJobs newspapers, Smart Investors and Asian Quality magazines. Lily was interviewed in BFM radio on Malaysian generational issue and featured as a Directive Communication expert on the NTV7 Breakfast Show. With a formal degree from Japan, Lily is fluent in English, Japanese, Chinese and Malay languages.

Prior to training, she was an accomplished consultant, with 18 years of management and consulting experience in PricewaterhouseCoopers, catering to in-bound foreign investors of leading and global multinationals to Malaysia.