



**Culture Dynamics DCI**

Inspiring Lives • Transforming Cultures



# INSPIRING LEADERSHIP

*Unleash Your Leadership Potential  
Through **Colored Brain***



**Culture Dynamics DCI (Malaysia) Sdn Bhd**  
(Reg. No: 201401007599) (1083677A)  
[www.culture-dynamics.com](http://www.culture-dynamics.com)  
[info@culture-dynamics.com](mailto:info@culture-dynamics.com)  
+6012 804 0280



**DCI**  
CONSULTING



- 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.”***

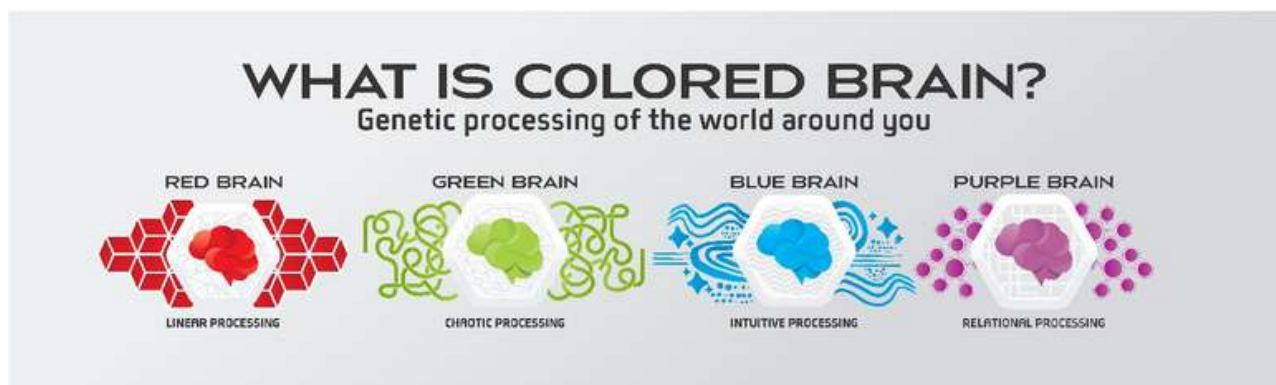
Not all managers are leaders and not everyone can lead. Leadership is not about following. It requires certain qualities and ability of you to inspire and bring out the best of people. It is about achieving results through people.

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.

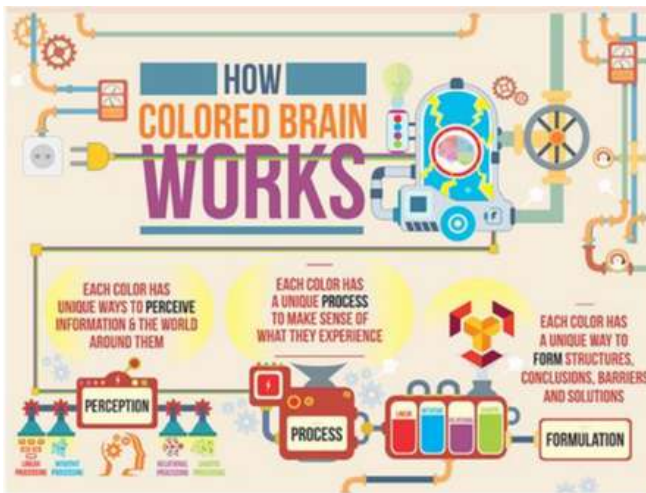
Participants will get to do the **Colored Brain Communication Inventory** tool to uncover your **Colored Brain**. The purpose is to understand yourself at a deeper level and unleash greater potential in you as a **leader**.

## 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.

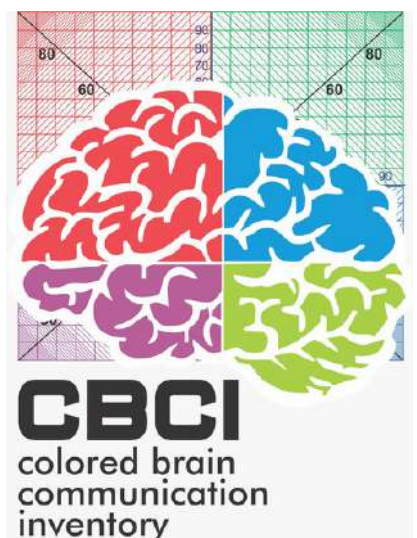
This assists in defining and overcoming conflict, miscommunication, and how we and others interpret our sense of value that is ultimately responsible for employee engagement and competence.



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

## 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.





## 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.

## Benefits:

- **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) Psychology is the science of group dynamics and its leadership and organizational culture consulting methods can help organizations create a high-performing workplace culture. DC Psychology offers a framework that allows leaders to understand and leverage their employees' communication and predictable group dynamics. While we focus on **leadership development and corporate culture**, it can also be used for improving and **group dynamics** in any organizational discipline like **communication, problem solving, team synergy, customer experience** and others.

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 **RELEVANT, FUN & IMPACTFUL!**

2. In essence, our methodology is:

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



# 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 leadership skills with the power to influence



# COURSE OUTLINE

This program can be conducted in 1 or 2 days, F2F classroom or virtual. Time and activities will vary depending on the mode and length of delivery.

## DAY 1

### Module 1: Foundation in Leadership

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

## Module 2: Colored Brain Communication

- What is Ambiguity Relief?
- Colored Glasses Syndrome & The 4 Colored Brain Processors
- Interpretation of your natural talents, potentials, strengths & weaknesses
- Video viewing
- Activity: Uncover your natural communication style as a leader based on Colored Brain Communication cards
- Benefits & Summary of Colored Brain

### DAY 2

Time from 9:00 am – 5:00 pm

## Module 3: The Colors of Leadership

- What is beyond money? 8 Human Emotional Drivers
- Barriers to Success – The Need Sucking Syndrome
- Colors of Leaders
- Colors of Team & Organization

## Module 4: Leadership & Team

- The Environment & how it affects you
- Focus & Reticular Activating System
- Pyramid of Commitment
- Developing the true leadership color in you





## 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.

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.



Master Trainer of  
Directive Communication  
Psychology in Malaysia



Master Certified  
Colored Brain



Master Certified  
Emotional Drives &  
Motivation



DC Culture  
Change Certified



HRDC Certified Trainer  
(TTT/1542) @ Lau Chew Lee



Accredited by American  
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Psychology (AiOBP)