

August 19, 2012



**To:** Whom it may concern

**From:** Elaine C. Long, FACHE, RYT, CAP  
Leadership Development Consultant

**Re:** Testimonial letter for Sheila Glazov

Sheila Glazov facilitated **"What Color Is Your Brain?®" (WCIYB)** for the Advocate Condell Leadership Development Institute (LDI) program on June 27<sup>th</sup>, 2012. The purpose of this Advocate Condell LDI was to bring all leaders of the hospital to one location to learn about and get to know each other better and enhance their abilities to address leadership issues such as crucial conversations and behaviors of excellence expectations.

We chose Sheila Glazov because **"What Color Is Your Brain?®"** is a fun way to learn about each other and we thought Sheila would have a dynamic engaging approach.

As with any Leadership Development program I design and direct, I weave together all the curriculum and theme elements to create a continuous learning environment. In this case, we started the day by giving out leis (our overall theme was a Cruise to New Adventures – as the participants "boarded the ship") that were the four colors of the brain, we decorated the tables with balloons in the colors of the brain and incorporated the colors in the lunch drink cups.

Sheila was very involved in my other learning objectives for this eight hour day (of which she had a portion.) She collaborated with me and the other faculty and prepared diligently including a dress rehearsal the day before, completing a customized assessment, co-designing a group activity, and co-presenting with another faculty, plus providing excellent detailed post-program print-outs.

Sheila was always engaged and willing to work above and beyond with us even though at times we struggled to get the details just right. She is a delightful person and an expert in her craft and the overall experience provided great outcomes for the LDI participants.

Participant survey responses to "Practicality of concepts presented" of the WCIYB was rated 85%. We received excellent comments regarding the practicality of the concepts, here are just a few:

- "Can be very helpful in coaching situations to be able to address material in way that will have the most impact for that particular individual."
- "The knowledge learned will be a great means to assist with everyday productivity, teambuilding and crucial conversations."
- "The information I received will help me understand and communicate better with my colleagues."
- "Tolerance versus appreciation was a big part for me. I will appreciate others brain color when talking to them and not just think of tolerating them."
- "This information will be used for communicating with all the different personality types that are found in an office. Knowing how a person sees & feels about things helps you know how to approach the person with you may have issues with. You may also use this information to get "buy-in" on a particular idea from a group of people. You may have to appeal to all types/colors of brain to get everyone on board w/ an idea."

Many leaders at Condell have since utilized the WCIYB approach with their staff and found that it has impacted their understanding and ability to work together. I also used it to help me better understand myself and my family members as well. Your organization will definitely benefit from the experience with Sheila Glazov and WCIYB. Sheila and her work would be a great asset to any organization.