

# Colour Coded for Success

*By: Helena Kaufman*

Self knowledge and the red, blue and green visual map of the brain's biological structure common to us all are the foundations of success. This is what managers, executives and business professionals learned at two, one day workshops held recently in Surrey designed to increase their sales and management effectiveness and their leadership and personal success.

The colour disc was at the heart of a presentation by Andreas Hug, Master Trainer for Canada of the Structogram® Training System. It was brought to BC for the first time by Mr. Syed R. Khan, Managing Partner of First Financial Services Group (FFSG) and Independent Sales Consultant for Structogram on the west coast.

After some analysis and group interaction, participants learned how to use the matrix to identify their strengths and preferences within life long patterns. "It's a most universal tool because it's not dependant on language and culture" explains Hug." There's no need for special academic experience or knowledge of complex terms.

Participants picked up skills simply and found the program easy to understand and ready to apply immediately.

"I know from personal experience that this system can boost an individual's income, first by understanding themselves – their own strengths and then knowing what people's preferences are and how they want to be spoken to," said Khan.

The group agreed that their sharpened skills could be used to energize company teams and also applied to their community contributions. "Differences and diversity are welcomed and converted to advantages," noted Afro News publisher, Honoré Gbedze, who attended with other leaders of community organizations and business.

Gold Level Sponsor, Shawn Sulaimann of AP Global Resources Inc. supported the event, managed on site by Svetlana Miroshnichenko. Find more information at [www.structogram.ca](http://www.structogram.ca).

*Helena Kaufman is a business coach who works with English and non-native speaking entrepreneurs and executives on their personal and professional communications success. Send communications questions or to arrange for a discovery coaching session: [helena.writer@gmail.com](mailto:helena.writer@gmail.com)*

See page 12 for photos of the event.  
*(Photos not included in this download)*

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