



Do the conflicts in your organization wear you out?

Research shows managers spend up to **26%** of their time dealing with conflicts. This equates to a loss of **\$359 billion** each year!

AMA Research



What if you could “read” people accurately? What if you could understand their motivation, needs and decision-making style soon after meeting them? *Wouldn't you be more effective?* The Zichy Group provides highly interactive and humor-filled programs on how to use personality differences to turn conflict management into a strategic advantage.

“Dynamic, high content and engaging! Shoya scores a bull's eye in showing business leaders how to leverage their strengths and use them to manage more effectively.”

Peter Tanous, President, Lynx Investment Advisory

“Awareness of the variety of leadership styles was a career-altering event.”

K. O'Hare, Partner, Deloitte

Color Q Seminars

Using the self-scoring Color Q assessment and experiential exercises, individuals learn to enhance their style and leverage the strengths of others. Insights lead to improved leadership, teamwork and sales.

BUILD HIGH PERFORMANCE TEAMS. Building effective *real and virtual* teams is key in today's world. A constructive use of behavioral differences contributes to a collaborative culture and enhanced productivity. The session provides an analysis of the talents and needs of four styles. You'll learn to

- Recognize how each team member thinks, processes information, interacts and prefers to work
- Manage conflict and improve team communication, problem solving and decision making
- Assess the team's strengths and potential blind spots
- Use personality differences to drive creativity and increase innovation

ENHANCE YOUR LEADERSHIP STYLE. Whether you are running a company or managing a project, understanding your inborn style is a unique tool for improving performance. You'll learn to:

- Use your unique strengths and minimize blind spots to influence and achieve organizational goals
- Create and sustain employee engagement and productivity by understanding four motivational styles
- Assemble teams that have a high probability of success
- Obtain needed resources and funding by knowing the drivers of internal and external clients

ATTRACT, ENGAGE AND CREATE LOYAL CLIENTS. Clients are often won or lost depending on your ability to adapt your approach to *their* needs. Color Q offers a tested consultative / solution-driven framework to define seller and buyer styles. You'll learn to:

- Define and leverage your natural selling style
- Increase new business by “flexing” your sales approach to the true needs of your clients
- Engage new prospects and build loyalty with satisfied customers for long term success
- Improve negotiations

COACH AND MENTOR TO PEAK PERFORMANCE. This seminar is for managers and internal coaches who need to coach staff to heightened productivity. Using the tools outlined in the book *Color Q Coaching* you will define how the four temperament groups are best coached. You'll learn to:

- Identify the core strengths and blind spots of your natural coaching style
- Increase employee engagement and team productivity by understanding the motivation of others
- Improve the performance of problem employees
- Provide the targeted reinforcement needed to retain high performers

DEVELOP, ADVANCE AND RETAIN WOMEN LEADERS. Using the framework developed for the internationally acclaimed book *Women And The Leadership Q*, participants create a personal leadership profile while exploring common workplace experiences with peers. You'll learn to:

- Define your unique talents and see how you are perceived by others - at your best and under stress
- Challenge the stereotype of male / female ways of dealing with conflict
- Expand influence by engaging effectively with a wide variety of personality styles
- Communicate with confidence, credibility and authority

Other Programs

INTRODUCTION TO THE MYERS-BRIGGS TYPE INDICATOR® EXECUTIVE AND CAREER COACHING

Client Reflections

"With over 3,500 having taken part in your seminars, the Color Q phenomenon is sweeping through our organization!" S. Webb, Senior Vice President, ABN AMRO

"The unique insights and skills so skillfully presented by Shoya Zichy will inspire employers and employees alike." Arthur Ryan, past Chairman & CEO, Prudential

About the Color Q Personalities™ Model

Color Q is a leading edge system based on a combination of brain research and the work of the Myers Briggs community and David Keirse. **Administered to over 40,000 worldwide**, Color Q has been featured in *Fortune, Barron's, Newsday, The Chicago Sun-Times, US 1, The Washington Post, The Boston Globe*, on CNN and other media. It provides insights on four temperaments and their corresponding needs, values, talents and behaviors. Information is *targeted to real life situations, easy to remember, highly accurate, and positive for all styles*. Organizational leaders comment that it enhances nearly every aspect of corporate performance. **Seminars are available in Arabic, Italian and Spanish.** www.ColorQPersonalities.com



About the Presenter

Shoya Zichy is an internationally recognized seminar leader, author, keynote speaker and coach. Color Q, her proprietary model, has been introduced to client groups such as ABN AMRO, Deloitte, IBM, Goldman Sachs, Merrill Lynch, Prudential, UBS, the U.S. Treasury and Penn State, among others.

Previously Shoya had a 15-year career in private banking at Citibank, Merrill Lynch and American Express. She is the author of *Women and The Leadership Q, Career Match: Connecting Who You Are With What You'll Love To Do* and *Color Q Coaching*. Past President of APT, the Myers-Briggs Assn. of NY and former board member of the Financial Women's Assn she is an adjunct instructor at New York University. **Her work is translated into Arabic, Chinese, Italian and Spanish.**

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