



How your brain works & why it helps to know...



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There is great buzz, especially in this political year, about being a great communicator but what does that mean?

Do you have people on your team who just don't seem to hear? Or who just don't get it?

It's about more than words. It's also the visuals, the sounds, the movements. It's about knowing your audience. ***And, it's about you. Complicated? Not really.***

Basic neuropsychology provides a relatively easy process for understanding learning preferences based on how a particular brain is wired revealing visual, auditory, or kinesthetic orientations. I love this science – it's fun! It's also useful.

Through trained observation, with a brief written survey, anyone can discover brain styles and utilize the information in their business and personal life. If you love to read, your style is highly visual; if you prefer to hear the information, you're an auditory learner. If you need to have your hands on it, you learn experientially and need to process kinesthetically.

Envision adapting your messaging to the brain(s) you're trying to reach. ***Give your teams the tools by inviting them to take the assessment, and you'll empower them to communicate in a new, enhanced manner.***

When you're talking to your Board of Directors or a larger audience, use a combination of messaging channels.

Own great communication; inspire your team.

Dr. Deb Carlin

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www.drdebcarlin.com for easy access to communication tools

Let me know what you think - DrCarlin@drdebcarlin.com