

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.