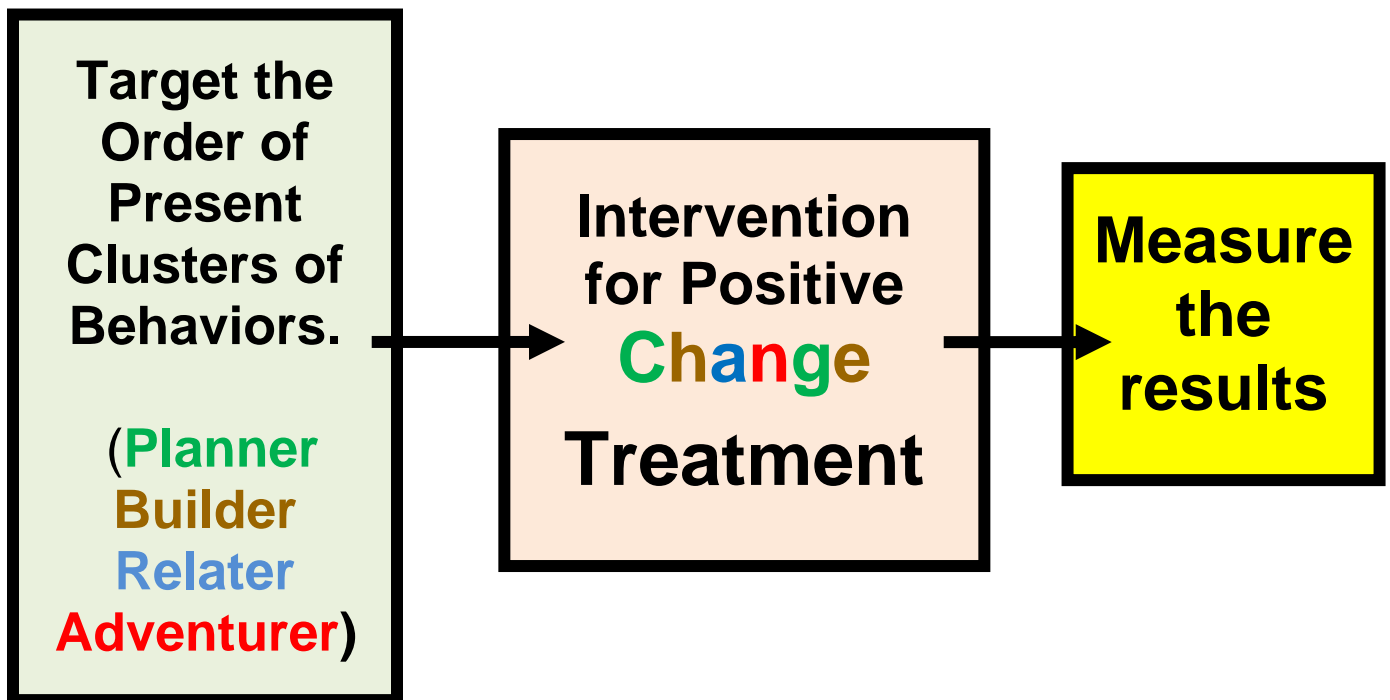




Your Communication Success Secret:  
The **Winning Colors**<sup>®</sup> Process:  
Founded On and Is the Practical  
Application of the  
**Behavior Modification Extensive Research.**

1.



2. **Client-Centered Therapy:** The best knower of the person is the person himself/herself.
3. **Neuro Linguistics:** Words are significant in describing and determining behavior.
4. The behaviors of an individual determine his or her **Locus of Control**.
5. Dunn's **Brain Compatible Learning Model**.
6. Traditional Colors Represent **Earth, Air, Fire and Water**.
7. **Memory Hooks:** Bear, **Dolphin, Tiger and Fox**.
8. **Marshal McLuhan** (My University Mentor): The Medium is the Message and Global Village.
9. **Expectancy Theory:** Gives you an edge in predicting what behaviors to expect in communicating with people and in life's situation.