

# About



An internationally recognized author and speaker, Shoya Zichy specializes in energetic, humor-filled and practical seminars on team building, leadership, sales, women's initiatives, career development and developing a coaching culture. She is also an adjunct instructor at New York University.

Her clients include, Merrill Lynch, UBS, ABN, Northern Trust, Prudential, the U.S. Treasury, the Government of PA, among others.

Her work has been featured in Fortune, Newsday, Barron's, the Chicago Sun-Times, Washington Post, Memphis RSVP, US 1 and on CNN.

She is the author of *Career Match: Connecting Who You Are With What You'll Love To Do* and *Women and The Leadership Q*. Other works include *Color Q Profiles: For More Success in Work and Relationships*, *Color Q Coaching* and *Getting Along With Your Family*. Her work has been translated into Arabic, Chinese, Italian and Korean.

Color Q, her proprietary model, bridges the research of the Myers-Briggs community with the temperament model of David Keirsey. It provides highly accurate information on how people's brain styles affect their leadership, team and sales style, career choices, coaching approach and interaction on a team and in a family.

Formerly Shoya had a 15-year career in international marketing, sales, and management and journalism at Citibank, Merrill Lynch, Institutional Investor and American Express, which included a four-year expatriate assignment to Hong Kong. Prior to that she spent four years as a teacher at Greenwich Academy in CT. Her front line business experiences provide a real life edge to her training programs.

Shoya's unique research linking personality to investment behavior is the cornerstone of Peter Tanous' book *The Wealth Equation* and the subject of a cover story in *Plan Sponsor* magazine.

She is past President of the Myers-Briggs Assn. of NY and served on the Board the Financial Women's Assn. Shoya holds an MA in Education from Boston University and is fluent in French and German.

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