

## **YELLOW**

The yellow personality is generally regarded as the sunniest personality. Often you will find them the life of the party. They are most of the time the loudest and most vocal of the four types of color personality. Some would regard them as the happy-go-lucky type who seem unable to take anything seriously. The yellow personality treats life as if it's one big, continuous party. If faced with a stressful situation, the yellow person would seek out friends and drink it out. Most yellow personalities fear rejection most.

### **Tendencies**

1. Optimism
2. Enthusiasm
3. Makes good impressions
4. Verbally articulate
5. Likes to help others
6. Creates entertaining climate

### **Ideal situation**

1. Friendly warm environment
2. Freedom from control
3. Public recognition of ability
4. Opportunity to talk
5. Positive reinforcement
6. Enthusiastic response to ideas

### **Weaknesses**

1. Following through
2. Overestimating results

3. Misjudging capabilities

4. Talks too much

5. Acts impulsively

6. Jumps to conclusions

7. Over commits

8. Acts first, thinks second

### **Needs others to provide**

1. Follow through on details

2. Focus on tasks

3. Logical approach

### **Personal growth area**

1. Time awareness

2. Objectivity in decision making

## **RED**

The red personality is generally considered the "dominating personality". These are the types of person who demands that things be done their way and right now. They sometimes have low tolerance for undisciplined and devil-may-care attitude which oftentimes put them at odds with the yellow personality. If faced with a stressful situation the red personality would generally seek out strenuous activities like running or boxing to vent out his or her frustrations. Most reds fear failure.

### **Tendencies**

1. Getting immediate results

2. Making quick decisions

3. Persistence

4. Solving problems
5. Taking charge
6. Looking self reliant
7. Accepting challenges

#### **Ideal situation**

1. New varied activities
2. Opportunity to really get things done
3. Continual challenges, multi-tasker
4. Difficult assignments
5. Freedom to act from their instinct
6. Control over the situations
7. Direct answers from others, no innuendoes

#### **Weaknesses**

1. Insensitivity towards others
2. Impatient
3. Overlook risks
4. Inflexibility, demanding of others
5. Talks too much
6. Inattentive to details at times
7. Resenting of restrictions

#### **Needs others to provide**

1. Attention to routine tasks

2. Caution

3. Focus on details and facts

### **Personal growth area**

1. Greater patience

2. Sensitivity to others' needs

3. Flexibility

### **GREEN**

The green personality is generally referred to as the calm personality. They don't easily get frazzled and are the epitome of calmness even in most stressful situations. To them also falls the role of mediator when faced with sticky situations. When stressed, the green's approach is to sleep it off. The green personality tries his/her best to maintain harmony in all types of situation. Because of the green's inability to say no, people oftentimes take advantage of them.

### **Tendencies**

1. Supportive

2. Agreeable

3. Loyal

4. Self control

5. Consistent

6. Good listener

7. Opportunity to develop personal relationships

### **Ideal situation**

1. Sincere appreciation by others

2. Minimal conflict between people

3. Security
4. Acknowledgement of work by others
5. Limited territory
6. Traditional procedures
7. Opportunity to develop personal relationships

### **Weaknesses**

1. Resist change
2. Trouble making deadlines
3. Overly lenient with people
4. Procrastinates
5. Indecisive
6. Holds grudges
7. Overly possessive
8. Lacks initiative

### **Needs others to provide**

1. Push to try new challenges
2. Help in solving difficult problems
3. Initiative and accepting change

### **Personal growth area**

1. Facing confrontation and dealing with it
2. Moving at a faster pace and initiating

### **BLUE**

The blue personality type are seen as the perfectionists. They are the ones who would generally examine the smallest details of every situation and fret about each one of them. The blue personality oftentimes appear unemotional and doesn't want to be touched. The greatest fear of a blue person is to be criticized.

### **Tendencies**

1. Orderliness
2. Conscientious
3. Disciplined
4. Precise
5. Thorough
6. Diplomatic with people
7. Analytical

### **Ideal situation**

1. Being able to concentrate on detail
2. Opportunities to critique
3. Stable surroundings and procedures
4. Exact job description, expectations
5. Opportunities for "careful" planning
6. Sufficient time to do things right
7. Opportunities for reassurance from authority

### **Weaknesses**

1. Indecisive (looking at all data)
2. Get bogged down in details

3. Rigid on the "how to's"
4. Avoids controversy
5. Low self esteem
6. Hesitant to try new things
7. Sensitive to criticism
8. Can be pessimistic

#### **Needs others to provide**

1. Quick decision making
2. Optimism
3. Help in persuading others

#### **Personal growth area**

1. Be more open with their feelings
2. Be more optimistic

Our personalities can be divided into colours. Each colour has particular traits, and it is important for you to understand these traits. Not only will it help you to psychologically understand the person better, but it will aid how you interact with them also. If you know how to get the best out of a person, you will see great results, and better still if you recognise what colour YOU are, you are able to advise people how to get the best out of you, your likes and dislikes, your strengths and your weaknesses.

#### **RED Personality Traits**

They are strong leaders, fast paced thinkers, risk takers, purposeful, drivers, strong-willed, less patient, obvious energy, formal overtly competitive, rational. You may recognise many of the qualities of the REDS are in many leaders as they take ownership, need to be fast paced in their thinking, take risks and be purposeful and confident with it.

### **Things Red's Don't Like:**

Don't waffle, remember, they are less patient and whatever you do, don't be vague or ramble on. They value time, so again don't waste their time, don't get too personal as REDS just like to stick to business, don't stray from purpose, these personality types are focussed in their thinking, and don't ask irrelevant questions, they get impatient and it does not fit in with their rational thinking patterns. Lastly don't try to take control, REDS are natural leaders and like to feel they are in control.

### **How to interact with a RED Personality:**

Do get to business quickly, when interacting with a RED be succinct and precise, give them facts, and avoid the detail, talk to them about results and outcomes, they need to hear this to make quick decisions. Use their time efficiently, they are fast paced thinkers and tend to move quickly in their thoughts, great people to bounce ideas off, be confident when you talk to a red.

### **Yellow Personality Traits**

Yellows are the life and soul of the party, they are sociable, expressive, very imaginative and enthusiastic with it. Yellow's are very informal, very optimistic and animated. Their Imaginations can sometimes run away with them as they are very fast paced thinkers. Yellows are very relationship focused and are visionaries with obvious high energy.

### **Things Yellow's Don't Like:**

Yellow's don't like it when you suppress their opinions or get into intricate details. They are social animals and don't like it when you are too impersonal, business-like or task orientated, you need to weave this into the conversation. Don't try and inhibit their creativity, or appear aloof or detached.

### **How to interact with a Yellow Personality:**

Key to interacting with a yellow is to socialise before mentioning any business. To get into their good books talk about options and other people. Be enthusiastic and energetic when conveying your ideas over to them and be fast paced in delivering them. Offer your ideas and importantly use humour when doing so being sociable and acknowledge their input.

### **Blue Personality Traits**

Blues are deep thinkers, analytical in nature, very detail focused and formal in their thinking. They can come across as being aloof, but are deliberate in their approach and systematic, precise and pays attention to detail. They like things in their place, and are very organised with good time management skills. They are sticklers for time and are capable of coming to their own conclusions without having examples of others pushed at them. They take their time in their thinking and are much slower paced than the reds or yellows. Blues can come across as perfectionists due to their logical, systematic, precise and deliberate approach to problems or solutions. Blues like to have all



the facts, and then logically put together an answer that is suitable.

### **Things Blue's Don't Like:**

Don't come across as disorganised with a Blue as they are very tidy. Try not to be late as they are sticklers for time keeping. Try not to be flippant or pushy with them. They don't like vagueness so make sure you have lots of detail and be prepared to have lots of questions thrown at you. Don't use testimonials or exaggerate claims as they do not fall for this, they are more facts and figures orientated. Don't be too emotional as they cannot handle emotions.

### **How to interact with a Blue Personality:**

Be well prepared when dealing with a Blue personality, get into detail as they love to get all the facts in their mind. Be factual, specific and logical with your approach. Listening is important to a Blue so listen carefully to what they have to say, as they verbalise their thoughts through questioning thoroughly. Give them time to respond as they are slower paced thinkers. Be formal in your approach as they are very business like.

And finally the Green's.

### **Green Personality Traits**

Cool laid back relaxed and patient best describes the personality traits of the Green. They are easy to get along with and very informal in their approach. They are social and focus on relationships so can come across as emotional. They are much slower paced in their thinking and are very democratic people. They are very understanding, and agreeable. They say yes, but mean no? The green is the go between for the Red's and Yellow's who are much faster paced. They act as the facilitator to conflicts.

### **Things Green's Don't Like:**

Don't be pushy or put them on a spot, Green's absolutely hate this. Don't try and dominate the discussion or rush things and they do not like when you decide for them so try to avoid this. Don't be abrupt, explain in full and do not make wild claims or demands. They can also tell if you are insincere, so try not to be.

### **How to interact with a Green Personality:**

Be friendly and show genuine interest in them, chat before going into business. It is important to develop trust first, be informal and non threatening. However, be alert for non verbal signs of concern, remember they say yes but mean no, but their body language will alay this. If you notice any non verbal signs of concern, uncover their needs with open questions. Allow them to weigh things up for themselves.

**Finally...**

Now you have a synopsis of all the colours, they can be useful if you can work out who in your team is a particular colour, you will now know how to get the best out of them and what to do not to get their backs up. We all have a mix of these colors in us, but one particular color may stand out more than most, this is known as your dominant colour and is more your true personality. I hope you find this information of benefit, Can you identify your colour? Let me know by leaving me a comment.

#### Post Activity Discussion Questions:

- ☐ Why might more than one *red* personality type in a group lead to conflict?
- ☐ Why do you think *yellow* personality types need a *red* or *green* group member to keep them on task?
- ☐ How can you identify *blue* personality types in a group?
- ☐ Why should you ask “quiet” members of a group for their ideas?
- ☐ What can *green* personality types contribute to groups.
- ☐ Why is it important to have a variety of personality types in a group?