

New training methodology to make a difference in results

By
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When you were in school, did you ever notice that some students hardly studied at all and still got good marks? While you on the other hand needed to study hard to get the same results. Yet some classes you needed to study less than others to get the same results. There are numerous psychological and motivational reasons why this is so, but the major influence is the difference in brain processing between the student and the teacher.

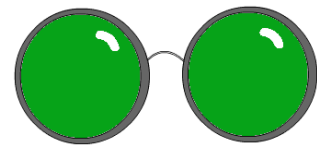


Imagine a classroom full of students. And each student in the class is wearing tinted glasses. The teacher is also wearing glasses but the teachers glasses are tinted green. As the teacher goes around the room describing the different models and structures, he describes them from his “Green” perspective. He may even describe them very clearly and correctly, but it seems that many students in the class don’t understand. He gets frustrated with some of the students because when he looks at them through his green perception, they too are wearing “Green” glasses and therefore should be able to see it as he does. So he may

“label” some students as stupid or unmotivated and keep on teaching in his green way while some students struggle on their own to learn the lessons.

While this may be common in school, it is equally as common in the workplace. Managers, supervisors and staff are constantly misinterpreting each other, reacting to these misinterpretations, labeling each other, and expanding gaps in productivity and job fulfillment.

If we could only take off our colored glasses!



Recent genetic psychology research (a 25 year study by Sandra Segal and David Horn) has shown that we are running very specific Genetic Processors in our brain. The notions of personality profiling to determine “communication style” have been replaced with “Processor and Environmental Adaptation” to determine individual and group dynamics related to communication, leadership, and productivity.

Through the science of “Directive Communication™” we can discover how to take off our colored glasses and teach, learn, lead, persuade, and cultivate greater productivity in our work and personal life. The colored glasses model is based on the 4 different genetic

processors that are foundations for the way we communicate. If you compare your brain to computer processor, you may find that some people have a PC processor, while others may have a Mac processor. Each of these processors can run similar applications such as Microsoft Excel or Adobe Photoshop, and while these have the same function and similar appearance, each requires different software to run and each processor runs them differently. For example, a PC will run Excel in a very direct and speedy manner, but will run Photoshop in a slower and roundabout way. The Mac on the other hand is just the opposite. But, if you try to run Excel for Mac on your PC, it won't work and vice versa. Our brains work in a similar way. If you are a green brain (random, interactive processing) trying to do a red brain (linear objective processing) function, you will have some difficulty doing it in the same way that a red brain person does. As you struggle to get the point, understand the information, or truly empathize with another, it then becomes essential to process your red brain outcome in a green brain way.



The problem is that most of us do this through trial and error. We usually don't realize what processor we are running. To make it worse, we may have been taught that the "Red" brain way is the only way to approach things, so we don't even try to figure out a "Green" brain process, and through this difficulty we may figure that we're just NOT capable and give up trying.

(for specific information on the Directive Communication™ Colored Brain please email: info@carmazzi.net)

To discover the genetic processing patterns of a person's brain, we can use the Directive Communication Colored Brain Communication Inventory, or CBCI for short. Once you know your own communication pattern, it becomes apparent in how to maximize your own ability to learn, communicate, influence and cultivate good habits that have difficult in the past.

This has little to do with "personality", a friend as the eldest daughter was shaped and guided to become a professional. Her family influenced her to desire and study towards a professional discipline since she was 4years old. While her genetic foundation was blue brained, she was steered into a very red brained education, upbringing, and career as she decided to become a lawyer. Because of her upbringing, she acted and behaved like red brained person and everyone (including her) assumed she had the personality for this line of work. And while she became successful in her firm and her family's aspirations were satisfied, there was something missing. She was not happy, she felt unfulfilled in her accomplishments and did not connect well with other lawyers at the firm. It wasn't until she discovered her blue brain orientation through personal consultation, that she was able to place her red brain flexibility in the right perspective. She then quit her firm and used

her current skill sets as a “blue brained” attorney to work for Club Med . She is presently successful AND happy.

Our education our career, and our environment is manifested through the color of our glasses. Through awareness of how we and others process information, we gain greater insights on how to learn better, how to develop talents not natural to our genetic ability, what career to choose, and how to appreciate and bring out the best in the people around us.

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Arthur F. Carmazzi has 19 years experience specializing in psychological approaches to persuasion and culture transformation within organizations. He is a renowned consultant in the Asian Region and is the principle founder of the “Directive Communication” discipline. Arthur has advanced the Corporate Training industry with innovative experiential techniques that have been acknowledged by some of the world’s greatest organizations. He is the bestselling co-author of “*The 6 Dimensions of Top Achievers*”, and the author of “*Identity Intelligence*”.

Arthur is the developer of the CBCI (Colored Brain Communication Inventory) profiling tools used for “Psycho-Productivity” management. This tool has been implemented across a variety of HR and Leadership disciplines by numerous multinationals to generate greater efficiency of human capital.

He has worked around Asia with multinationals like Nestle, Citibank, Guinness, Bloomberg, Bayer, Samsung, John Hancock Life Assurance, ExxonMobil, the United Nations... and the list goes on. His work has made a difference service quality for the Singapore and Malaysian Governments and has delivered to Malaysian Royalty.

He’s regularly sought after as a guest on talk shows and radio throughout China and Southeast Asia, and was written up as “One of Asia’s best business speakers” by the Singapore Straits Times.

You can find out more about Arthur F. Carmazzi at www.carmazzi.net