

Colors of Personality

DIRECTIONS

STEP 1: In each row, rank each description that best describes you from 4 to 1.
With "4" being the best that describes you to "1" the least like you.

A	SPONTANEOUS IMPULSIVE IMPETUOUS	STABLE METHODICAL PLANNER	COOPERATIVE IDEALISTIC WANTS HARMONY	RATIONAL CURIOUS COMPLEX
	rank 2 3 4	rank 2 3 4	rank 2 3 4	rank 2 3 4





B	ADVENTUROUS DARING IN A HURRY	TRADITIONAL RESPONSIBLE DEPENDABLE	CATALYST COMPASSIONATE INSPIRATIONAL	LOGICAL ANALYTICAL LONER
	rank 2 3 4	rank 2 3 4	rank 2 3 4	rank 2 3 4

C	LOVE EXCITEMENT EXPLORER UNPREDICTABLE	DUTIFUL TEACHER INDUSTRIOUS	AUTHENTIC EMPATHIC MOTIVATOR	INTELLECTUAL INVENTIVE PROBLEM SOLVER
	rank 2 3 4	rank 2 3 4	rank 2 3 4	rank 2 3 4

D	ENERGETIC EXPEDIENT JOKESTER	MAKES RULES ORDERLY PREPARES	SUPPORTIVE SELF-AWARE CARING	SYSTEM-THINKER INDEPENDENT PERFECTIONIST
	rank 2 3 4	rank 2 3 4	rank 2 3 4	rank 2 3 4

E	BOLD WITTY RISK-TAKER	LOYAL RELIABLE LIKES STRUCTURE	ROMANTIC FLEXIBLE SELF-ACTUALIZING	THEORETICAL INGENIOUS INDIVIDUALIST
	rank 2 3 4	rank 2 3 4	rank 2 3 4	rank 2 3 4

STEP 2: Now total up each column at the bottom and put amount in box.

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Colors of Personality

DESCRIPTIONS

RED RED RED

Adventure

I like being free to do things my own way. Where are the new frontiers? I want to explore. Life is a wonderful game - let's play. Where's the action (or the problem), let me at 'em! Give me a challenge - I'll handle it NOW! I love the spotlight - watch me perform. Let's find a new and different way to do it. Freedom is important, don't fence me in. Rules that don't make sense can be broken. Bells are for ringing, mountains for climbing.

REDs tend to be more concerned about what's happening right now than in the future. Adventurous hobbies, impulsive behavior, if it isn't fun - forget it! Easy to ignore clutter. Generous, sharing helpful. Waiting is awful. They love fine tools, instruments and the artist's brush. Easily bored and restless. REDs learn by doing, experiencing. Naturally competitive, witty and charming. Defeats are temporary. Exciting, light-hearted and joyful.

RED COMMUNICATIONS

When you find yourself with a person who seems to be competitive, risk-taking and impulsive, you may well be talking to someone whose primary color is RED. REDs are spontaneous, love to get attention, may dress boldly or daringly and will be action-oriented. It's hard for them to sit still for very long and it will help to get to the point quickly.

You may want to acknowledge and appreciate the fact that they are willing to spend the time with you and listen to what you are presenting. Emphasize the action in what you are proposing. Go directly to the summation and then go back and fill in whatever details may be absolutely necessary. Going on and on about something will cause the RED to leave - either physically or mentally.

Humor, clever expressions, even puns will be good communicating tools.

Talk about immediate benefits. Make the outcome of a decision clear and vibrant. You will keep the RED's attention by talking about adventures, new ideas, exciting stories, sports and creative approaches.

Your first impression may be that the RED is rather bored or nonchalant. As your conversation begins they may not participate much, but as they see value in what you're saying you'll sense a very authentic enthusiasm and interest. And if there is a sense of urgency, the interest will be further heightened.

REDs seek action, immediate results and participation. They tend to be impulsive, competitive and enjoy physical activity. They welcome the opportunity to be "on stage." If you want to sell an idea to a RED, make it entertaining, playful, experiential and fun. Talk about immediate benefits.

YELLOW YELLOW YELLOW

Responsibility

I have values, tradition and authority I have a clear idea of what people should do. I want to belong. I handle details well, and I'm a hard worker. I am useful, productive, a contributor. I like to care for others - look out for them. I want to anticipate and prepare for the future. The home and family are the core of society. It's important to have rules, laws and controls. I appreciate awards and public recognition. I provide stability within an organization. I demonstrate my love in practical ways.

YELLOWs are loyal, dependable, punctual and trustworthy - and they know that everyone else should be, too. Structure and order are very important. They establish and maintain institutions. Very reliable - the backbone of a stable social system. YELLOWs resist change and see hierarchy as essential to society, the company and the family. Any leadership or authority role must be earned. They have a strong sense to conserve, plan and perpetuate.

YELLOW COMMUNICATIONS

When you're with someone whose dominant color is YELLOW you will get an impression of industriousness, respect for the work ethic and a serious concern for the rules, policies and traditions. The YELLOW will usually be quite conservative, eager to maintain the status quo. YELLOWs are proud to be reliable, responsible and helpful.

To establish a good communication link it will help to be part of an establishment or an organizational structure. Be very clear and direct. Use precise terminology and a businesslike approach. The YELLOW wants to be sure that what you are saying is right, proper, according to the rules.

Discuss past successes, how your ideas have been validated over the years. Relate your proposal to the bottom line.

References and referrals will be impressive to the YELLOWs of the world. Status and respect are important, there must be clear, solid benefits and the idea must be financially sound. Remember that YELLOWs tend to be planners - they want to think about the long-range consequences.

You will be treated with respect by a YELLOW personality, with all the appropriate formalities. Be sure you have organized your thoughts and present them in an orderly fashion. And, by all means, keep the appointment you've made and be on time.

YELLOWs will want to think things through to be sure they are doing the right thing. Is it honest? Will it provide status and respect? Does it support our policies and mission? Is the idea financially sound and feasible on the basis of established procedure?

Avoid abstractions and generalities until the solid foundation has been presented. Rules and guidelines help. And be sure to reaffirm the wisdom of the YELLOW's decision once it has been made.

Colors of Personality

DESCRIPTIONS

BLUEBLUEBLUE

Harmony

Relationships are important to me. I want to have lots of friends - share and care. I have integrity, I'm authentic and unique. I like helping others become what they can be. Emotions are okay, and I show mine easily. People are lots more important than things. I enjoy flowers, music and romantic movies. I love to help friends solve their problems. My hunches work; I'm very intuitive. Empathy and sympathy are both easy for me. I thrive on recognition and acceptance. I'm really good at motivating people.

BLUEs see the possibilities in others - and in themselves! Striving for authenticity, they want to become what they can be. Uniqueness is important, yet they can shift identities to fit the situation. Life is a search for meaning. Warmth and compassion flow easily and with sincerity. Devoted friends, they love to talk, share and help. BLUEs are imaginative, very creative and have lots of sensitivity to the thoughts and feelings of other people.

BLUE COMMUNICATIONS

BLUEs are very flexible, adaptable - almost chameleon-like in their ability to adjust to a group or a situation. That makes them a little more difficult to identify.

Friendship and acceptance is very important to the BLUE personality. They are not inclined to compete, but are very good at encouraging others to do so. Empathy comes easily, and whether you have a success or a tragedy, the BLUE will share your emotions sympathetically.

Here is a person who wants to make the world a better place, may be involved in causes and easily and enthusiastically verbalizes convictions.

An interactive, "Let's Win" climate is a natural for the BLUE. Working things out, resolving conflicts and finding a way we can cooperate are second nature. Warmth, caring, nurturing and openness will establish a rapport with this person.

The BLUE is authentic and unique - whatever you do that acknowledges those attributes will create a bond. Eye contact is important. Keep an open body posture. Physical touch will usually be accepted and reciprocates as a signal of a valued relationship.

BLUEs tend to be good with words and may dramatize their ideas and opinions.

There's no reluctance to talk about personal issues or relationships, and the conversations may well get rather emotional.

It will be important for your ideas to be people-related, and that they will make a difference. If that is clear, you will have a good listener who responds to your appreciation with appreciation. There may laughter, anger or even tears. If your ideas will help people, bring out their best and develop cooperation, teamwork and self-esteem, the BLUE will hang on your every word.

Conflicts or rejection will turn off switches. Maintain a positive, warm, open atmosphere that encourages a rich exchange of opinions and ideas.

GREENGREENGREEN

Curiosity

Searching, learning, understanding are fun. I love puzzles, problems and finding solutions. I like to work independently. Intelligence, justice and fairness are important. I want to be correct - to do things right. It would be great fun to explore the universe. Once I've found the solution, others can take over and put it into action. My calm exterior may hide some inner turmoil. I love to create a brand new idea. Being competent is absolutely essential. I want my brain to manage my emotions.

GREENs want to know all there is to know about everything. They like to analyze, probe, study, invent, investigate and explore. Nonconforming and independent, they tend to appear calm, cool and collected most of the time. The worst situation for a GREEN would be to appear stupid. If there's a time to read - outside of "important" books and journals - mysteries or science fiction will be the logical choice. They love abstractions and puzzles.

GREEN COMMUNICATIONS

GREENs have a seemingly insatiable curiosity. When you encounter someone who is filled with questions, wants to know more about almost everything, chances are you're with a GREEN personality.

They may seem cool or aloof, emotionally arms-length. But if you will move from the heart to the brain you'll find a stimulating conversationalist. The GREEN may be skeptical. "Why?" is the important question. Spends lots of time reading, mostly technical information (or science fiction). This person will be focused on the future, on the possibilities, on the vision. Quite content to be on their own, do things their own way and proceed independently toward the solving of a problem.

Talk about theories, models, paradigms and you'll keep the GREEN's attention. Suggest the possibility of learning experience, an advance in knowledge or wisdom. Above all, be logical and factual. Be ready to validate and prove your assertions.

The "global" implications will be important to a GREEN personality. If possible, show how you can help the person further develop knowledge and understanding.

Never mind the "small talk" or idle conversation. Discuss concepts, abstractions, new ideas and plans that will impact the future. Offer a logical solution to clear problems and puzzles. Challenge the GREEN to help find the solution. Be creative, innovative, but not outlandish. Things need to make sense.

You may find yourself in a debate - friendly, but be ready to defend your position. The GREEN person will have questions and must respect you before trusting your answers.

Convey the "driving force" or theory that underlies your ideas and proposal. This thinking person will want to consider, interpret and probe. That's the fun in life. You'll establish rapport by appreciating the GREEN's competence. Show how your idea meshes with their vision. Show a model or discuss the philosophical appeal. Remember, the GREENs want to be sure that anything they do makes sense!