

# Calibrate Links: Decode Insights, Connect Precisely

Dibimbing IPT LAPI Laboratories

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# Speaker Profile

- Experienced **People Development Professional** with 7+ years in **talent management, career consulting, coaching, and training** across **national and SEA Region**.
- Accumulated **550+ hours of coaching, training, and consulting experience**, assisting **250+ brands** across academic, business, government, community, and media sectors.
- **Coach Specialist** at **Rumah Siap Kerja (ex)**, and **several reputable brands**, conducting 750+ coaching sessions with a consistent **4.9/5 feedback rating**.
- **Public Speaker & Facilitator** for **100+** career development, employability, and personal growth webinars/workshops, reaching **over 50,000 participants**.
- Recognized as **LinkedIn Power Profile 2018**.
- **Certified in Coaching, Public Speaking, and Training**, with awards from **Temasek Foundation, Ashoka, U.S. Department of State, Asia Foundation, etc.**

[Professional Portfolio](#)



**Irvandias Sanjaya, S.Psi., CPC., CT.**

Founder at Kerja Cer-Dias | Coach |  
Trainer | Consultant | Sportscaster |  
Entrepreneur | Learning Developer  
LinkedIn Power Profile

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# Listed Portfolio

## Academic



## Business



## Government



## Community



## Media



## Others



and many more!



# Be **READY?** For The Session

To obtain an optimum learning result, let's follow these ground rules!

Raise Hand if there's  
**concern/questions**  
along the way.

Actively participate  
throughout the session  
(**reciprocal approach**).

**Turn off devices** to  
ensure the learning  
journey landed in safe  
and sound experience.





Be **READY?** For The Session

To obtain an optimum learning result, let's follow these ground rules!

# Deal On'Derdil'?

\*Bonus available



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6



Guess “**Movie/Series Title**”!

**Before the class starts,  
let's do an ice breaking  
shall we?**

Guess “Movie/Series Title”!



**Cek Toko Sebelah**



Guess “Movie/Series Title”!



Alice in Wonderland

Guess “Movie/Series Title”!



Ada Apa Dengan Cinta

# ARE YOU READY?

Say it **"I'm Ready!"** loudly and clear



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# Table of Contents

1	Why Adaptive Communication Matters	3	Personality and Communication Styles: Color Personality
2	Listening and Responding: The Misconception in Between	4	Conflict and Difficult Conversation

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# Indonesia court finds drugmakers at fault over toxic cough syrup, awards parents

By Stanley Widianto

August 23, 2024 12:13 PM

Even if not LAPI's case, the industry perception is vulnerable.

## ANALYSIS OF FACTORS INFLUENCING MEDICINE PURCHASE DECISIONS IN CILEGON

Consumer Characteristics Impact on Expected Medicine Information: Cross sectional study at Apotek Wulan Pekutatan

Have you ever noticed/witnessed **these phenomenon?**



Drawing on a sample of 200 physicians, dentists, and pharmacists, data were collected via an online electronic questionnaire and analyzed using confirmatory factor analysis and structural equation modeling (SEM). Results indicate that brand image and doctors' word extremely influence purchase decisions ( $\beta = 0.284$ ,  $p = 0.011$ ;  $\beta = 0.291$ ,  $p = 0.003$ , respectively), while price and promotion communication do not achieve significance. Furthermore, incentives also demonstrate a significant positive influence on purchase decisions ( $\beta = 0.205$ ,  $p = 0.047$ ), whereas other independent variables, including brand image, fail to show a direct effect. Model fit indices (CMIN/DF = 1.122, GFI = 0.95, RMSEA = 0.018,  $p = 0.981$ ) portray an overall good fit. These findings underscore the critical role of maintaining high product standards and ethical incentive programs in strengthening brand perception and stimulating purchase behavior in a competitive pharmaceutical landscape. Theoretical contributions include the integration of marketing, consumer behavior, and brand management theories within a single SEM framework. Practically, pharmaceutical firms operating in emerging markets should prioritize consistent quality assurance and transparent incentive mechanisms to enhance their brand

The research used a cross-sectional approach at the Wulan Pekutatan Pharmacy, Jembrana Regency, Bali Province. Samples were taken using the convenience sampling technique. Respondents are patients willing to complete a questionnaire, are over 17 years old, can read and write, and have previously visited a pharmacy. The chi-square test determines consumer characteristics that influence the expected drug information according to patient characteristics. The research succeeded in collecting 95 respondents. There are twelve types of information asked of respondents. The results showed that the type of information respondents expected significantly differed ( $P < 0.001$ ) in several characteristics. Patient groups who choose different types of information include male and female patients, adult and elderly patients, health workers and non-health workers, married patients, and unmarried/divorced patients, patients with income levels above the regional minimum wage and below the minimum wage. It can be concluded that consumer characteristics influencing the drug information they expect include gender, age, occupation, marital status, and income.

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# Indonesia court finds drugmakers at fault over toxic cough syrup, awards parents

By Stanley Widianto

August 23, 2024 12:13 PM

Even if not LAPI's case, the industry's practices are vulnerable.

<https://e-jurnal.jurnalcenter.com/index.php/micjo/article/view/1149>

## ANALYSIS OF FACTORS INFLUENCING MEDICINE PURCHASE DECISIONS IN CILEGON

This study examines the impact of four key marketing variables product quality, price, persuasive communication, and incentives (or brand image) and purchasing decisions among medical professionals in Cilegon, Indonesia. Drawing on a sample of 225 physicians, dentists, and pharmacists, data were collected via an online Likert-scale questionnaire and analyzed using confirmatory factor analysis and structural equation modeling (SEM). Results indicate that product quality and incentives exert statistically significant positive influences on purchase decisions ( $\beta = 0.284, p = 0.011$ ;  $\beta = 0.201, p = 0.003$ , respectively), while price and persuasive communication do not achieve significance. Furthermore, incentives also demonstrate a significant positive influence on purchase decisions ( $\beta = 0.300, p = 0.047$ ), whereas other independent variables, including brand image, fail to show a direct effect. Model fit indices (CMIN/DF = 1.122, GFI = 0.90, RMSEA = 0.016,  $p = 0.961$ ) confirm an overall good fit. These findings underscore the critical role of maintaining high product standards and ethical incentive programs in strengthening brand perception and stimulating purchase behavior in a competitive pharmaceutical landscape. Theoretical contributions include the integration of marketing, consumer behavior, and brand management theories within a single SEM framework. Practically, pharmaceutical firms operating in emerging markets should prioritize consistent quality assurance and transparent incentive mechanisms to influence both brand equity and sales performance.



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By Stanley Widianto

August 23, 2024 12:13 PM

Even if not LAPI's case, the industry perception is vulnerable.



<https://e-journal.unmas.ac.id/index.php/Medicamento/article/view/6596>

## ANALYSIS OF FACTORS INFLUENCING MEDICINE PURCHASE DECISIONS IN CILEGON

This study examines the impact of four key marketing variables product quality, price, persuasive communication, and incentives on brand image and purchasing decisions among medical professionals in Cilegon, Indonesia. Drawing on a sample of 225 physicians, dentists, and pharmacists, data were collected via an online Likert-scale questionnaire and analyzed using confirmatory factor analysis and structural equation modeling (SEM). Results indicate that **product quality and incentives exerted a significant positive influence on brand image** ( $\beta = 0.284, p < 0.001$ ;  $\beta = 0.261, p < 0.001$ , respectively), while price and persuasive communication do not achieve significance. Furthermore, incentives also demonstrate a significant positive influence on purchase decisions ( $\beta = 0.205, p = 0.047$ ), whereas other independent variables including brand image, fail to show a direct effect. Model fit indices (CMIN/DF = 1.122, GFI = 0.93, RMSEA = 0.016,  $\chi^2 = 0.981$ ) portray an overall good fit. These findings underscore the critical role of maintaining high product standards and ethical incentive programs in strengthening brand perception and stimulating purchase behavior in a competitive pharmaceutical landscape. Theoretical contributions include the integration of marketing, consumer behavior, and brand management theories within a single SEM framework. Practically, pharmaceutical firms operating in emerging markets should prioritize consistent quality assurance and transparent incentive mechanisms to enhance brand trust.

## Consumer Characteristics Impact on Expected Medicine Information: Cross sectional study at Apotek Wulan Pekutatan

<https://doi.org/10.24090/medicamento.v5i1.6596>

Health workers and patients have different perceptions regarding the information that needs to be provided when dispensing medication. Differences in perception can make ineffective communication, so providing drug information in pharmaceutical services is not optimal. This research aims to determine the influence of consumer characteristics on the drug information expected at the Wulan Pekutatan Pharmacy. The research used a cross-sectional approach at the Wulan Pekutatan Pharmacy, Jembrana Regency, Bali Province. Samples were taken using the convenience sampling technique. Respondents are patients willing to complete a questionnaire, are over 17 years old, can read and write, and have previously visited a pharmacy. The chi-square test determines consumer characteristics that influence the expected drug information according to patient characteristics. The research succeeded in collecting 95 respondents. There are twelve types of information asked of respondents. The results showed that **the type of information respondents expected significantly differed ( $P < 0.05$ ) in several characteristics**. Patient groups who choose different types of information include male and female patients, adult and elderly patients, health workers and non-health workers, married patients, and unmarried/divorced patients, patients with income levels above the regional minimum wage and below the minimum wage. It can be concluded that consumer characteristics influencing the drug information they expect include gender, age, occupation, marital status, and income.

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Interactive

## Quick Question

“Can these phenomena impact  
your **daily business ops**?”

**\*Raise your hand**





Indo  
over

By Stanley

August 23, 20

**Different customer  
segment**

=

**Different quality  
expectation**

# Indonesia court finds drugmakers at fault over toxic cough syrup, awards parents

By Stanley Widianto

August 23, 2024 12:13 PM

Even if not LAPI's case, the industry perception is vulnerable.

Meaning?

So employee Needs **Adaptive Communication** with Researchers and Customers

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Interactive

## Quick Question

“Have you ever heard of  
**Adaptive Communication?**”

**\*Raise your hand**





Interactive

## Prologue Question

“Describe your **initial thoughts on what is adaptive communication** on behalf of personal reason?”

**\*1 of participant can open mic and share the reason**



# What Is Adaptive Communication?

Adaptive communication is the strategic approach of **tailoring your communication style** to suit the specific needs, context, and goals of your audience. It's about ensuring your message is not just heard, but truly understood and resonated with.

## Clarity

Ensuring your message is understood without ambiguity.

## Empathy

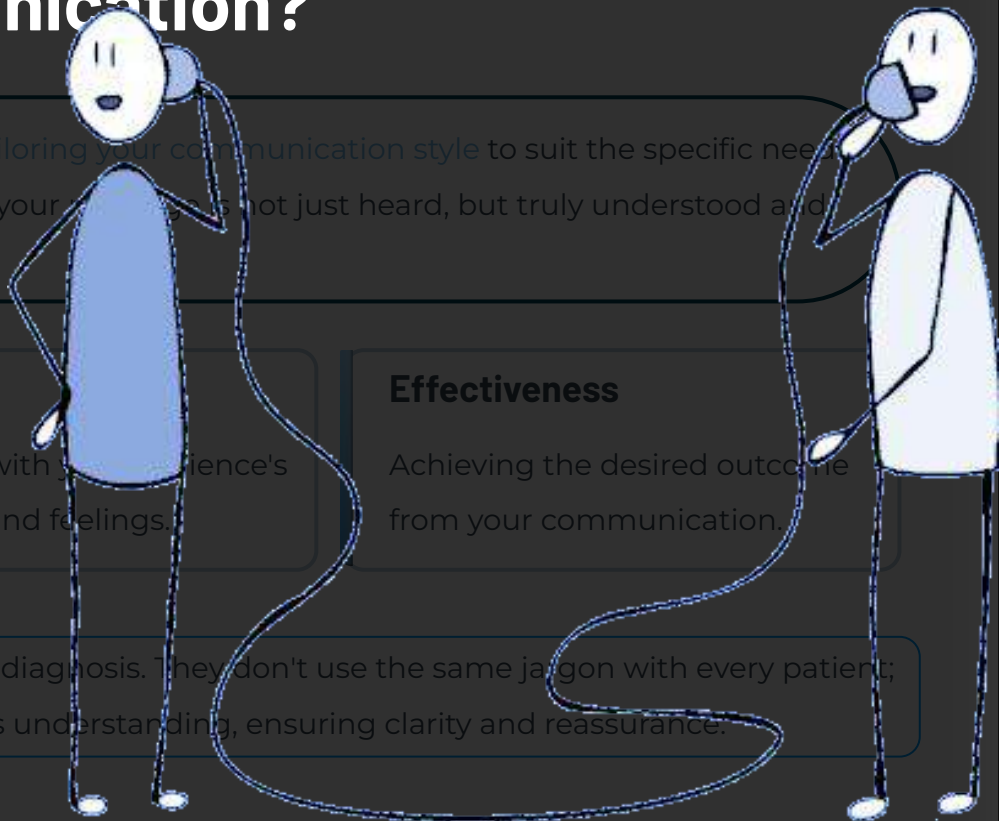
Connecting with your audience's perspective and feelings.

## Effectiveness

Achieving the desired outcome from your communication.

**Think of a neurobiologist doctor** explaining a complex diagnosis. They don't use the same jargon with every patient; instead, they adapt their explanation to each individual's understanding, ensuring clarity and reassurance.

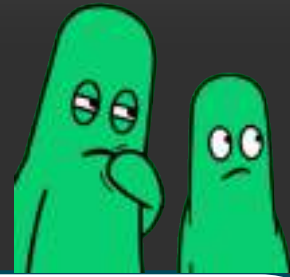
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# What Is Adaptive Communication?



Adaptive communication is the strategic approach of **tailoring your communication style** to suit the specific needs, context, and goals of your audience. It's about ensuring your message is **not just heard, but truly understood and resonated with.** 

*The ability to adapt your communication style is not just about being a good communicator; it's about being a smart and empathetic leader who understands that one size does not fit all.*

<https://www.leadershiplessons.co/p/conflict-collaboration-adaptive-communication>

**Think of a neurobiologist doctor** explaining a diagnosis. They don't use the same jargon with every patient; instead, they adapt their explanation to each patient's understanding, ensuring clarity and reassurance.



Communicator

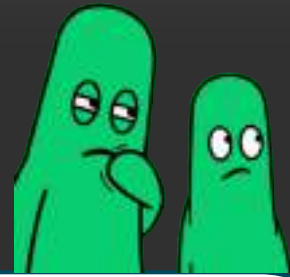



Communicant

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# What Is Adaptive Communication?



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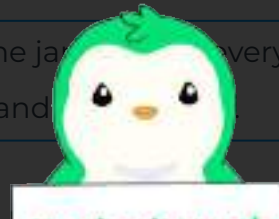
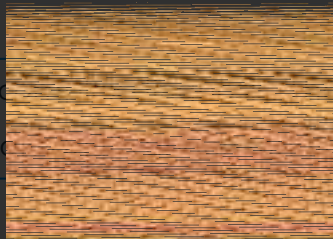
## Empathy

**Connecting** with your **audience's perspective and feelings.**

## Effectiveness

**Achieving** the **desired outcome** from your communication.

Think of a **doctor** explaining a condition to a patient. You don't use the same jargon for every patient; instead, the doctor provides an explanation to each individual, ensuring clarity and understanding.



# ✔ What Is Adaptive Communication?

Adaptive communication is the strategic approach of **tailoring your communication style** to suit the specific needs, context, and goals of your audience. It's about ensuring your message is **not just heard, but truly understood and resonated with.** ✔

## ✔ Clarity

Ensuring your message is **understood without ambiguity.**

## ✔ Empathy

**Connecting** with your **audience's perspective and feelings.**

## ✔ Effectiveness

**Achieving** the **desired outcome** from your communication.

**Think of a neurobiologist doctor** explaining a complex diagnosis. They don't use the same jargon with every patient; instead, they adapt their explanation to each individual's understanding, ensuring clarity and reassurance.

# What Is Adaptive Communication

Adaptive communication is the strategic approach of tailoring your message to the needs, context, and goals of your audience. It's about being **understood** and **resonated with**.



## Clarity

Ensuring your message is **understood without ambiguity**.

## Empathy

**Connecting** with your **audience's** perspective and feelings.

## Effectiveness

**Achieving** the **desired outcome** from your communication.

## "Baby Language"

"Baby language" means explaining something to the public (public/private), then it refers to **simplifying complex ideas so that anyone** — even without background knowledge — can understand them easily.

# The Transformative Impact of Adaptive Communication

Embracing adaptive communication yields far-reaching benefits, transforming not just how you connect, but your overall success and influence.



## Stronger Relationships

Build deeper trust and understanding in all personal and professional interactions.



## Enhanced Collaboration

Foster better team dynamics, leading to increased innovation and productivity.



## Greater Influence

Positions leaders and professionals for greater impact and success in their fields.

It's the difference between merely talking and truly communicating, unlocking potential in every exchange.



# Adaptive vs Traditional Communication

## Traditional Communication

Traditional communication **uses static, one-size-fits-all messages**. It lacks flexibility and often fails to meet diverse audience needs, leading to misunderstandings and inefficiencies.

## Adaptive Communication

Adaptive communication dynamically **adjusts messages based on real-time audience data**. It enhances clarity, engagement, and effectiveness, making it ideal for modern, fast-paced environments.





Interactive

Test

# Warranty policy was updated, but stores still use old scripts. What closes the policy–practice gap fastest?

**A. Tell the store to “read the PDF carefully”**

**B. Provide a 1-pager with updated talk-track + 10-min huddle Q&A**

**C. Escalate non-compliant stores to HR immediately**





Interactive

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👉 *Turns policy into practice fast: a concise script reduces variability; live Q&A surfaces edge cases and builds buy-in. “Read the PDF” (A) doesn’t change behavior; HR escalation (C) creates fear, not clarity.*

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Interactive

# Can anyone explain...

Have we ever **heard** the term  
**active listening** at work?

*\*Raise your hand*

I HEAR YOU



# LISTEN

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Interactive

## Can anyone explain...

Are we noticed the difference between  
**Listen** and **Hear** in the very fundamental?

**\*Raise your hand**

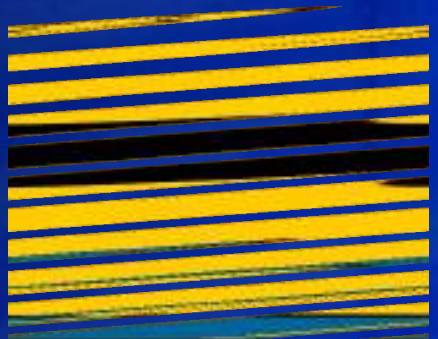


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**Did You Know?**

# **Listening is not the same as hearing**

<https://www.open.edu/openlearncreate/mod/oucontent/view.php?id=80994&section=3.1>



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# Active Listening

Active listening means **noticing both words and body language so you can respond** to the real message.

Most people do not listen with the intent to *understand*.  
Most people listen with the intent to *reply*.

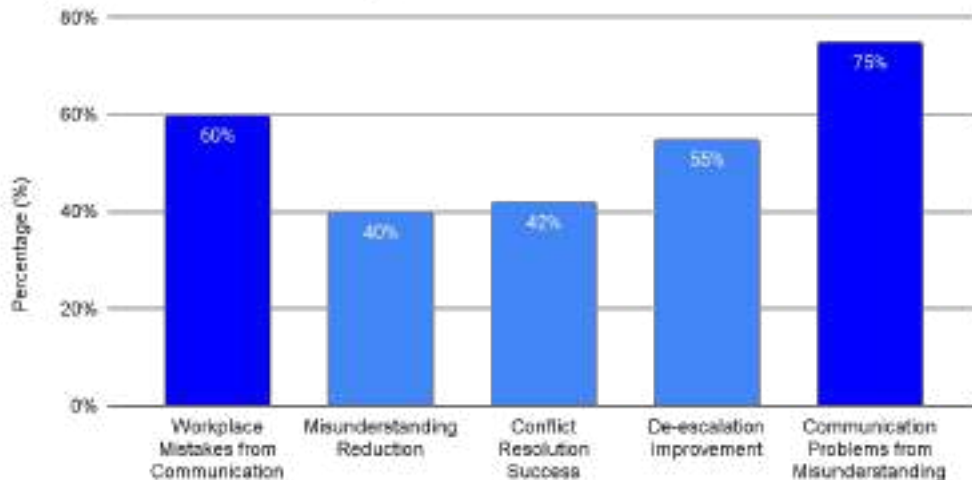
– Stephen R. Covey

[ilovemylsi.com](http://ilovemylsi.com)

# Listen actively

## Reduces Mistakes, Conflicts & Misunderstandings

### Impact of Active Listening



Sources:

<https://jobera.com/active-listening-statistics/>  
<https://wifitalents.com/active-listening-statistics/>  
<https://worldmetrics.org/>

<https://gitnux.org/active-listening-statistics/>  
<https://zipdo.co/active-listening-statistics/>

### KEY INSIGHTS

**60% workplace mistakes** come from poor communication, but **active listening can cut them by 40%.**

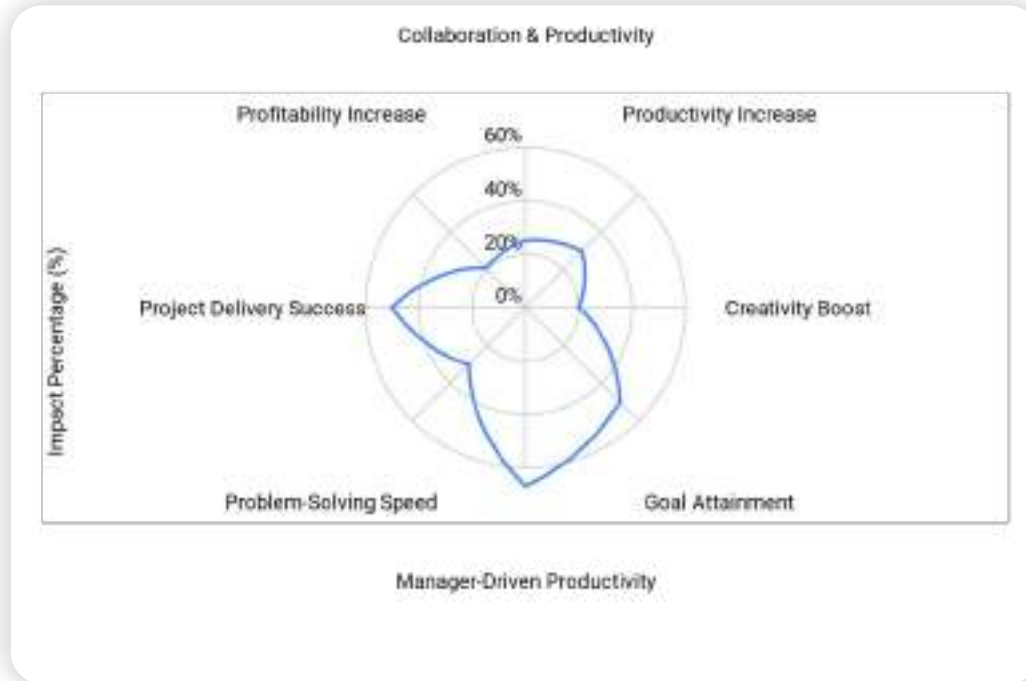
**70% work mistakes happen because people don't communicate well**, and better listening fixes it.

Active listening **boosts conflict resolution by about 42%** and **calms 55% more disputes.**

**3 in 4 communication problems come from misunderstandings**, and active listening clears them up.

# Listen actively

## Boosts Productivity, Collaboration & Innovation



Sources:

<https://jobera.com/active-listening-statistics/>  
<https://wifitalents.com/active-listening-statistics/>  
<https://worldmetrics.org/>

<https://sparkmoor.com/active-listening-in-the-workplace-boosting-team-collaboration-and-productivity/>  
<https://pumble.com/learn/communication/communication-statistics/>

### KEY INSIGHTS

Active listening can **enhance collaboration and productivity** by up to 25%.

It **boosts productivity 30%, creativity 20%, and goal success 50%.**

Teams with managers who listen actively are **up to 67% more productive.**

**Problem-solving become 30% faster**, and **project delivery within budget** improves by 50% when communication is strong.

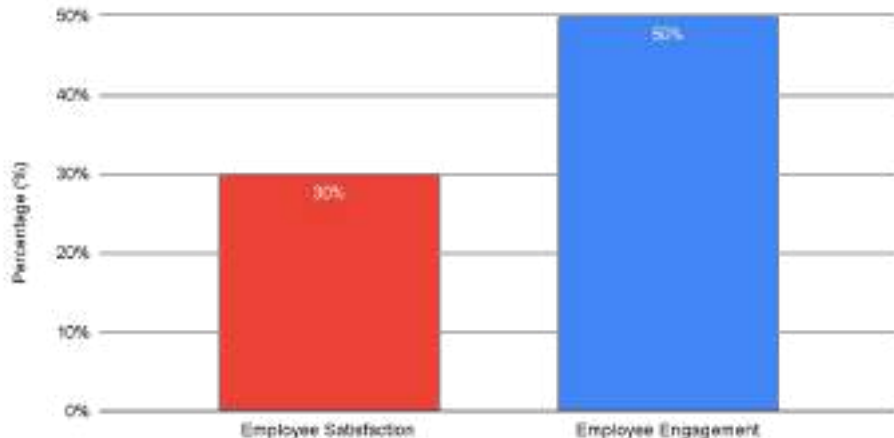
Teams that feel heard **engage more and earn 21% extra profit.**



## Listen actively

# Enhances Employee Satisfaction, Retention & Engagement

Impact of Active Listening



### KEY INSIGHTS

Managers trained in active listening see **30% higher employee satisfaction.**

[Jobera](#)

Employees feel **16% more satisfied** when their managers listen attentively.

[Jobera](#)

Organizations prioritizing listening report **50% higher employee engagement.**

[WifiTalents](#)

Acting on feedback **keeps staff 11x more likely to stay.**

[humanemergence](#)

# It's also true in medical/pharma context

## ANALYSIS OF CUSTOMER SATISFACTION WITH DRUG PURCHASE SERVICES AT HALODOC

▲ N/V Muamala - Fakultas Farmasi, Institut Sains dan Teknologi Nasional, Indonesia  
▲ Reflektor Reflektor - Fakultas Farmasi, Institut Sains dan Teknologi Nasional, Indonesia  
▲ Jerry Pontor - Fakultas Farmasi, Institut Sains dan Teknologi Nasional, Indonesia  
▲ Corvella Kone - Fakultas Farmasi, Institut Sains dan Teknologi Nasional, Indonesia

How to cite (IEEE): L. Muamala, R. Reflektor, J. Pontor, and C. Kone, "ANALYSIS OF CUSTOMER SATISFACTION WITH DRUG PURCHASE SERVICES AT HALODOC," *Jurnal Manajemen Kesehatan Indonesia*, vol. 12, no. 3, pp. 329-338, Aug. 2024. <https://doi.org/10.14710/jmki.12.3.2024.329-338>

Citation Format: IEEE

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### Abstract

The swift progress of technology and information in contemporary times opens up avenues for expanding marketing networks, introducing novel products or services, and seamlessly integrating online activities. Online platforms for pharmaceutical sales streamline the process for consumers, offering convenience in finding desired medications at competitive prices and ensuring swift access. This study aims to assess customer consentment concerning the caliber of pharmaceutical procurement services offered through the Halodoc app. Through purposive sampling, data collection was conducted via questionnaires administered to 422 Halodoc users capable of assessing service quality. Utilizing the E-service quality (e-CSQ) methodology for analysis, consumer satisfaction with drug purchasing services was measured. Findings revealed high satisfaction levels across various dimensions: reliability at 97.40%, responsiveness at 91.59%, guarantee at 92.06%, **empathy at 92.90%**, and physical evidence at 91.28%, culminating in an overall Customer Satisfaction Index (CSI) score of 90.98%. Hence, it can be concluded that students utilizing the Halodoc application expressed significant satisfaction with the service provided.

<https://ejournal.undip.ac.id/index.php/jmki/article/view/62660/0>

For pharmaceutical services, **aspects of listening (empathy) and quick response are very important**



# It's also true in medical/pharma context

Even though LAPI is not a pure e-commerce retailer, it shows that digital consumers are very sensitive to services/products and that many complaints arise due to mismatched expectations.

Receive 3,782 Consumer Complaints In 2024, Ministry Of Trade: 97 Percent Of E-commerce

The Role of Customer Satisfaction Mediates the Effect of Responsiveness on Repurchase Intention through Tokopedia in Denpasar and Badung Cities

Therefore listening, responding, and adapting to customers complaints is crucial

<https://voi.id/en/economy/188250>  
<https://voi.id/en/economy/449770>

Interactive

# Can anyone explain...

## How **to train ourselves** to become a **good listener** ?

*\*Any ideas are welcome*

I HEAR YOU

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## Our Expectation

**Didengerin**

**Emotionally supported**

**Aman**

**Nyaman**

**Lega**

**Relax**





## The Reality

**GUE dulu....**

**Adu nasib**

**Lu mah enak**

**Gue si paling susah**

**LU SIH MASIH MENDING  
LAH GUE....**

## Empathetic Listening vs Hear that intent to Reply

### Give full attention

Listen with your **ears, eyes, and heart**

Try to **feel what they feel**

Don't judge, interrupt, or try to "fix" them right away

**Interrupt** or talk over someone

Focus on your **own story, advice, or opinion**

Can't remember what the other person said

You respond with "Yeah, but..." or "Me too!" too quickly

Empathetic listening is about **truly** understanding the other person's feelings, thoughts, and perspective.

**The goal is to connect, not correct.**

Listening with the intent to reply means you're hearing words but already preparing your response.

Your focus shifts to **what you'll say next.**

# Active Listening

Appreciate by showing that you're listening: Uh-huh / OK / Yes, I see / Good / Really?

Ask questions to clarify and offer encouragement: What do you mean when you say...? / And then? / What happened next?

R

RECEIVE

A

APPRECIATE

S

SUMMARIZE

A

ASK

Receive the message, pay attention to the person speaking.

Summarize the main idea: It sounds like... / In other words, what you are saying is... / So in a nutshell... / Sounds like you are saying...

# Active Listening

**CASE STUDY:** Let's imagine a team member, Rina, is explaining a challenge with a project deadline to you as the supervisor

Step	What it means	Example
Receive	Pay full attention to the speaker—tune in both verbally and non-verbally.	You <b>look at Rina, pause your task, silence when she speaks, giving her your full attention.</b>
Appreciate	Convey acknowledgment and empathy through small verbal (like “uh-huh”) or nonverbal cues (like nodding/slightly smiling).	You say, <b>“I hear you’re really stretched, I understand,”</b> and offer a sympathetic nod.
Summarize	Reflect back what you've heard using your own words (e.g., “So what I’m hearing is…”).	You respond, <b>“So you're finding the current timeline too tight, especially given the resource constraints in code reviews—do I have that right?”</b>
Ask	Pose follow-up or clarifying questions after summarizing (e.g., “Can you elaborate on…”).	You follow up with, <b>“Would it help if we shifted some tasks or extended the review period to alleviate the pressure?”</b>

# Active Listening

CASE STUDY: Let's imagine a team member, Pina, is explaining a challenge with a project deadline

NO. 1

Let's Practice



<https://bit.ly/adaptivecommunicationworksheet>



Interactive

# In a daily discussion, you ask for ideas and get silence. What do you do?

**A. Add 3–5 seconds wait-time; paraphrase first response; invite build-ons**

**B. Fill the silence with your own answer**

**C. Drop open questions**







Interactive

# In a daily discussion, you ask for ideas and get silence. What do you do?

**A. Add 3–5 seconds wait-time; paraphrase first response; invite build-ons**

**B. Fill the silence with your own answer**

**C. Drop open questions**

👉 *Classic active-listening moves that raise participation and idea quality. Filling silence (A) shuts voices down; dropping open questions (C) kills learning signals.*

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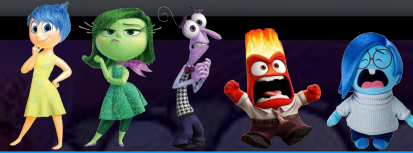


# Let's take a look at the following





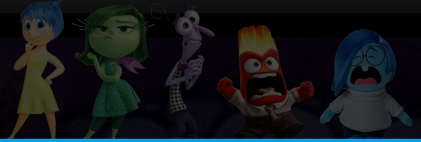
Let's take a look at the following



BASED ON THE GAME...

What if these **characters** represented  
**different workplace personalities?**

Let's take a look at the following

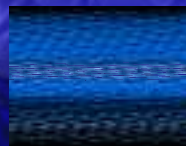
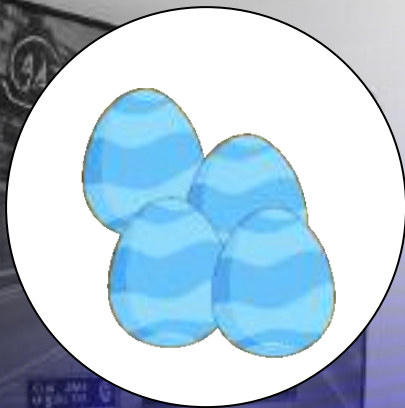


When team members don't take time to understand each other's natural traits and responses, collaboration suffers.

Learning about color personalities helps us recognize, respect, and adapt to these differences—creating a stronger, more cohesive, and empathetic work environment.







Let's do **ice breaking**

**Did you know that there are basic personality colors? Can you name the colors?**



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Blue

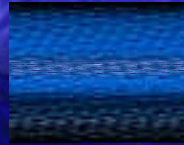
Gold

Green

Orange

Let's do **ice breaking**

**Did you know that there are basic personality colors? Can you name the colors?**



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# how

*Each person is a unique blend of the four colors.*

Source: Torretta, A., & Bovitz, L. (2021)

Let's do **ice breaking**

**Did you know that there are basic personality colors? Can you name the colors?**



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## Quick Question

“Have you ever heard of  
**Color Personality** Test?”

\*Raise your hand

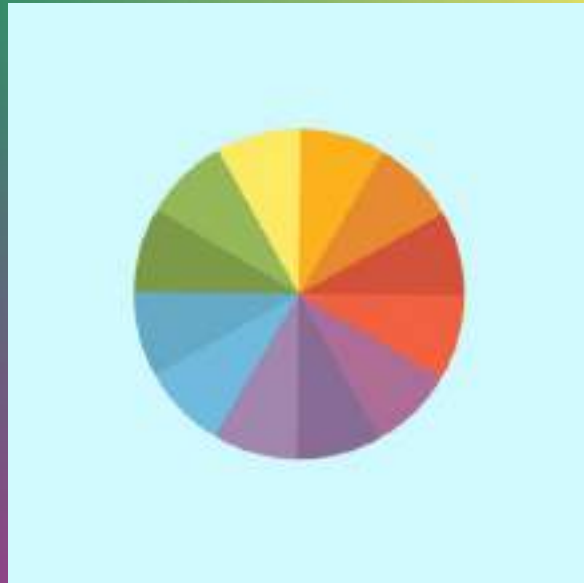




# The True Colors Personality Theory

**The True Colors Personality Theory**, created by **Don Lowry** in **1978**, is an inventory designed to help you better understand yourself and others,

that drew heavily on the work of Isabel Briggs-Myers, Katherine Briggs, & David Keirsey, which categorizes individuals into **four color-coded personality types: Blue, Gold, Green, and Orange**



# Principles of **True Colors Personality Theory**

## **We're All a Mix of Colors**

Everyone has all four colors in their personality, but usually one or two are stronger or more dominant.

## **Ease of Understanding and Application**

The system is easy to learn and use in everyday life—at work, in school, or at home.

## **All Colors Are Equal**

There's no "best" or "worst" color—each one has its own values and strengths.

## **Better Understanding, Less Conflict**

When we understand ourselves and others better, we communicate more effectively and reduce misunderstandings.



# Validity and Limitations of the True Colors Personality Theory

## Advantages:

- Easy to understand and apply
- Useful for cross-functional teams
- Enhances self-awareness and empathy

## Limitations:

- Not as scientific as psychometric tools like MBTI or Big Five
- Risk of stereotyping if used rigidly
- Does not capture the complexity of personality dynamics

*“True Colors” is a tool for communication and reflection, not a formal personality diagnostic tool.*

# True Colors Key Ideas

01

Each color is reflective of your personality

02

MOST identify with a primary and a secondary color. These are your preferred styles.

03

The colors you don't choose still show some of your traits, but they are not your preferred style.

04

True colors is valuable for improving your effectiveness in working with others.



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## Quick Question

"H  
Co



**What are the four Color Personality Types?**

**\*Raise your hand**

# Why Understanding Color-Based Interaction Matters

## Everyone Communicates Differently



- People express themselves based on their dominant color personality.
- What feels natural for one person might be confusing or uncomfortable for another.

## Color Personalities Shape Interaction Styles



- **Blue:** Empathy-driven and emotionally expressive
- **Gold:** Structured, organized, and responsible
- **Green:** Logical, analytical, and independent
- **Orange:** Energetic, spontaneous, and fun-loving

## Blue

Blue personalities **focus on people, relationships, and personal growth**—for themselves and others. When they communicate, they start by **building or restoring a connection**, and then naturally include the information they want to share within that relationship.

## Communication Style

- Friendly
- Helpful
- Empathetic
- May use metaphors to embellish points
- Optimistic
- Expressive with emotion
- Fosters or maintains harmony

*Blues may feel hurt if interactions are too cold/logical. They also can "over-communicate" or spend too much time discussing issues and lose focus.*

# Famous Faces with a Blue Personality



**Johnny Depp**



**Princess Diana**



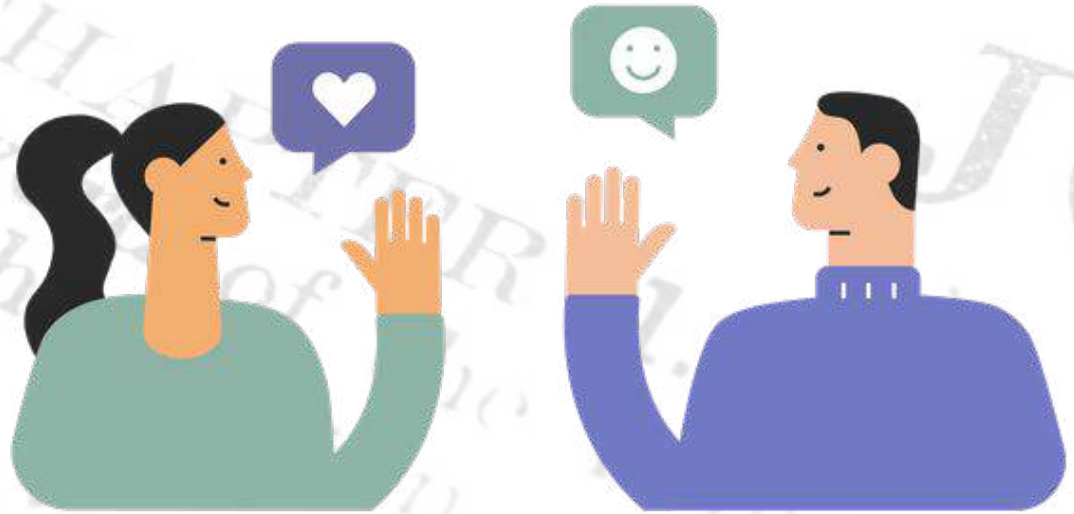
**John Lennon**

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# Tips for talking to a BLUE

- Acknowledge them
- Show appreciation
- Include them
- Have patience
- Don't "bark" orders



# Gold

Gold personalities are typically **respectful and dependable**. They **pay attention to details to understand their role**, and they **carefully consider what's appropriate** before giving a response.



## Communication Style

- Purposeful
- Plans ahead
- Respectful
- Appropriate
- Supportive of policies & rules
- Detail-oriented
- Chronological
- Loyal & Devoted

*Golds may get frustrated with lack of structure.*

# Famous Faces with a Gold Personality



**Hugh Jackman**



**Queen Elizabeth II**



**Anne Hathaway**

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# Tips for talking to a GOLD

- Be prepared
- Give details
- Be consistent
- Show respect
- Don't interrupt
- Recognize their contributions
- Stay on target



## Green

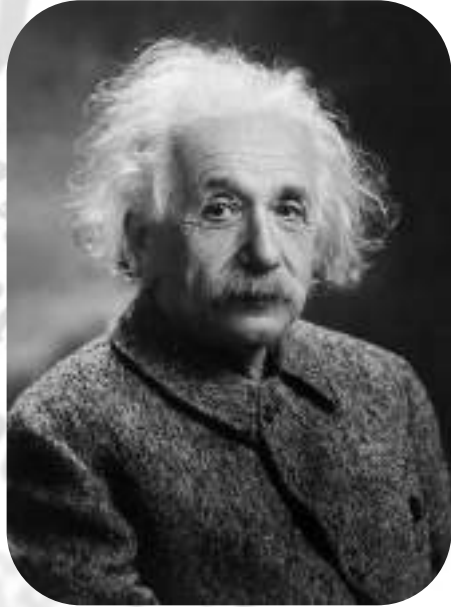
Green personalities usually **communicate to share or gather information**. In conversations, they **focus more on the topic or issue** rather than on building a personal connection.

## Communication Style

- Logical and Objective
- Includes Facts & Information
- Wry Sense of Humor
- Big Picture
- Conceptual
- Questioning
- Critiquing

*Greens may withdraw if the conversation lacks depth or logic. They also may focus only on errors and improvements, forgetting to give positive feedback or acknowledge others.*

# Famous Faces with a Green Personality



**Albert Einstein**



**Mark Zuckerberg**



**George Clooney**

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# Tips for talking to a GREEN

- Allow them time to ponder
- Skip the "small talk"
- Avoid redundancy
- Give big picture then fill in details (if asked)
- Don't misinterpret their need for info as interrogation



## Orange

Orange personalities tend to **speak up as soon as they have an idea**. Focused on action and speed, they often **get straight to the point** without using soft or indirect language.

## Communication Style

- Casual & playful
- Spontaneous
- Now-oriented
- Fast-paced
- Changes subjects quickly
- Straightforward
- Active & involved
- Mobile

*Oranges may lose interest in long, rigid conversations. They also may be too flippant or humorous, lacking tact, which can hurt others' feelings.*

# Famous Faces with an Orange Personality



**Britney Spears**



**Leonardo DiCaprio**



**Steve Jobs**

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# Tips for talking to an ORANGE

- Move with them while they multitask
- Appreciate their flair
- Allow options and flexibility
- Lighten up



# Table of Contents

1	Why Adaptive Communication Matters	3	Personality and Communication Styles: Color Personality
2	Listening and Responding: The Misconception in Between		Conflict and Difficult Conversation



# Stakeholder

/ˈstāk (h)öldər/





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## Quick Question

“Have you ever heard of  
The term of **stakeholder**  
once in a time?”

**\*Raise your hand**



# Stakeholder

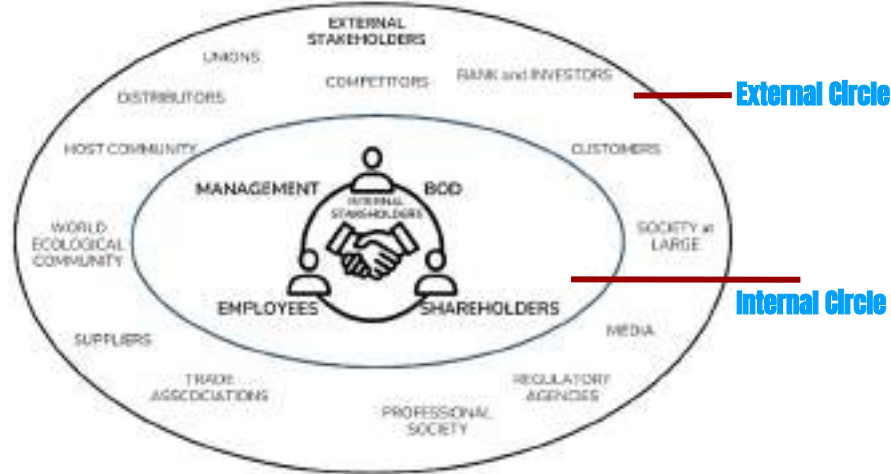
/ˈstāk (h)öldər/

✦  
"Individual or group that has an **interest** in  
any **decision or activity** of an organization."

(International standard of social responsibility, ISO 26000)



# Circle of Stakeholder



# Assertive Communication by Style

## Gold

**Traits:** responsible, structured, dependable, detail-oriented.

## Green

**Traits:** logical, analytical, independent, ideas-oriented.

## Blue

**Traits:** people-oriented, empathetic, value harmony and authenticity.

## Orange

**Traits:** energetic, spontaneous, adaptable, risk-taking.

# Approaching Communication by Style

## Individual Activity:

- Each of you **pick one important stakeholder** but you still feel that hard to manage communication with them

- Guess their **Color Personality style** that you think the person represents better

- Construct your struggles** with them in relation to communication

- Define what you shall improve to **elevate the relationship**

**Traits:** responsible, structured, dependable, detail-oriented

**Traits:** logical, analytical, independent, ideas-oriented

**Traits:** people-oriented, empathetic, value harmony and

**Traits:** energetic, spontaneous, adaptable, risk-taking.



# Stakeholder Working Style



Map your stakeholder Working Style

**Role:** Founder of Kerja Cerdias

**Department:** Executive Level

No	Name	Title/Role	Color	Expectation/Concern	Room to Improve
1	Mr. H	Business Partner	Blue	May feel concerned if the partnership becomes too transactional or lacks personal rapport.	Can benefit from balancing empathy with directness in communication.





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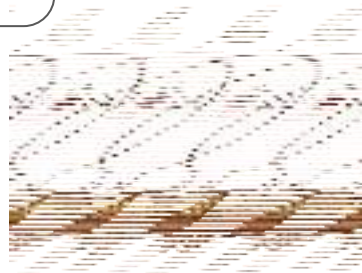
Test

# Multi-brand campaign launch keeps slipping. How to mitigate it?

**A. Ask “everyone”  
to commit harder**

**B. Let each function  
manage its own  
sub-timeline**

**C. Publish a RACI  
(Approve/Do/Consult/I  
nform) and review  
blockers daily**



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Interactive

Test

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blockers daily

👉 Restores accountability via clear who approves/does/consults/informs + tight cadence.  
“Try harder” (A) **lacks structure; siloed sub-timelines** and (C) **fragment ownership**.



● **Are there any questions?**



## CONTACT INFO



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