

Analysis of Individual Colors

Gold Your Strength is DUTY

You value order and cherish traditions of home and family. You provide for and support the structure of society. Steadfastness and loyalty are your trademarks. Generous and parental by nature, you show you care by making everyone do the right thing. To disregard responsibility of any kind never occurs to you. You enjoy the status and security that being prepared represents. You have an instinct for keeping the product in production, for maintaining the structure, and for supporting the rules. You have a strong awareness of right and wrong for the *shoulds* and *should not's*.

Gold -- Intra-Personal Traits . . .

Value and **respect** the following traits:

- ✧ Organization and orderliness
- ✧ Dependability, accountability, and responsibility
- ✧ Rules and regulations
- ✧ Traditions, ceremony, culture, and family
- ✧ Work ethic, steadfastness
- ✧ Accuracy and efficiency
- ✧ Fairness
- ✧ Wealth, influence, status, and security

Self-esteem is built by

- ✧ Consistency
- ✧ Opportunities to display responsibility and dependability
- ✧ Opportunities to organize and to provide leadership

Needs:

- ✧ Clear objectives
- ✧ Sequential steps
- ✧ Definite timelines
- ✧ Short and long-term goals

Motivated by:

- ✧ Opportunities to help with planning
- ✧ Opportunities to display leadership capabilities
- ✧ Authority to organize others
- ✧ Maintaining stability, policies, rules, consistency, and predictability
- ✧ Clarifications of expected outcomes

Prefer:

- ✧ Predictability

Rewarded when:

- ✧ Their accuracy, efficiency, and thoroughness are noticed
- ✧ Their responsibility and dependability is acknowledged
- ✧ The positive impact of their work on others is noted

Gold -- Intra-Personal Traits . . . cont'd

Stressed by:

- ◇ Incomplete or vague directions
- ◇ Ambiguous answers
- ◇ Disorganization
- ◇ Confusion
- ◇ People who do not do what they say
- ◇ Non-conformity
- ◇ Lack of responsibility, discipline, and consistency in others

Gold -- Inter-Personal Traits . . .

Improve personal relationships with a bright gold by:

- ◇ Caring about their need for security
- ◇ Doing some reasonable planning
- ◇ Praising their responsible actions
- ◇ Remembering sentimental moments
- ◇ Acknowledging their stability
- ◇ Responding to important dates

Improve job performance of a bright gold by:

- ◇ Assigning projects which requires detailed planning and careful follow-through
- ◇ Defining the tasks in clear and concrete terms
- ◇ Being punctual and reliable
- ◇ Providing a well-structured, stable work environment and avoiding abrupt changes
- ◇ Giving standard rules and regulations; and setting a good example
- ◇ Sharing responsibility and duties of the workplace and taking work ethics seriously
- ◇ Giving feedback every step of the way on any project to reassure them that they are on the right track
- ◇ Recognizing their need to be straightforward, dependable, responsible, and business-minded
- ◇ Giving tangible recognition for their work

Green Your Strength is KNOWLEDGE

You feel best about yourself when you are solving problems and when your ideas are recognized, especially when you feel ingenious. You seek to express yourself through your ability to be an expert. Your idea of a great day is to use your knowledge and intellect to create new solutions. You are a complex individualist with great analytic ability. Although you do not express your emotions openly, you do have deep feelings. People with green as their brightest color have curious minds and explore every facet of a problem or an idea. They are global in nature, always seeking universal truth.

Green -- Intra-Personal Traits . . .

Value and **respect** the following traits:

- ✧ Autonomy
- ✧ Objectivity
- ✧ Ingeniousness
- ✧ Independence
- ✧ Logic/Rationality
- ✧ Privacy
- ✧ Orientation toward the future
- ✧ Answers, resolutions, intelligence, and explanations
- ✧ Efficiency, increased output, reduced waste
- ✧ Knowledge and capability

Self-esteem is built by

- ✧ Positive feedback about the quality of their work
- ✧ Abundant success
- ✧ Many opportunities to display their competence
- ✧ Reasonably challenging assignments and projects
- ✧ The chance to conceptualize and contribute ideas to a process

Needs:

- ✧ New challenges
- ✧ To see the "big picture"
- ✧ To focus on the future
- ✧ Freedom to create innovative strategies for change
- ✧ Assistance in staying with tasks

Motivated by:

- ✧ Posing problems that they can solve independently
- ✧ Opportunities to display competency
- ✧ Opportunities to create, build, analyze, evaluate, plan and make decisions

Prefer:

- ✧ Developing models
- ✧ Abstract thinking
- ✧ Analytical processes
- ✧ Exploring ideas
- ✧ Utilizing precise language
- ✧ Handling complexity

Green -- Intra-Personal Traits . . . cont'd

Rewarded when:

- ✧ Their creativity and ingenuity are noticed
- ✧ Their good ideas and competent performances are acknowledged with sincerity and appreciation
- ✧ They are asked to design new ways of doing things

Stressed by:

- ✧ Routine
- ✧ Incompetence
- ✧ Emotionalism
- ✧ Subjectivity
- ✧ Exclusive use of concrete methods
- ✧ Lack of freedom and independence
- ✧ Injustice and unfairness

Green -- Inter-Personal Traits . . .

Improve personal relationships with a bright green by:

- ✧ Recognizing their need for independence
- ✧ Valuing their abstract thinking
- ✧ Helping them with day-to-day details
- ✧ Preserving their privacy to think and read
- ✧ Accepting their lack of romantic gestures
- ✧ Realizing their stress comes from fear of appearing foolish
- ✧ Allowing them to be self-critical
- ✧ Understanding that their self-esteem comes from feeling competent
- ✧ Praising their ingenuity

Improve job performance of a bright green by:

- ✧ Assigning projects which require analytical thinking and problem-solving
- ✧ Discussing your "big picture" with them and eliciting their universal outlook
- ✧ Inspiring them with futuristic ideas and potentialities
- ✧ Respecting their inclination to go beyond the established rules of the system
- ✧ Allowing them the freedom to improve the system
- ✧ Taking their ideal to the next step and encouraging them to think independently
- ✧ Praising their inventiveness and ingenuity
- ✧ Understanding their need to avoid redundancy and repetitive tasks
- ✧ Recognizing and appreciating their competence in the job

Blue Your Strength is AUTHENTICITY

You seek to express the "inner you." Authenticity and honesty are valued above all other characteristics. You are sensitive to subtlety and - with great flair - you create roles in life's dramas. You enjoy close relationships with those you love and you possess a strong spirituality in your nature. Making a difference in the world is easy for you because you cultivate the potential in yourself and in others. You are a person of peace and love. You are a natural romantic, idealizing the perfect moment and gestures of love. You are most satisfied when nurturing the potential in others, bringing out the best in them.

Blue -- Intra-Personal Traits . . .

Value and respect the following traits:

- ◇ Compassion, sympathy, and rapport
- ◇ Love, affection, and authenticity
- ◇ Creating and maintaining harmony
- ◇ Cooperation and teamwork
- ◇ Creativity
- ◇ Warm, human contact
- ◇ Effective interpersonal communication
- ◇ Understanding others and being understood
- ◇ Belonging, being accepted and liked
- ◇ Pleasant and attractive environments

Self-esteem is built by

- ◇ Acceptance and appreciation for who they are
- ◇ Opportunities to demonstrate their creativity
- ◇ Opportunities to communicate with and support others
- ◇ Opportunities to motivate the group
- ◇ Personal recognition for their accomplishments

Needs:

- ◇ Harmonious environments
- ◇ To be part of the process and planning
- ◇ To share in team efforts
- ◇ To take time to make contact with others and take breaks

Motivated by:

- ◇ Personal involvement
- ◇ Cooperative activities
- ◇ Meaningful useful work
- ◇ Relationships between people and ideas

Prefer:

- ◇ Making a difference in the world
- ◇ Writing and speaking with poetic flair
- ◇ Seeking harmony

Blue -- Intra-Personal Traits . . . cont'd

Feel rewarded by:

- ✧ Others expression of positive *feelings* in their work
- ✧ Acknowledgement of their unique personal characteristics
- ✧ Demonstration of others caring about them
- ✧ A gentle, warm touch to the shoulder
- ✧ Responding to their honesty and sincerity in like manner

Stressed by:

- ✧ Hypocrisy, deception, and insincerity
- ✧ Lack of social contacts
- ✧ Conflict
- ✧ Rejection or negative criticism
- ✧ Paperwork is a priority
- ✧ Broken promises
- ✧ People talking behind your back
- ✧ A system that places processes before people
- ✧ Being judged and compared to others

Blue -- Inter-Personal Traits . . .

Improve personal relationships with a bright blue by:

- ✧ Making romantic gestures
- ✧ Having intimate talks
- ✧ Recognizing their need to contribute
- ✧ Providing the warm touch and embrace
- ✧ Reassuring your loving commitment
- ✧ Expressing your feelings in a positive manner
- ✧ Being open and responsive

Improve job performance of a bright blue by:

- ✧ Creating a warm personal working atmosphere
- ✧ Interacting as much as possible with openness and honesty
- ✧ Establishing a harmonious working environment that minimizes conflict and hostility
- ✧ Showing support, caring, and appreciation by offering a touch, a hug, or a handshake
- ✧ Allowing them the freedom to express feelings and the time to heal emotional wounds
- ✧ Praising their imaginative and creative approach to the job
- ✧ Providing them one-on-one feedback

Orange Your Strength is SKILLFULNESS

You need freedom to take immediate action! A zest for life and a desire to test the limits best expresses your nature. You take pride in being highly skilled in a variety of fields. You are a master negotiator. Adventure is your middle name. You prefer a hands-on approach to problem solving. A direct line of reasoning creates the excitement and immediate results that you admire. You are playful and generous.

Orange -- Intra-Personal Traits . . .

Value and **respect** the following traits:

- ✧ Action
- ✧ Immediate reward
- ✧ Sensory stimulation
- ✧ Excitement
- ✧ Spontaneity
- ✧ Completing tasks quickly
- ✧ Skills, grace, finesse, and charisma
- ✧ Freedom
- ✧ Fun, play
- ✧ Variety, novel experiences, and frequent change
- ✧ Performance
- ✧ Having an impact on others

Self-esteem is built by

- ✧ The chance to be active; show initiative and cleverness
- ✧ Opportunities for self-expression
- ✧ Freedom to risk without fear of failure
- ✧ Opportunities to develop a wide variety of skills
- ✧ An audience

Needs:

- ✧ Brief, concise directions
- ✧ Short-term objectives
- ✧ Support and encouragement to be patient with long-term processes
- ✧ Action oriented assignments with little discussion
- ✧ Fun

Motivated by:

- ✧ Immediate results
- ✧ Hands-on activities
- ✧ Opportunities to showcase their skills and work
- ✧ Appreciation of their cleverness, skillfulness, and ability to act quickly
- ✧ Recognition of the impact of their actions
- ✧ Competition

Prefer:

- ✧ Tools
- ✧ Variety
- ✧ Charged adventures

Orange -- Intra-Personal Traits . . . cont'd

Rewarded by:

- ◇ Appreciation of their cleverness, skillfulness, and ability to act quickly
- ◇ Recognition of the impact of their actions
- ◇ Immediate tangible rewards

Stressed by:

- ◇ Rigidity and authority
- ◇ Being stuck at a desk
- ◇ Abstract concepts
- ◇ Too much responsibility
- ◇ Deadlines
- ◇ Rules and regulations
- ◇ Routine and redundancy
- ◇ Lack of freedom to function/perform
- ◇ Too much attention on product rather than performance

Orange -- Inter-Personal Traits . . .

Improve personal relationships with a bright orange by:

- ◇ Recognizing their need for independence
- ◇ Valuing their playfulness
- ◇ Helping them think before they act
- ◇ Spontaneously playing with them
- ◇ Realizing their stress comes from lack of excitement
- ◇ Reinforcing their optimism
- ◇ Praising their skills
- ◇ Responding to their generosity

Improve job performance of a bright orange by:

- ◇ Assigning projects that are action-packed and require a hands-on approach
- ◇ Providing opportunities to be skillful and adventurous
- ◇ Using their natural abilities as a negotiator
- ◇ Allowing them the freedom to do the job in their own style and in non-traditional ways
- ◇ Keeping a good sense of humor and avoiding boredom while on the job
- ◇ Encouraging them to use their gifts of originality and flair
- ◇ Providing opportunities for job competition
- ◇ Allowing freedom of movement and understanding their preference for action over words
- ◇ Praising their performance and skillfulness while on the job