



**What if you could “read” people accurately?
What if you could understand their motivation
and decision-making style?
And what if you could speak their “language”?
*Would you not be more effective?***



Research shows managers spend up to 26% of their time dealing with conflicts. This equates to a loss of \$359 billion each year. Shoya Zichy 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, Lepercq Lynx Investment Advisory

"I have successfully used Color Q with hundreds of associates to increase their awareness of personality and leadership style, which has resulted in higher performing teams. It is an incredibly fun, memorable and effective resource!"

Rehana Farrell, Chief Administrative Officer, Guggenheim Investments

Seminars

Using the 5-time award-winning, Color Q self-scoring assessment and experiential exercises, individuals learn to enhance their style and leverage the strengths of others to improve leadership, teams 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.

- 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.

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- 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.

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.

COACH AND MENTOR TO PEAK PERFORMANCE. This seminar is for managers and internal coaches. Using the tools outlined in the book *Personality Power* 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.

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

The award-winning model combines the work of Carl Jung, the research of the Myers-Briggs community and modern day brain research. **Administered to over 90,000 worldwide**, Color Q has been featured in *Fortune, Barron’s, Newsday, Essence, The Chicago Sun-Times, The Washington Post, The Boston Globe*, on CNN and other media. It provides insights on four personality groups 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.* www.ColorQPersonalities.com



About the Presenter

Shoya Zichy is an internationally recognized seminar leader, author and coach. Her clients include groups such as Deloitte, Merrill Lynch, Prudential, UBS, the U.S. Treasury, Marine Corps Scholarship Foundation, Segal Consulting and the Commonwealth of PA, among others.

Previously Shoya had a 20-year career at Citibank, Institutional Investor, Merrill Lynch and American Express. She is the author of *Personality Power* (recipient of 4 book awards) and *Career Match: Connecting Who You Are With What You’ll Love To Do*, (winner of the Mensa-supported Sharp Writ “Best Research” award.) Her other books include *Women & The Leadership Q* and *The Guide To Finding & Keeping Your Ideal Partner*. She is past president of the Myers-Briggs Assn. of NY and a former instructor of New York University. Her work has been translated into Arabic, Chinese, Dutch, Korean, Spanish and Vietnamese.

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