



# **What Color Is Your Brain? When Caring for Patients: An Easy Approach for Understanding Your Personality Type and Your Patient's Perspective**

*Sheila N Glazov, Denise Knoblauch BSN RN COHN-S/CM*

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# What Color Is Your Brain? When Caring for Patients: An Easy Approach for Understanding Your Personality Type and Your Patient's Perspective

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The differences in personalities and how they shade our perceptions can affect the way healthcare professionals communicate and interact with patients, colleagues, and other individuals in their workplace. Discovering and understanding your own strengths and idiosyncrasies while adapting to others can be an overwhelming task.

In response to this common frustration, **What Color Is Your Brain? When Caring for Patients: An Easy Approach for Understanding Your Personality Type and Your Patient's Perspective** explains the distinctive similarities and differences that impact your daily thoughts and actions.

Sheila Glazov, joined by nurse Denise Knoblauch, created colorful personality profiles that simplify the complex nature of the healthcare professionals' attributes and abilities in the workplace while interacting with their patients. **What Color Is Your Brain? When Caring for Patients** is intended to facilitate effective communication and cooperation and minimize stress and frustration in numerous aspects of your work day.

Take the **Healthcare Professional "No Right or Wrong Answer" Brain Quiz** to effectively analyze your unique characteristics to determine your Brain Colors and to recognize your unique traits and talents in your workplace. Then, read and enjoy the relevant and motivating anecdotal stories from 25 healthcare professionals, which are strategically placed throughout the book.

Rather than offer an excuse for people's behavior, this book helps to explain why your perspective differs from or relates to the viewpoints of others. Engaging, educational, and easy to read, **What Color Is Your Brain? When Caring for Patients** is a guide to discovering and decoding who you are, why others see you the way they do, and how the four Brain Colors play a role in your career and workplace.

- Yellow Brainers are Meticulous, Dedicated, Structured, and Loyal
- Blue Brainers are Collaborative, Adaptable, Cheerful, and Helpful
- Green Brainers are Analytical, Cautious, Calm, and Fair-Minded
- Orange Brainers are Spontaneous, Energetic, Optimistic, and Easy-Going

**After reading *What Color Is Your Brain? When Caring for Patients*, you will have the knowledge and know-how to:**

- Assess your personality and determine how to productively use your attributes and abilities in the workplace
- Increase your awareness and appreciation for others' perspectives and differences

- Create caring, collaborative, and harmonious relationships
- Understand each color-filled communication style and meet the needs of others
- Apply the personality principles and tailor communications to fit the Brain Color lobes of each individual
- Build rapport and appropriately approach patients to offer exceptional care
- Eliminate stress and solve problems by understanding your patients' and co-workers' perspectives

**What Color Is Your Brain? When Caring for Patients: An Easy Approach for Understanding Your Personality Type and Your Patient's Perspective** explores the essential pieces of the puzzle that is human interaction. With the help of this dynamic book, determining your own Brain Colors and learning to improve your communication and collaboration with patients, colleagues, administrators, and others is bound to be a no-brainer.

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