

May 15, 2023

POWER OF PERSONALITY TAKES FLIGHT IN WORLD PREMIERE OF BIRDBRAINS, INC. MOVIE

-PHILADELPHIA-AREA SPEAKER AND AUTHOR DEBUTS FILM AT HISTORIC AMBLER THEATER

-Powerful Short Film Created in Concert with Pennsylvania Production Companies

Philadelphia, PA—Philadelphia has been home to a multitude of movies—from sports and dramas to comedies and romance. On Thursday, May 23, Philly will be the home of a movie premiere of a different feather...*BirdBrains, Inc.* The 30-minute film is the brainchild of Philadelphia-area author and speaker Merrick Rosenberg, CEO of Take Flight Learning, affectionately known as “The Bird Guy.”

BirdBrains, Inc. is a full-scale theatrical production that portrays a day in the life of four birds representing the four personality styles. The film introduces and reinforces the concepts taught in Take Flight Learning’s DISC-based training programs that help people understand their own personalities and everyone around them. Assigning human personality traits to birds brings the concepts home, and helps people tap into the power each person brings to any group or family.

“As individuals seek to reestablish the connection they lost during the pandemic, now is the perfect time to help them build stronger relationships as they see the personality styles in action,” explains Rosenberg. “By linking four birds to the DISC styles, a commonly used personality model created nearly 100 years ago, BirdBrains, Inc. makes the styles memorable and easy to integrate into everyday life.”

In the film, Dax, the dominant Eagle, Iko, the influential Parrot, Sonny, the supportive Dove, and Cali, the conscientious Owl, must work together to save the day when an avalanche traps hikers on Mount Lemuria. Guided by Xandra, the adaptable chameleon, and The Bird Guy, played by Rosenberg, they learn that by respecting and valuing their differences, they can do anything.

Produced in Pennsylvania

Philadelphia-based [Big Howl Productions](#), "Philadelphia-based Big Howl Productions, known for animation and puppetry projects for clients like SyFy Channel, Netflix and Hasbro, produced and directed the film. And [Monkey Boys Productions](#) of Horsham, Pa., which has created puppets, props, creatures, and practical effects for theme parks, stage and screen, crafted the characters to bring to life their true personalities on screen.

The world premiere of BirdBrains, Inc. ([movie trailer](#)) begins at 7:00 p.m. and the public is invited to live-stream the movie screening free at 8:15 p.m. [Click here to register](#).

About Take Flight Learning

Founded in 2012, Take Flight Learning grew out of one of the country's first team-building companies, Team Builders Plus, founded in 1991 also by CEO Merrick Rosenberg. Take Flight Learning reimagined the trusted DISC personality style model by linking the styles to memorable Eagles, Parrots, Doves, and Owls for long-term results. The company offers a series of training programs to help people understand themselves and others, enhance leadership, manage conflict, and generate sales. Rosenberg is the author of five books, including *Taking Flight!*, *The Chameleon*, *Which Bird Are You?*, *Flight School* for children, and in 2020, *Personality Wins: Who Will Take the White House and How We Know*. For more information, visit takeflightlearning.com or merrickrosenberg.com.

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Media Contacts:

Chris Ahearn
press@takeflightlearning.com
704-252-3031

Abby Buford
press@takeflightlearning.com
704-258-4411