

THE 4COLORS METHOD

THE ORIGINS OF THE 4COLORS METHOD

The 4Colors method is inspired by the work of Carl Gustav Jung and William Moulton Marston. Jung, famous for his theory of psychological types, identified four main functions: sensation, intuition, thought, and feeling, combined with attitudes of introversion and extroversion. Marston, on the other hand, developed the DISC model, which classifies behaviors into four styles: dominance, influence, stability, and conformity. The 4Colors method combines these approaches by using four colors (red, yellow, green, blue) to represent different personality profiles. This visual simplification allows for better memorization and understanding of underlying psychological concepts.

BENEFITS OF USING THE METHOD IN THE COMPANY'S HUMAN RESOURCES

The 4Colors method offers many advantages in terms of human resources management. It allows for a better knowledge of oneself and others, which facilitates communication and collaboration within teams. By identifying personality profiles, managers can adapt their management style to maximize employee efficiency and well-being. This method also helps manage conflict by understanding the motivations and behaviors of different team members. In addition, it promotes personal and professional development, by identifying each person's strengths and areas for improvement.

THE DIFFERENT COLORS AND THEIR DEEP MOTIVATIONS

RED PROFILE

- **Guided by** : The desire to succeed and overcome challenges.
- **Behavior Mode** : Active, direct, and results-oriented.
- **Character traits** : Dynamic, competitive, determined.
- **Manias** : Impatience, tendency to want to control everything.
- **Preferred work environment** : Fast, stimulating, where results are valued.
- **Psychological needs** : Recognition of their successes and autonomy.
- **Motivational phrases** : "You're the best!" "Achieve your goals!"
- **Appropriate behaviors to manage them well** : Give clear objectives, offer autonomy, recognize successes, propose challenges, and avoid micro-management.
- **Preferred management style** : Authoritative, results-oriented.
- **Stressful behaviours of others** : Slowness, indecision, lack of clarity, lack of recognition.
- **Avoid** : Criticize them publicly, micro-manage them, ignore their successes.

Testimonial: As a person with a red profile, my life is guided by the determination to achieve my goals. What motivates me the most in life is the sense of accomplishment and the recognition of my successes. Every day, I set myself clear and precise goals and I do everything I can to achieve them effectively. My way of behaving is direct and pragmatic, I don't like to waste time on unnecessary details.

My main character traits include ambition, self-confidence and a strong will. I can easily be recognized by my decisive attitude and my ability to make decisions quickly. One of my habits is to constantly check the progress of my projects to make sure they are going according to plan.

My preferred work environment is structured and results-oriented, with tools and resources that allow me to move quickly. My psychological needs include recognition of my skills and the opportunity to take on challenges. The phrases that motivate me are those that value action and success, such as "Success is key" or "Every goal achieved is a victory".

To manage myself well, it is important to:

1. Give clear and ambitious objectives.
2. Provide regular and accurate feedback.
3. To value results and achievements.
4. Provide leadership opportunities.
5. Avoid micromanagement while remaining available for strategic discussions.

The preferred management style for me is one that combines authority and flexibility, allowing you to take initiative while providing a structured framework.

Other people's behaviors that cause me stress include:

1. Indecision.
2. The slowness of execution.
3. Endless discussions without action.
4. Inefficiency.

You should avoid with me:

1. Undefined tasks.
2. Vague feedback.
3. Constant changes of direction without justification.
4. Useless meetings.

YELLOW PROFILE

- **Guided by** : The need to socialize and feel appreciated.
- **Behaviour Mode** : Extroverted, communicative, optimistic.
- **Character traits** : Sociable, enthusiastic, creative.
- **Manies** : Talking a lot, tendency to disperse.
- **Preferred work environment** : Collaborative, open, where creativity is encouraged.
- **Psychological needs** : Appreciation, social interactions.
- **Motivational phrases** : "You bring joy to the team!" "Share your ideas!"
- **Appropriate behaviors to manage them well** : Encourage creativity, offer opportunities for socialization, give positive feedback, value their contribution, and be flexible.
- **Preferred management style** : Participatory, encouraging.
- **Stressful behaviours of others** : Isolation, negative criticism, rigidity.
- **Avoid** : Limit their interactions, ignore their ideas, be overly critical.

Testimony: As a yellow profile, what guides me in life is the quest for enthusiasm and creativity. What motivates me the most is the opportunity to positively influence others and have enriching experiences. My behavior is energetic and sociable, I like to be surrounded and actively participate in group life.

My main character traits include optimism, extroversion, and spontaneity. I am easily recognized by my ability to animate and motivate those around me. One of my quirks is to always try to add a creative touch to everything I do.

I prefer a dynamic and stimulating work environment, where innovation is encouraged. My psychological needs include the need for social recognition and intellectual stimulation. The phrases that motivate me are those that value creativity and initiative, such as "Every day is a new opportunity" or "Innovation is the key to success".

To manage myself well, it is important to:

1. Encourage creativity and initiative.
2. Provide opportunities for socialization and collaboration.
3. Promote new and original ideas.
4. Provide positive and constructive feedback.
5. Avoid monotony and routine.

The management style to favor for me is the one that is inspiring and engaging.

Other people's behaviors that cause me stress include:

1. Negativity.
2. Lack of communication.
3. Excessive routine.
4. The lack of recognition.

You should avoid with me:

1. Demotivating criticism.
2. Rigid environments.
3. Repetitive tasks.
4. L'isolement social.

GREEN PROFILE

- **Guided by** : The need for security and harmony.
- **Behavior Mode** : Stable, patient, cooperative.
- **Character traits** : Calm, reliable, empathetic.
- **Manias** : Tendency to avoid conflicts, excess of caution.
- **Preferred work environment** : Harmonious, stable, with trusting relationships.
- **Psychological needs** : Safety, belonging.
- **Motivational phrases** : "Your support is crucial." "We appreciate your stability."

- **Appropriate behaviors to manage them well** : Ensure a stable environment, value their loyalty, be patient, offer emotional support, and gently encourage initiative.
- **Preferred management style** : Supportive, consensual.
- **Stressful behaviours of others** : Conflicts, sudden changes, excessive pressure.
- **Avoid**: Forcing them into confrontations, ignoring their need for stability, imposing sudden changes.

Testimony: What guides me in life, as a green profile, is the search for harmony and stability. What motivates me the most is to be able to contribute to a peaceful and supportive environment. My demeanor is calm and thoughtful, I value harmonious relationships and cooperation.

My main character traits include patience, listening, and caring. I am easily recognizable by my ability to stay calm even in stressful situations and to offer my help to others. One of my habits is to regularly check that everyone around me is okay.

I prefer a collaborative and supportive work environment, where communication is open and conflicts are minimized. My psychological needs include the need for emotional safety and positive relationships. The phrases that motivate me are those that value harmony and collaboration, such as "Together we are stronger" or "Every action counts".

To manage myself well, it is essential to:

1. Encourage collaboration and mutual support.
2. Create a harmonious work environment.
3. Recognize and value the contributions of each individual.
4. Provide emotional support.
5. Avoid direct conflicts.

The management style to favor for me is one that is empathetic and collaborative.

Other people's behaviors that cause me stress include:

1. Aggressiveness.
2. Open conflicts.
3. The lack of support.
4. L'individualism.

You should avoid with me:

1. Harsh criticism.
2. Direct confrontations.
3. L'isolement social.
4. Excessive pressure.

BLUE PROFILE

- **Guided by** : The desire to understand and achieve perfection.
- **Behaviour Mode** : Thoughtful, methodical, cautious.
- **Character Traits** : Analytical, organized, precise.

- **Manias** : Over-analyzing, being a perfectionist.
- **Preferred work environment** : Structured, where processes are clear.
- **Psychological needs** : Structure, precision, recognition of their expertise.
- **Motivational phrases** : "Your work is impeccable." "We are counting on your rigor."
- **Appropriate behaviors to manage them well** : Provide clear instructions, respect established processes, value their attention to detail, give time for analysis, and be transparent.
- **Preferred Management Style** : Structured, fact-based.
- **Stressful behaviours of others** : Imprecision, disorganization, unpredictability.
- **Avoid** : Demanding quick results without explanation, ignoring their need for structure, neglecting details.

Testimony: As a blue profile, what guides me in life is the quest for perfection and precision. What motivates me the most is the satisfaction of producing impeccable work and the recognition of my expertise. My behavior is methodical and detailed, I attach great importance to rigor and quality.

My main character traits include thoroughness, caution and logic. I am easily recognizable by my attention to detail and my tendency to analyze every aspect of a situation before acting. One of my habits is to proofread my documents several times to make sure they are free of errors.

I prefer a quiet, well-organized and structured work environment, where I can concentrate without interruptions. My psychological needs include the need for security, clarity, and precision in guidelines. The phrases that motivate me are those that value precision and accuracy, such as "Perfection is in the details" or "A job well done is its own reward".

To manage myself well, it is crucial to:

1. Provide clear and detailed instructions.
2. Recognize the importance of quality and accuracy.
3. Offer time for reflection and analysis.
4. Ensure a structured work environment.
5. Avoid last-minute pressure.

The management style to favor for me is one that emphasizes precision and respect for procedures.

Other people's behaviors that cause me stress include:

1. Unpredictability.
2. The lack of rigor.
3. Common mistakes.
4. The abrupt changes without explanation.

You should avoid with me:

1. Unrealistic deadlines.
2. The instructions are unclear.
3. Non-constructive criticism.
4. Organizational chaos.

