

**Insights Into Personal Effectiveness  
Developing the Potential of Students in Business**

**Tokyo University of Foreign Studies**

January 28, 2008

On Monday 28 January more than twenty undergraduate and graduate students specializing in international communication gathered to take part in this seminar. This was the first student Insights Seminar that Insights Japan has run and I was slightly anxious about the response of the participants.

Very quickly I realized that the students were completely engaged and interested in the course. They participated with great enthusiasm in the Insights Card Game and got involved in lively discussions. They talked and laughed a lot and learned some important points about effective communication.

The highlight of the session was when they discovered the preferred colour energies of their professor's personality. When I explained some important "Dos" and "Don'ts" for communicating with her, the students all looked very serious. I am sure that this seminar has helped them to communicate more effectively with their professor and with each other. It has also been a good first step in preparing them to face the variety of personalities that they will be dealing with in their future professional lives.

I am pleased to report that I have had evidence since then that the learning has definitely 'stuck'. I still hear students referring to the four Insights colour energies. Comments like, "I missed some important points. Next time I'd like to use more blue energy," or "I need more yellow energy to improve my performance."

I look forward to developing many more Insights Student Seminars and I am confident that this is a highly successful way of supporting young people to enter the business world with confident communication and enhanced relationship skills.

Ryuko Shinzaki  
7 February 2008