

COLORED BRAIN LEADERSHIP MASTERY

Unleash Your Leadership Potential Through **Colored Brain**



EXPERT FACILITATORS



Lily Lau - Malaysia

Kevin in't Veld - South Africa

*Earn 24 PMI Contact Hours
Earn 24 PMI Professional Development Units*



OVERVIEW

- There are just too many bosses and too few leaders...
- Leadership is about personal attributes, not about status and position.
- Leadership is about inspiring, not following.

Quote by Arthur Carmazzi, the founder and developer of Colored Brain, "**Leadership does not involve changing mindset of the group, but the cultivation of an environment that brings out the best in and inspires the individuals in that group.**"

Not all managers are leaders and not everyone can lead. Leadership is not about following. It requires certain qualities and ability of you to inspire and bring out the best of people. It is about achieving results through people.



OVERVIEW

As an inspiring leader, it is essential to know your strengths and hidden potentials. This is a motivational session to allow you to discover your inner self. We explore the journey to unleash your potentials and understand your limitations in developing your excellent leadership skills.

The key to successful leadership is not in their natural gifts, but in their ability to maximize the natural gifts of those around them and to act on what is required by the task at hand.

Participants will get to do the **Colored Brain Communication Inventory** tool to uncover your **Colored Brain**. The purpose is to understand yourself at a deeper level and unleash greater potential in you as a **leader**.

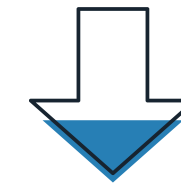


COURSE OBJECTIVES & OUTCOMES



At the end of the session, participants should be able to:

- **Decode** the psychology and how you affect and are affected by environment.
- **Direct and redirect** focus based on solution and not process or problem.
- **Identify** your personal leadership identity that leads to success and achieve targets.
- **Identify** barriers, challenges and gaps in order to re-learn and go forward.
- **Accomplish** how you can be a better leader through unleashing your potentials.
- **Increase** self-motivation drive and passion to achieve greater results.
- **Uncover** your true personal identity and how to develop to be an inspiring leader.



Outcomes:

- **Establish** the foundation of psychology of group dynamics and how **YOU** can affect and are affected by the environment.
- **Uncover** your personal Colored Brain profile, how to capitalize on strengths and strategize to leverage weaknesses on others.
- **Identify** own leadership style to manage your team.
- **Reveal** your Emotional Drivers and your internal motivational factor which is beyond money.
- **Enhance** your influential skills in managing and leading your team.



WHAT IS DIRECTIVE COMMUNICATION PSYCHOLOGY?

Our Methodology

Directive Communication (DC) is a training and organizational development psychology developed by Arthur F Carmazzi that affects how people act and react in teams and how that affects individual performance. It is a foundational science for influencing team dynamics to cultivate high performance cooperative team cultures and bring out **greater individual potential**.

The Directive Communication methodology incorporates the latest breakthroughs in **motivational and genetic psychology**, and applies them in improving personal peak performance through cultivating a superior team environment.

Our methodology helps to develop and their personal responsibility that goes with **leadership and inter-personal skills**. The integrated workshops have the components that build characters required to develop confidence, moderate ego and maximize what it takes to get results, set an example and inspire the team.



WHAT IS DIRECTIVE COMMUNICATION PSYCHOLOGY?

Our participants gain much more than a workshop experience and achieve higher levels of excellence in leadership. They gain the ability to find their greater selves and influence their future to become a celebrated example to others.

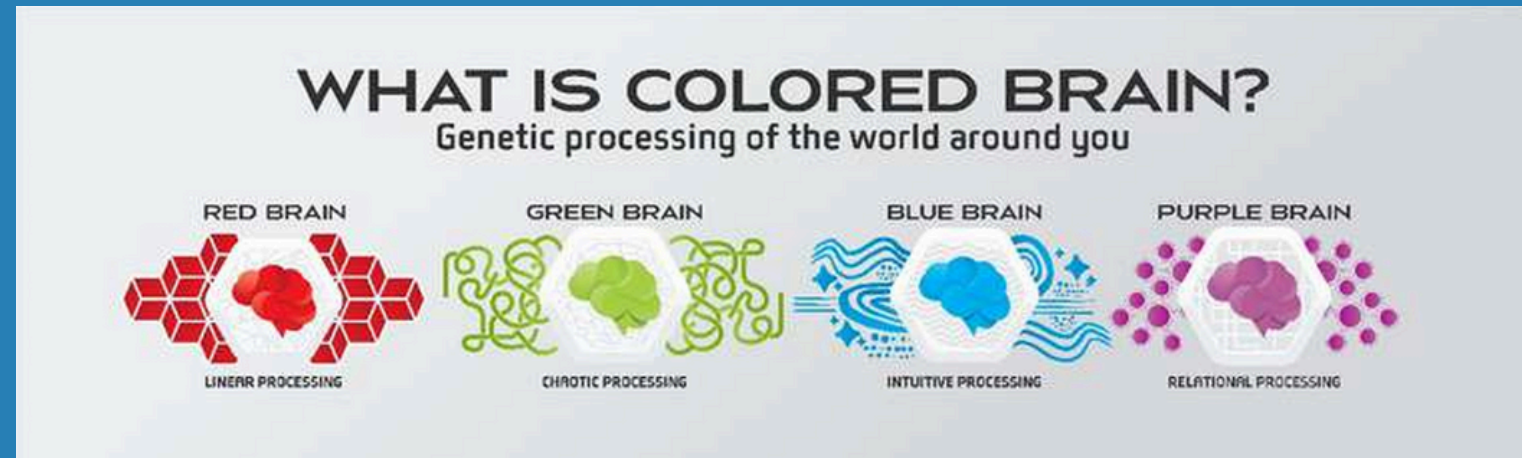
1. In brief, we use variety of proprietary training tools, group discussion, team reflective circle, storytelling, lecture with games and activities to make learning **FUN & IMPACTFUL!**

2. In essence, our methodology is:

- Interactive learning
- Experiential activities
- Facilitative training
- Participants focused.



WHAT IS COLORED BRAIN? HOW DOES IT WORK?



One of the components in Directive Communication methodology, Colored Brain Model sets parameters to identify and understand the way our brain processes and interprets the world around us.

This assists in defining and overcoming conflict, miscommunication, and how we and others interpret our sense of value that is ultimately responsible for employee engagement and competence.



Benefits of the Colored Brain Communication Inventory

- Understanding your colored brain processing.
- Understanding of how you are affected by other different colored brains.
- Strengths and how to develop them.
- Weaknesses and how to overcome them.
- Detailed Report for cultivating your productivity, influence, and mental ability.
- Clear insights on how to influence others.
- Gaps in your communication with others and how to improve.
- How to further develop other colors of your brain.

Through Colored Brain, you discover the **root cause of disengagement** and why trust breaks down. This content provides clarity of **“How”** our brain communicates.



WHO SHOULD ATTEND

This program is suitable for:

- Team Leaders
- Managers, Department Heads, Supervisors, Executives
- CEOs & Senior Management
- Business Owners & Entrepreneurs
- Anyone with keen interest to develop the power of team dynamics communication and influence



COURSE OUTLINE

This program can be conducted in 3 days, F2F classroom. Time and activities will vary depending on the mode and length of delivery.

Day 1

Time from **9:00 am – 5:00 pm**

Module 1: Foundation in Leadership

- Who is a Leader?
- Definition of leadership
- Leadership vs Management
- Qualities of a Leader



COURSE OUTLINE

Module 2: Colored Brain Communication

- 4 Colored Brain Processors
- Colored Brain Communication Inventory (CBCI) – uncover your genetic thinking processor as a leader
- Interpretation of your natural leadership talents, potentials, strengths & weaknesses
- Activity: Uncover your natural communication style as a leader based on Colored Brain Communication cards



COURSE OUTLINE

Day 2

Time from 9:00 am – 5:00 pm

Module 3: Barriers to Successful Leadership

- The Environment & how it affects you
- 4 Insanities
- Your Focus & Reticular Activating System

Module 4: The Colors of Leadership

- 8 Human Emotional Drivers
- Positive & Negative Emotional Fulfilment
- Need Sucking Syndrome
- Colors of Leaders
- Developing the true leadership color in you



COURSE OUTLINE

Day 3

Time from 9:00 am – 5:00 pm

Module 5: Lead to Inspire

- Attitude: Make or Break Success
- Pyramid of Commitment
- Skill vs Will Matrix
- Activity: Emotional Currency Game

Module 6: Leadership & Team Dynamics

- Case study on using ancient Egyptian Avatars for mixtures of Emotional Drives
- Emotional Drives mixtures when alone and when in groups
- Axis Leader
- Activity: How to build the best team?
- 4 Pillars for Team Performance



TRAINER PROFILE

LILY LAU

Lily Lau is the speaker, trainer, facilitator and consultant for multiple training workshops, seminars and conferences, with more than 17 years training and facilitation experience in culture, diversity, bridging generational gap, communication, interpersonal skills and corporate culture transformation.

She is the **Certified Master Trainer for Directive Communication Psychology**, and the pioneer in developing Colored Brain training business in Malaysia. Over the years, she has certified over 100 trainers and coaches and conducted over 600 training workshops and speaking engagements.



Lily was awarded for being the **Best Performing International Partner** and the **Best DC Master Trainer** by Directive Communication International and Arthur Carmazzi for 2 consecutive years in 2018 and 2020. Her name is listed in the Successful People in Malaysia by Britishpedia in 2021 edition.

LILY LAU

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 communication, generational and cross cultural issues have been published in Leaderonomics & 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. Her passion is to travel, see new places, meet people and enjoy good food.



Accredited by American Institute of Business and Psychology (AiOBP)



Master Certified
Colored Brain



DC Culture
Change Certified



Master Certified
Emotional Drives
& Motivation

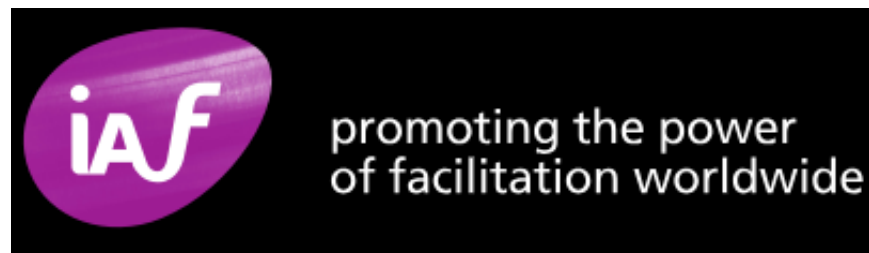
TRAINER PROFILE

KEVIN IN'T VELD

Expert in Project Management Training & Facilitation

Kevin in't Veld is a globally recognized project management trainer and facilitator with over 28 years of experience. As the CEO of People to Projects Sdn Bhd in Malaysia and Bridgit Africa (Pty) Ltd, as well as the Managing Director of Aluwani Mining Group, he has trained and facilitated more than 13,000 professionals across 52 countries.

Kevin specializes in simulation-based training and dynamic facilitation techniques, leveraging cutting-edge technologies to drive accelerated learning and real-world impact. His approach ensures participants gain practical, hands-on experience that translates into measurable success in their projects. Kevin is a certified Directive Communication trainer.



KEVIN IN'T VELD

A key component of his training philosophy is the Colored Brain model, which enhances team dynamics, communication, and conflict resolution by helping individuals understand their genetic thinking patterns. This methodology fosters stronger collaboration and more effective leadership in diverse work environments.

Through his expertise and innovative training methods, Kevin empowers professionals and organizations to navigate complex project landscapes with confidence, ensuring they achieve sustainable success.



COURSE DETAILS



DATE: 28 July – 30 July 2025



TIME: 9AM – 5PM




VENUE: Emperors Palace


For pricing and enrollment details, please


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