

DIRECTIVE COMMUNICATION PSYCHOLOGY

A COMPLETE SOLUTION FOR THE HUMAN CAPITAL



DIRECTIVE COMMUNICATION PSYCHOLOGY IN SERVICE TO THE STUDENTS AND THE FACULTY FOR BETTER RESULTS

Introduction

1. Talk about the Performance of the students, both in class, and in extra-curricular activities? Would you like to see a change in the performance of the Students in imbining and the Faculty in imparting? Would the parents like to see a different child in their wards? Would 'The Schools' like to see their students do their "Best in Life" and "Boast of Their Alma Mater?"
2. All this is possible through the scientific means of "Directive Communication (DC) Psychology", a complete solution to "The Human Capital Evolvement and Out-Performing their Own-Selves".

Genesis and Basis of DC Psychology

3. (a) "Psychology" that Affects People how they Act and React individually and in Groups.
(b) It is a "Science" that Influences Team Dynamics to Cultivate High Performance Cooperative Work Cultures and Leadership across any discipline within an organisation.
(c) Incorporates latest breakthroughs in Motivational and Genetic Psychology, and applies them in Improving Groups and Corporate Culture, Team Development and Workforce Enhancement, and in high yield training development.
(d) A unique form of Psychology that can Enhance Team Work and improve the Working Environment.
(e) Allows Cultivation of better Personal Relationships, Raising Children, better Spouse Relationships, becoming more Fulfilled and Responsible Citizens.

What can DC Psychology do for you

4. (a) 'Adolescents and students' curious to know more of self. "The how and why of everything that they know not about self."
 - (i) Can the 'student in him/her' focus more to perform better in academics as well as sports?
 - (ii) Can the 'individual in him/her' be openly accepted by the environment and friends around them?
 - (iii) Would you like to know what job profile are you best suited for?
(b) Would the 'youth of today' want to analyse their failures and come up to expectations in relationships: within friends, office arenas and personal lives?
(c) Would the 'aspiring candidate' like to achieve more on personal interviews, group discussions, group tasking, presentations, case studies and business plans?
(d) Would you like to 'know your spouses better?' "Now, don't ask, can i"?would you like to understand as to why he or she reacts to a situation in a particular manner?
(e) Would you wish to be 'better appreciated in all walks of life' and know your strengths and weaknesses? Would you like to convert your weaknesses in to strengths?
(f) Would you like to create a conducive environment around yourself for better productivity, both of individuals and the group?
(g) Would you not like to achieve the optimum in your life?

How does DC Psychology Analyse Strengths and Weaknesses?



LEADERSHIP DEVELOPMENT AT ALL LEVELS OF THE ORGANISATION



ISSUES WITH PERSONAL AND ORGANIZATIONAL EFFECTIVENESS

The Two Postulates of DC Psychology

5. **The First DC Postulate: The Colored Brain Theory.** The Directive Communication Colored Brain formulation described in this section is based on the “personality dynamic” description in the Human Dynamics body of research undertaken by Dr. Sandra Seagal, David Horne and their colleagues since 1979, combined with elements from Ned Herrmann’s Whole Brain Thinking, which was undertaken with extensive MRI testing on brain activity, and from C.R Cloninger’s temperament and Character research on genetic and environmental influences on behavior.
6. The colored brain model takes only those factors exhibited in all three studies to determine the genetic processing of our brain that affects perception and the communication interaction in our world. Colored brain is not about personality.
7. **Different Types of Brain Processors.** The different types of Brain Processors, as described pictorially below, make the difference in the type of an individual and the way he processes in any given situation/environment and classroom situation.

8. The analysis of different types of Brain Processing for the Students is helpful to them in the following manner:

(a) Helps them to understand their own potential.

(b) It also helps them to understand their weak points and allows them to improve upon their weak spots.

(c) It helps them to understand the class-mate better and allows them to compete in a better manner.

9. **The Second DC Postulate: The Human Drivers: The Eight Emotional Drivers.**

10. There are eight fundamental human drivers. Each of these is based on a human Psycho-Emotional need. While each of these drivers is present in each individual, they do not have equal importance.

11. Also they are achieved in different ways by different individuals. Every individual has a different order of importance for these eight drivers. We are constantly filling these drivers; sometimes in positive ways, sometimes in neutral ways, and sometimes in negative ways.

12. But we are constantly filling them. The ranking of these drivers can change with time, based on our environment, our experiences, and especially our traumas. These drivers can also be cultivated either positively or negatively by our environment, our culture, our parents, our teachers, and our peers.

Were You Aware of some of the Factual Data or Observations?

13. The human mind thinks 30,000 times faster than it acts, and the Human mind acts 30,000 times faster than it reasons. Would you lie to evolve the COGNITIVE Brain in the individual to reverse the above, so that the REASONING comes much before ACTING and THINKING.

14. The human beings involve in “Need Sucking”, day-in-day out of the people around them, thus killing the instinct of “Performing” in the individuals. You can educate them all to IMPROVE the PROFICIENCY of the Individuals.

15. In case the Faculty understands the ‘Brain Processor of the Student’ and the ‘Emotional Drivers that drive the Student’; will the Faculty be able to ‘Impart Better to the Student’ and the ‘Take Away be Better for the Student’?

Some of the Tools Used for the Analysis

16. (a) **COLOR BRAIN COMMUNICATION CARDS**



The Colored Brain Communication (CBC) cards are designed to bring out the power of the subconscious mind and bring out the best in each person. Get more clarity and improve learning retention.

(b) **COLORED BRAIN COMMUNICATION INVENTORY**



Increase cooperation, communication and superior decision making, leading to better management of Time, Change, and Conflicts in your workforce with the CBCI. This tool identifies genetic brain communication processes to determine how your staff processes the world around them.

Used to identify your Brain Color.

What do we as Professionals do for you?

17. We carry out the Brain Processing of the Students and the Faculty to Identify the Brain Color and thus the Brain Processing Characteristics.

18. We also conduct the process for the Identification of the Emotional Drivers for the Students and the Faculty.

19. The Tests and Interactions help the Students and the Faculty alike in the following manner:

(a) **Students.**

(i) Helps the student to understand himself better for the sake of his performance.

(ii) Helps the student to understand the classmates better. This enables him to improve his performance in relation to the others.

(iii) Helps the student to understand his Emotional Drivers and those of his class-mates for a better Team Spirit and Effective Communication.

(iv) Makes the Students better Leaders, Speakers and Out-Perform themselves.

(b) **Faculty.**

(i) Helps the Faculty to know themselves better.

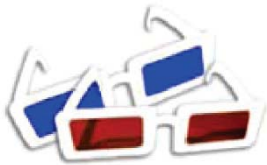
(ii) Helps them to understand the colleagues better for an effective and cohesive team building.

(iii) Helps the knowledge of the color brain composition of the students in the class that enables them to IMPART the LESSON much more effectively.

20. The schools gains in an overall manner, where-in, NOT ONLY the performance of the Students improves, the Faculty Performance goes higher and the Parents take away, is both in the form of a Better child, and the credibility of the School.

21. Would you like to achieve all of the above!!!

**An Effective and Evolved Persona.....
Would you like to be ONE!!**



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