



CHAPTER ONE



**Red behavior: how to
recognize a real alpha and
avoid getting in his way**



Chapter Summary

In this chapter, we explore the traits of the Red personality type, defined as ambitious, driven, and dynamic. Reds are characterized by their boldness and need for competition, which fuels their pursuit of goals that may seem out of reach to others. Their direct communication style means they often speak bluntly, with little regard for softening their opinions. While their competitiveness can be intimidating, it often stems from a desire to win rather than a wish to suppress others. Understanding Reds can help us navigate their powerful and energetic presence effectively.



Understanding Red Personalities



Reds are known for their ambitious and driven nature. They pursue goals with relentless energy and rarely give up. Being dynamic and extroverted, they often stand out in any crowd due to their assertiveness and confidence.

The Competitive Edge

Reds thrive in competitive situations, often seeking challenges to prove their capabilities. This competitive drive not only fuels their ambitions but also keeps them constantly motivated to push forward, regardless of obstacles.



Communication Style

Characteristic of the Red personality, communication is direct and unembellished. Reds are known for their blunt honesty and assertive opinions, often stating their thoughts without hesitation or concern for politeness.

Time Management

For Reds, time is of the essence. They dislike sluggishness and are always looking for ways to speed up processes. Their quick decision-making helps maintain momentum, ensuring that things never stagnate.



Limits Are for Cowards

Reds often reject the idea of conservative goals. Their ambition drives them to aim higher, pushing boundaries and exploring possibilities that others may deem impossible. To them, nothing is truly unattainable.

Decisiveness Under Pressure

When faced with difficult decisions, Reds do not falter. Their fearless nature allows them to make quick and controversial choices that others may hesitate to confront, making them effective leaders in challenging environments.

Flexibility and Adaptability

Reds possess a remarkable ability to adapt quickly to change, often shifting their stance when presented with better options. This flexibility can create a dynamic but sometimes unpredictable atmosphere around them.

"Onward and upward—the status quo is never an option for a Red."

Understanding the Intimidation Factor

Due to their strong presence and assertive behavior, Reds can inadvertently intimidate others. However, their intentions are generally not malicious; they simply have a powerful drive to succeed.

"Intimidation is often mistaken for dominance—Reds just want to win."

Emphasis on Results



Reds are results-oriented individuals who prioritize outcomes over processes. Their decisive nature ensures that actions are taken swiftly and efficiently, often leading to increased productivity in team settings.

Famous Reds in History



Many influential figures like Steve Jobs and Margaret Thatcher exemplify Red traits in their tenacity and leadership. Their legacies remind us of the power and potential inherent in the Red personality type.



Recap

- "Reds don't hide who they are; their presence demands attention."
- "Competition is not just a game for Reds—it's a way of life."
- "The impossible just takes a little longer."
- "When everyone else hesitates, a Red takes charge."
- "Onward and upward—the status quo is never an option for a Red."



Thank You

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