

Color Personality Theory



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Does anyone know this movie?



Let's watch this video!



How do the new emotions interact with the existing ones, and what tensions arise from their introduction?



What if these characters represented different workplace personalities?



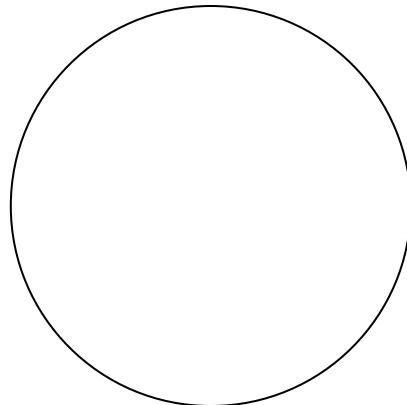
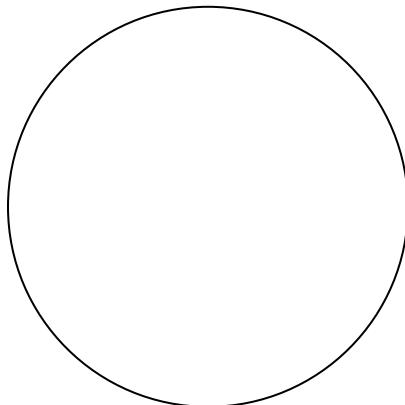
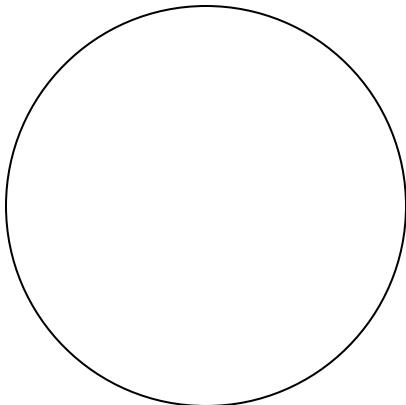
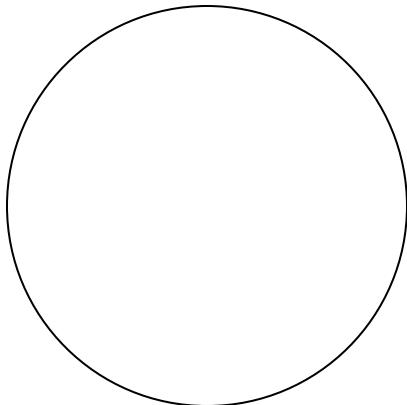
In a workplace context, what challenges might arise if team members do not understand or acknowledge each other's differing personality traits?

What if these characters represented different workplace personalities?

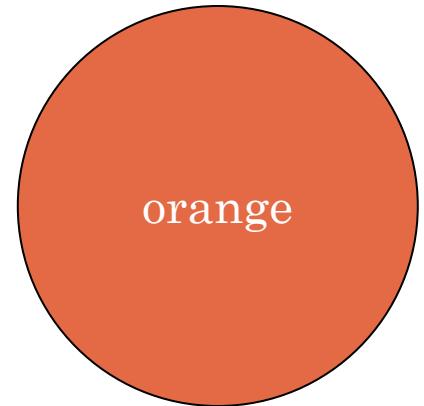
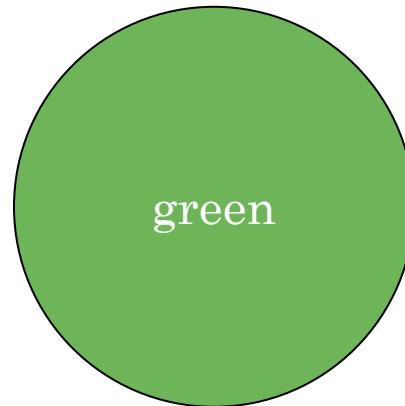
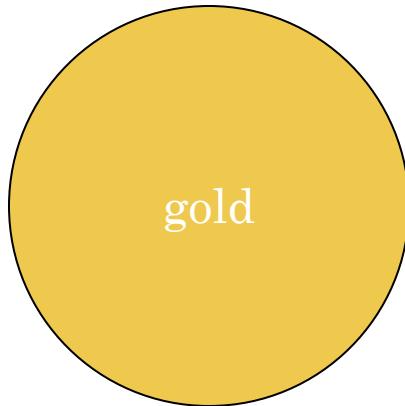
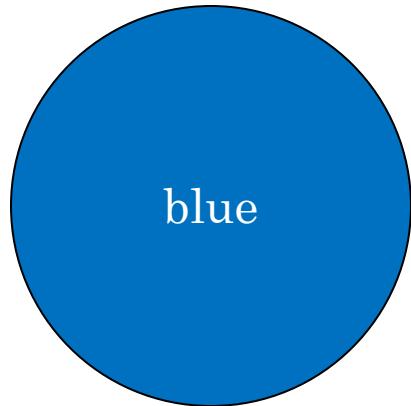
When team members don't take time to understand each other's natural traits and responses, collaboration suffers. Learning about color personalities helps us recognize, respect, and adapt to these differences—creating a stronger, more cohesive, and empathetic work environment.

In a workplace context, what challenges might arise if team members do not understand or acknowledge each other's differing personality traits?

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



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



Each person is a unique blend of the four colors.

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

What is 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.

Purpose of the True Colors Personality Theory:

Help individuals better understand themselves and others

Improve communication and relationships

Foster teamwork and collaboration in both professional and personal settings

Reduce conflicts by appreciating different perspectives

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.

True Colors Characteristic

Blue - The Idealist

"I need to feel unique and authentic.
I look for meaning and significance in life.
I need to contribute, to encourage, and to care.
I value integrity and unity in relationships.
I am a natural romantic, a poet, and a nurturer."

Aspect	Description
Related MBTI	INFJ, ENFJ
General Description	Relationship-Oriented, Empathetic
Key Strengths	Harmonious, caring, insightful, patient, communicative, authentic
Weaknesses	May take organizational problems too personally, have a tendency to carry grudges.
Core Needs/Motivators	Acceptance, belonging, harmony, quality time, helping others, appreciation
Common Stressors/Challenges in the Workplace	Conflict avoidance, emotional sensitivity; under stress: withdrawn, overemotional. Needs connection and validation.
Career Paths	Psychology, Child Development, Languages, Public Relations, Education, Journalism, Social Work, Art Therapy, Acting, Theology, Travel Agent, and more.

True Colors Characteristic

Gold - The Guardian

"I follow the rules and respect authority.

I have a strong sense of what is right and wrong in life.

I need to be useful and to belong.

I value home, family, and tradition.

I am a natural preserver, a good citizen, and helpful."

Aspect	Description
Related MBTI	ISFJ, ESTJ
General Description	Organized, Dependable
Key Strengths	Detail-oriented, practical, punctual, responsible, stable, values order
Weaknesses	Can be overly focused on following rules, which may limit flexibility or adaptability.
Core Needs/Motivators	Preparedness, clear directions, structure, stability, order, belonging, appreciation
Common Stressors/Challenges in the Workplace	Rigidity if order is disrupted; under stress: authoritarian, worried, pessimistic. Needs clear expectations.
Career Paths	Business Administration, Law, Pharmacy, Nursing, Finance, Dentistry, Forestry, Math, Computer Programmer, Human Resources, and more.

True Colors Characteristic

Green - The Rational

"I seek knowledge and understanding.
I live life by my own standard.
I need explanations and answers.
I value intelligence, insight, integrity, and justice.
I am a natural non-conformist, a visionary, and a problem solver."

Aspect	Description
Related MBTI	INTP, INTJ
General Description	Analytical, Independent
Key Strengths	Logical, curious, big-picture thinker, innovative, competent, independent
Weaknesses	Tendency to over complicate situations, impatience with incompetence.
Core Needs/Motivators	Intellectual freedom, competence, understanding "why," concise communication
Common Stressors/Challenges in the Workplace	Dislikes repetition/inefficiency; under stress: detached, withdrawn, sarcastic, overly critical. Needs autonomy.
Career Paths	Law, Engineering, Chemistry, Biology, Creative Writing, Philosophy, Medicine, Film, Architecture, Political Science and more

True Colors Characteristic

Orange - The Artisan

"I act on a moment's notice.
I consider life as a game, here and now.
I need fun, variety, stimulation, and excitement.
I value skill, resourcefulness, and freedom.
I am a natural troubleshooter, a performer, and a competitor.

Aspect	Description
Related MBTI	ESFP, ESTP
General Description	Action-Oriented, Spontaneous
Key Strengths	Adventurous, witty, charming, competitive, risk-taker, hands-on, energetic
Weaknesses	Struggle with routines and often focus so much on the present that they overlook long-term plans
Core Needs/Motivators	Freedom, variety, fun, excitement, tangible rewards, recognition, quick action
Common Stressors/Challenges in the Workplace	Impulsiveness, resistance to rules/commitment; under stress: irresponsibility, quick temper. Needs engaging tasks.
Career Paths	Art Design, Music, Marketing, Radio/TV, Firefighter, Fashion, Drama, Dance, Real Estate, Trial Lawyer, Athlete, and more

Have you ever...

Met someone you just
couldn't seem to
connect or
communicate with?

Felt like you were
speaking a different
language because no
one seemed to
understand you?

Struggled to get your
point across to
someone you usually
communicate well
with?



Consider this...

Met someone you just couldn't seem to connect or communicate with?

Felt like you were speaking a different language because no one seemed to understand you?

Struggled to get your point across to someone you usually communicate well with?

Everyone has their own way of approaching projects and conversations, which can lead to communication challenges.

People often handle professional and personal situations differently, which might explain why communication feels off at times.

Understanding how others might perceive you can help improve your communication and resolve misunderstandings.

How is this applicable to you?

- The true colors **represent different personality traits and styles** that influence behavior and communication.
- Everyone has some degree of each color, but **one color is predominant.**
- By understanding your “true color,” you can gain **valuable insight** into your **temperament, personality, and reduce confrontations with others.**

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Let's get to know your true color!

Now we'll begin the True Colors personality assessment.

True Color Personality Assessment

TRUE COLOR PERSONALITY ASSESSMENT				
1.	When I make decisions: ____ a. Do it quickly and go with the first impression. ____ b. I think about it, consider the options, and then decide. ____ c. I listen to my feelings and consider how my decisions will affect others ____ d. I take it seriously and always try to make the right decision.			
2.	The best way for others to show me they care about me is to: ____ a. Do fun things with me. ____ b. Give me space to be myself. ____ c. Spend time with me doing what I like. ____ d. Do what I want to do; do what I like.			
3.	When I'm with my colleagues, I like: ____ a. The excitement, the fun, the energy. ____ b. Questions, answers, and facts. ____ c. Concern for others; a lot of caring. ____ d. The planning, a sense of organization.			
TRUE COLOR PERSONALITY ASSESSMENT				
Number	A	B	C	D
1				
2				
3				
4				
5				
6				
7				
8				▼
9				
10				
11				
Total				
Total your columns and place your results!				
A (Orange) _____				
B (Green) _____				
C (Blue) _____				
D (Gold) _____				

1. You will receive an online “**True Color Personality Assessment**” worksheet.
2. Download/make a copy of the worksheet.
3. There are **11 questions** you need to reflect and answer.
4. You have **15 minutes** to answer the questions.
5. **Use your device** to answer the questions.

Source: Allan Hancock College (2021)

True Color Personality Assessment

TRUE COLOR PERSONALITY ASSESSMENT

1. When I make decisions:
____ a. I do it quickly and go with the first impression.
____ b. I think about it, consider the options, and then decide.
____ c. I listen to my feelings and consider how my decisions will affect others
____ d. I take it seriously and always try to make the right decision.

2. The best way for others to show me they care about me is to:
____ a. Do fun things with me.
____ b. Give me space to be myself.
____ c. Spend time with me doing what I like.
____ d. Do what I want to do; don't tell me what to do.

3. When I'm with my colleagues, I like:
____ a. The excitement, the fun, and the energy.
____ b. Questions, answers, and facts.
____ c. Concern for others; a lot of caring.
____ d. The planning, a sense of organization.

→ **Reflective Questions**

TRUE COLOR PERSONALITY ASSESSMENT

Number	A	B	C	D
1				
2				
3				
4				
5				
6				
7				
8				▼
9				
10				
11				
Total				

Total your columns and place your results!

A (Orange) _____

B (Green) _____

C (Blue) _____

D (Gold) _____

→ **Scoring Sheet**



Link Download Worksheet

bit.ly/TrueColors_Personality

What true color are you?

Instruction:

There will be 11 incomplete sentences that describe different personality traits or behaviors. Each sentence is followed by four possible endings, each reflecting a different style or tendency.

- Give 4 points to the phrase that is **most like you** – the one that feels the most natural, instinctive, or true to your personality.
- Give 3 points to the phrase that is **next most like you** – one that also feels accurate but not quite as much as the first.
- Give 2 points to the phrase that is **moderately like you** – it fits you somewhat, but not strongly. It might describe you in certain situations, but not often.
- Give 1 point to the phrase that is **least like you** – the one that feels the most unfamiliar or least representative of your usual behavior.

What true color are you?

1. When I make decisions:
 a. I do it quickly and go with the first impressions.
 b. I think about it, consider the options and then decide.
 c. I listen to my feelings and consider how my decisions will affect others
 d. I take it seriously and always try to make the right decision.

2. The best way for others to show me they care about me is to:
 a. Do fun things with me.
 b. Give me space to be myself.
 c. Spend time with me doing whatever.
 d. Do what I want to do; not let me down or go back on their word.

What true color are you?

3. When I'm with my colleagues, I like to provide:
 - a. The excitement; the fun; the jokes.
 - b. Questions; answers; a logical way of looking at things.
 - c. Concern for others; a lot of caring.
 - d. The planning; a sense of security; a good standard.

4. I like to:
 - a. Act on a moment's notice; do risky things.
 - b. Provide answers or give thought to people's questions.
 - c. Help maintain a sense of harmony and togetherness.
 - d. Be responsible, dependable, and helpful to others.

What true color are you?

5. One thing I am really good at is:
 - a. Acting courageously.
 - b. Thinking.
 - c. Being sensitive.
 - d. Organizing.

6. Colleagues who know me best would say that I am:
 - a. Competitive.
 - b. Reserved, thoughtful.
 - c. Emotional, friendly.
 - d. Neat, prepared.

What true color are you?

7. My basic approach to life is:
 - a. To take one day at a time and have fun.
 - b. To figure out what life is all about.
 - c. To help others and be happy and succeed.
 - d. To plan for the future and make it as good as possible.

8. When I am feeling discouraged or “down in the dumps”:
 - a. I often become rude, mad, or sometimes even mean.
 - b. I withdraw, don’t talk very much, and try to think my way out of the problem.
 - c. I feel emotional, am sad, and usually like to talk it over with someone close to me.
 - d. I try to figure out what’s causing the problem and fix it.

What true color are you?

9. I feel good about myself when:
 - a. I can do things that are difficult.
 - b. I can solve problems or figure things out.
 - c. I can help other people.
 - d. I am appreciated or rewarded for things I do.

10. Colleagues at work who saw me when I wasn't at my best might describe me as:
 - a. Energetic or a bit rebellious.
 - b. Confident or sometimes stubborn.
 - c. Overly talkative or distracting.
 - d. Someone who wants things my way or controlling.

What true color are you?

11. Colleagues at work (who like me and with whom I collaborate well) would probably describe me as:
- a. Charismatic, a natural leader, clever, someone who brings energy to the team.
 - b. Thoughtful, analytical, someone who enjoys solving problems.
 - c. Friendly, approachable, someone who supports others and promotes harmony.
 - d. Organized, reliable, prepared, someone who meets deadlines and follows procedures.

Number	A	B	C	D
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
Total				

Total your columns and place your results!

A (Orange) _____

B (Green) _____

C (Blue) _____

D (Gold) _____

Reflection!

1. Self-Awareness

- What is your dominant color?
- When do you feel “disconnected” or out of sync with others?

2. Team Awareness

- Who in your team has the most different color?
- What can you do to adjust your approach?

3. Action Plan

- Name one thing you will change in how you communicate this week.
- With whom will you apply this change?

Who wants to share their results?

Now that you've completed the assessment, your results reflect your personality using four color types: **Blue**, **Green**, **Orange**, and **Gold**.

- Each color represents a different set of traits, values, and behaviors. While everyone has a mix of all four colors, **one color is usually dominant, this is your primary personality style.**
- Many people also have a **strong secondary color**, which **influences how they think, act, and relate to others.**
- The **colors you scored lower** in are still part of you, but they're **not your go-to preferences**. You may find these traits more challenging or less energizing, but they still show up in certain situations.

Call to Action!



- Use the results of the True Colors test as a reference in weekly team meetings
- Share your communication style with your closest coworkers
- Hold monthly color-based discussions for team reflection
- Ask for feedback: “Has my communication style been appropriate so far?”

Do you have any questions?



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Your team has just been assigned a major project with a tight deadline. Everyone gathers in a meeting to discuss how to approach the task. Tensions rise as different personalities begin to clash. Each person expresses their view, and it's clear not everyone sees eye to eye.



"If we're not prioritizing how people feel, then we're not doing it right. I'd rather miss a deadline than hurt someone's feelings."



"Rules exist for a reason. If you can't follow procedures, maybe you're not serious enough to be here."

"We're wasting time talking. Let's just get moving—I'll take the lead and figure things out as we go. You can catch up later."



"I don't see the point of small talk or team bonding. If people can't keep up intellectually, that's not my problem."



Which person would you most likely clash with, and why?



"If we're not prioritizing how people feel, then we're not doing it right. I'd rather miss a deadline than hurt someone's feelings."



"Rules exist for a reason. If you can't follow procedures, maybe you're not serious enough to be here."

"We're wasting time talking. Let's just get moving—I'll take the lead and figure things out as we go. You can catch up later."



"I don't see the point of small talk or team bonding. If people can't keep up intellectually, that's not my problem."



Which response do you naturally relate to and why?



"If we're not prioritizing how people feel, then we're not doing it right. I'd rather miss a deadline than hurt someone's feelings."



"Rules exist for a reason. If you can't follow procedures, maybe you're not serious enough to be here."

"We're wasting time talking. Let's just get moving—I'll take the lead and figure things out as we go. You can catch up later."



"I don't see the point of small talk or team bonding. If people can't keep up intellectually, that's not my problem."



What challenges might arise in the workplace when people with different personalities don't try to understand each other?



"If we're not prioritizing how people feel, then we're not doing it right. I'd rather miss a deadline than hurt someone's feelings."



"Rules exist for a reason. If you can't follow procedures, maybe you're not serious enough to be here."

"We're wasting time talking. Let's just get moving—I'll take the lead and figure things out as we go. You can catch up later."



"I don't see the point of small talk or team bonding. If people can't keep up intellectually, that's not my problem."



Each personality type has its own way of thinking, speaking, and approaching problems. When team members and those interacting with clients take the time to understand these differences, they can reduce unnecessary conflict and improve collaboration.

Recognizing these unique traits helps everyone adjust how they relate to others, leading to more respectful, productive, and harmonious interactions.

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

Let's think about someone you often struggle to communicate with.

*Could it be that they just see the world through a
different color lens?*

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



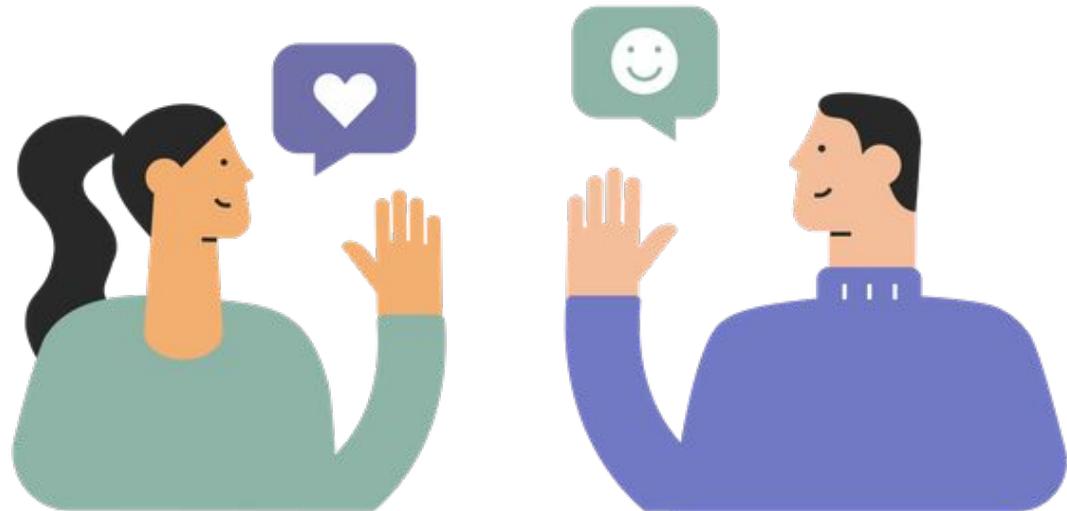
Princess Diana



John Lennon

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

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.

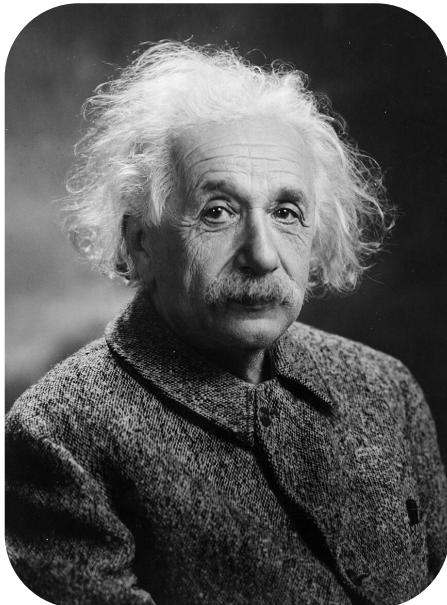


Communication Style

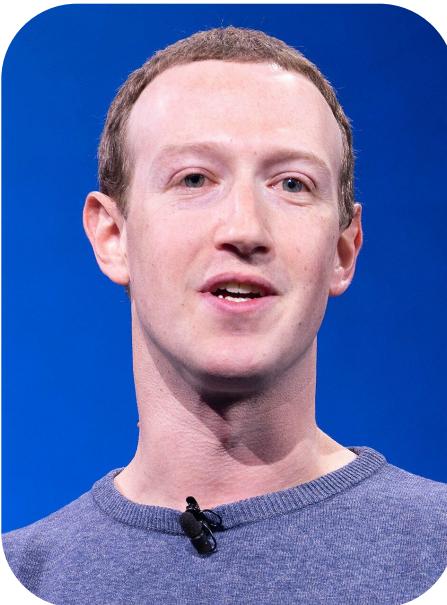
- Logical and Objective
- Includes Facts & Information
- Wry Sense of Humor
- Big Picture
- Conceptual
- Questioning
- Critiquing

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.

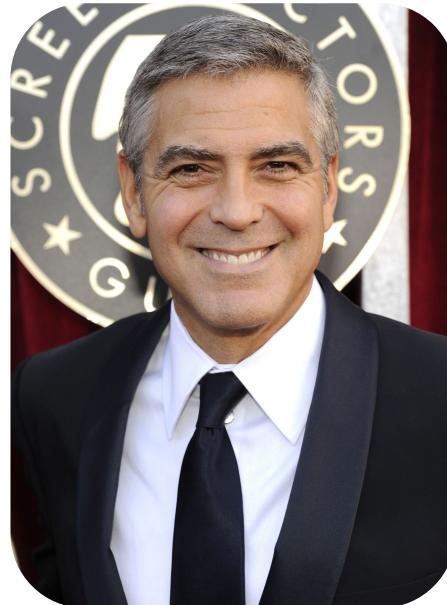
Famous Faces with a Green Personality



Albert Einstein



Mark Zuckerberg



George Clooney

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



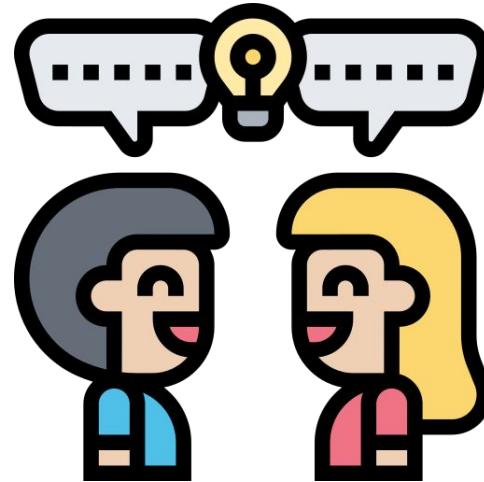
Leonardo DiCaprio



Steve Jobs

Tips for talking to an ORANGE

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



Does anyone know this movie?



THE DEVIL
WEARS PRADA

Lets watch this video!



What color do you think they are? Why?



Miranda



Andrea

What color do you think they are? Why?



Miranda

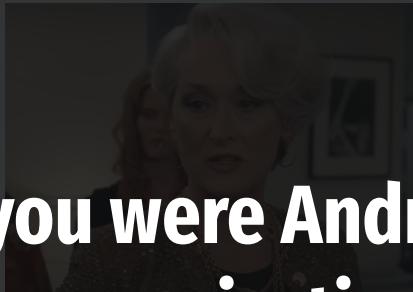
- Logical
- Analytical
- Critical



Andrea

- Spontaneous
- Playful
- Straightforward

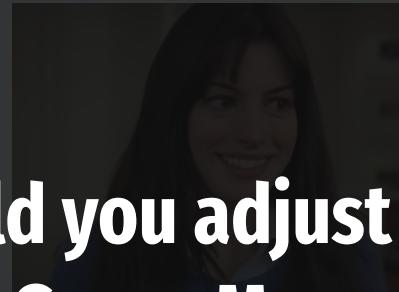
What color do you think they are? Why?



If you were Andrea, how would you adjust your communication style to your Green Manager?

Miranda

- Logical
- Analytical
- Critical



Andrea

- Spontaneous
- Playful
- Straightforward

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Team members performing together effectively is essential to any organization's success.

Since each of us has our own style, preferences and ways operating, how can we all work synergistically to accomplish our mission?

**Have you ever felt that your contributions were overlooked?
Have you clashed with a teammate who just worked differently
than you?**



**Have you ever felt that your contributions were overlooked?
Have you clashed with a teammate who just worked differently
than you?**

These situations happen because:

- Teams are made up of different styles.
- People have different ways of working, thinking, and communicating.
- Feeling misunderstood or underappreciated often comes from differences in personality styles.

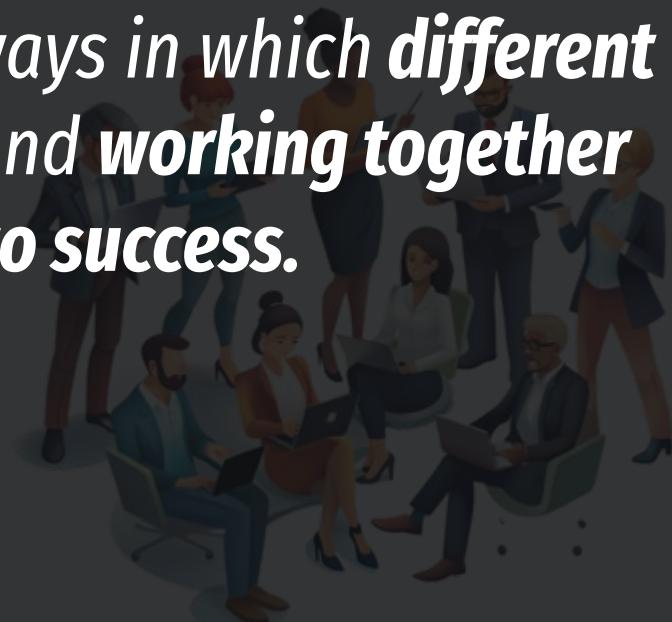


Have you ever felt that your contributions were overlooked?
Have you clashed with a teammate who just worked differently than you?

Understanding the distinctive ways in which different personalities approach work and working together is a key ingredient to success.

These situations happen because:

- People have different ways of working, thinking, and communicating
- Feeling misunderstood or underappreciated often comes from differences in personality styles.



Blues on Your Team

Key Characteristics

Blues are driven by connection and meaningful relationships. They value teamwork, empathy, and personal growth, often strengthening group bonds through thoughtful, personal interactions.

How **BLUES** Achieve Goals:

- They make clear plans
- They help people understand each other and work as one team
- They help people when things are changing
- They may provide an extra ouch to projects to improve enjoyment.

Potential Challenges

- Over-Optimism & Unrealistic Goals:
 - Might be too optimistic and aim for difficult/distant goals that aren't practical.
 - May not consider challenges or whether the team/project is succeeding.
- Relationship Issues:
 - Have trouble with disagreements or dealing with poor performance.
 - Can't make tough decisions to avoid conflict.
- Emotional Sensitivity & Grudges:
 - If they feel personally violated, they might hold grudges for a long time.
 - Need to be liked and struggle with negative feedback.

How to Bring out the Best in a Blue on Your Team

- **Give Them Teamwork:** Assign projects where they can work well with others.
- **Inspire Them:** Share a vision that makes them feel excited and motivated.
- **Create a Friendly Place:** Make the workplace warm and supportive.
- **Be Open and Honest:** Talk to them a lot, and always be open and truthful.
- **Show You Care:** Show support and thanks with kind gestures, like a friendly pat or a smile.
- **Let Them Express Feelings:** Allow them to show emotions and give them space to recover if they're upset.
- **Give Them Credit:** Praise their imaginative ideas and how they approach their work.
- **Talk One-on-One:** Give them feedback in private conversations.
- **Connect Personally:** Remember their name and build a personal connection with them.

Golds on Your Team

Key Characteristics

Golds are driven by fulfilling duties and enjoy being part of a team, finding joy in completing tasks well. They solve problems step-by-step, following rules and existing procedures, showing great loyalty and respect for authority. They are excellent, detail-oriented planners.

How **GOLDS** Achieve Goals:

- Very realistic, accurately estimate time needed for tasks/project
- Break down projects into manageable parts with timelines, working chronologically
- Will pick up slack for others to meet goals.

Potential Challenges

- Focus & Flexibility:
 - Can struggle prioritizing multiple tasks.
 - Difficulty adjusting to unexpected changes; reluctant to try new things.
- Resistance to Change:
 - Tendency to stick to procedures.
 - May slow down response time due to cautious approaches.
- Team Dynamics:
 - May get upset if team members don't follow rules or deadlines.
 - May feel unappreciated if their helpful nature leads them to take on too many responsibilities.
 - Can resent doing everything for others.

How to Bring out the Best in a Gold on Your Team

- **Assign Detail-Oriented Work:** Give them work that requires careful planning and thorough follow-through.
- **Clear Instructions:** Define tasks in clear and specific terms.
- **Provide Stability:** Offer a well-structured, stable work environment and avoid sudden changes.
- **Share Responsibility:** Involve them in responsibilities and duties, acknowledging their strong work ethic.
- **Praise Thoroughness:** Praise their thoroughness, organizational skills, and efficiency.
- **Acknowledge Their Needs:** Recognize their need to be straightforward, dependable, responsible, and business-minded.
- **Tangible Recognition:** Give them concrete, visible recognition for their work.

Oranges on Your Team

Key Characteristics

Oranges love action and excitement, happy when they see quick results. They focus on the here and now, quickly finding and using the fastest way to solve problems. They are flexible, welcome change, and find smart, new solutions.

How ORANGES Achieve Goals:

- Simplify planning into "short to do" lists with clear action items
- Like to "cut to the chase" and act quickly and effectively
- Delegate tasks when possible
- Consider people's skills and interests, making even boring tasks fun

Potential Challenges

- Focus & Planning:
 - Prioritize doing things now rather than planning first.
 - May jump into action without fully understanding consequences, focusing on short-term results and ignoring long-term implications.
- Patience & Thoroughness:
 - Tend to get bored easily in long conversations or slow processes.
 - May feel unmotivated if they don't see direct, tangible results early on.
 - Brainstorming or long projects can feel tedious, causing them to lose steam.

How to Bring out the Best in an Orange on Your Team

- **Assign Action-Oriented Work:** Give them projects that require hands-on action and are "packed."
- **Direct Communication:** Get straight to the point and keep things moving, avoiding long, irrelevant conversations.
- **Use Engaging Methods:** Use visuals, props, humor, or other ways to prevent boredom from too much information without action.
- **Provide Exciting Opportunities:** Offer chances to be skillful, adventurous, and entertaining.
- **Recognize Their Need for Movement:** Understand their need for action over words.
- **Encourage Preparedness:** Encourage them to prepare for tasks and assignments; take notes for tracking progress.
- **Ensure Flexibility:** Make sure there is flexibility in their role and the work environment.

Greens on Your Team

Key Characteristics

Greens are motivated by learning, problem-solving, and intellectually challenging work. They focus on ideas, future possibilities, and analyzing situations from different angles. Independent and logical, they enjoy debating solutions using clear, precise thinking.

How GREENS Achieve Goals:

- Use critical thinking to quickly see problems
- Naturally spot missing or faulty areas
- Tend to be practical and not easily distracted by relationships/emotions
- Deliver high-quality, well-thought-out solutions.

Potential Challenges

- Time & Implementation:
 - When prioritizing, may underestimate how long tasks will take.
 - Tend to be more interested in ideas/theories/strategy than in planning all the details.
 - Might overanalyze problems, slowing down response time.
- Resistance to Deviation:
 - They are convinced their own logical idea is superior.
 - If it's their own idea, they can be ruthless in making it happen.
- Impatience & Socializing:
 - Can become impatient when people spend too much time socializing and not enough time on problem-solving.

How to Bring out the Best in an **Green** on Your Team

- **Assign Analytical Work:** Give them projects that need analytical thinking and problem-solving.
- **Respect Independence:** Respect their tendency to go beyond established rules of the system.
- **Encourage Exploration & Debate:** Let them question, explore, and think deeply; allow time to process and debate.
- **Support Ideas to Action:** Help them take their ideas to the next step, giving them freedom to improve the situation.
- **Avoid Repetitive Tasks:** Understand their need to avoid repetitive work; coach them on covering details.
- **Give Logical Feedback:** Provide objective, logical feedback.
- **Focus on Facts:** Concentrate on facts and data rather than personal issues or emotional appeals.
- **Minimize Socializing:** Keep small talk to a minimum or separate it from the project/meeting.

Let's Discuss!

1. **Form small groups** of 3–5 people.
2. Take **2–3 minutes to reflect** on the scenario.
3. As a group, **discuss both questions** on the slide. Consider how each personality color might respond in this situation.
4. After the discussion, a **few volunteer groups** will be invited to **share their insights** with the class.

Let's Discuss!

Your team is preparing a presentation for a client. Two days before the meeting, the client emails you with new input—they've changed their priorities and want the presentation to focus on a different product than originally discussed. The content needs to be adjusted quickly. Everyone has different reactions, and the clock is ticking.

- 1. Which color's style would be most helpful in this scenario and why?**
- 2. How can you combine the strengths of all four colors to deliver a great presentation?**



10:00

Do you have any questions?



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Think About Your Clients

Reflect on 2–3 different clients you've worked with.

- Have you ever had a client who was a pleasure to work with? What made it easy?
- Have you ever had one that was frustrating? What made it difficult?
- Do you change your approach depending on the person you're dealing with?

Think About Your Clients

The ability to “read” people is a vital skill when you face your clients.

- Reflect on 2–3 different clients you've worked with.
- Have you ever had a client who was a pleasure to work with? What made it easy?
 - Have you ever had one that was frustrating? What made it difficult?
 - Do you change your approach depending on the person you're dealing with?

Every client has different needs, priorities, and ways of communicating. In order to be effective in sales you have to understand your clients.

**86% of business buyers
are more likely to buy if
companies understand their
goals.**

**However, 59% feel that most
sales reps don't take the time
to understand them.**

Source: Salesforce State of the Connected Customer report.

Why Personality Matters in Client Relationships

- Clients respond better when approached in a way that matches their personality
- Builds trust and rapport faster
- Reduces chances of miscommunication or friction

What is Consultative Selling?

Consultative selling or **relationship selling** is a sales approach that prioritizes relationship building and open dialogue to address a customer's needs.

In the consultative sales process, **clients come to view you as a trusted partner**, someone who understands their needs and provides thoughtful, tailored recommendations.

How to do that?

You need to **develop the empathy to understand where the customer is coming from**. When you **understand a client's needs and personality type**, you can guide the sales conversation in a way that connects better with them.

Consultative Selling Framework

The Framework consists of **6 steps**:

1. Prepare

2. Connect

3. Understand

4. Recommend

5. Commit

6. Act

1. Prepare

At this stage, you likely don't know the client's True Color yet. Your goal is to **prepare for all personality types** so you can stay flexible when the conversation begins.

Start by doing your homework: Look into the client's company, their role, and any past conversations or notes.

Then, prepare a flexible approach so you're ready for any personality type:

- Have facts ready for  **Greens**
- Organize details and steps for  **Golds**
- Bring enthusiasm and quick ideas for  **Oranges**
- Show empathy and care for  **Blues**

2. Connect

When you finally meet the client, this is your first real opportunity to **observe their behavior, tone, and communication style**. These cues can help you **identify their likely True Colors personality**, which then guides how you build the relationship.

Do they speak warmly and focus on people? → Likely
 **Blue**

Are they formal, punctual, and detail-oriented? → Likely
 **Gold**

Are they energetic, casual, or spontaneous? → Likely
 **Orange**

Do they ask logical, deep, or technical questions? →
Likely  **Green**

3. Understand

This is the heart of consultative selling. It's not just about hearing what they want—but **why they want it, and how they think.**

Go ask questions to understand them by applying the **communication style that fits their True Color.**

● **Blue:** Ask about people and feelings.

→ “How does this affect your team?”

● **Gold:** Ask about plans and structure.

→ “What’s your current process?”

● **Orange:** Ask about action and results.

→ “What would make this exciting for you?”

● **Green:** Ask about logic and data.

→ “What information helps you decide?”

4. Recommend

Your **recommendation should reflect what matters most to the client**—not just the features of your product, but how those features solve their problem in a way they care about. Use what you’ve learned in the previous step to **shape a pitch that aligns with their True Color.**

● **Blue:** Emphasize how the solution helps people, relationships, or community.

● **Gold:** Provide structured details—step-by-step plans, service guarantees, and responsibilities.

● **Orange:** Highlight results, speed, and excitement—show them the action and potential impact now.

● **Green:** Use data, logic, and efficiency. Explain how the solution solves the root cause with clarity.

5. Commit

Clients say yes when they feel confident, not just in your offer, but in you. To help them decide, you need to **lower any doubts and match how they make decisions by giving the right kind of support**.

- **Blue:** Offer emotional reassurance. “I’ll be here to support you every step of the way.”
- **Gold:** Be clear and specific: “Here’s a written timeline of deliverables and responsibilities.”
- **Orange:** Keep the energy high: “Let’s lock this in and start right away—this is going to be great.”
- **Green:** Respect their thinking time. “Let me know if you need more data or time to review before deciding.”

6. Act

The sale doesn’t end at the “yes.” This final step **ensures the client experience matches the promise you made**. Your ability to serve them well and continue doing so in a way that fits their personality can determine repeat business or referrals.

- **Blue:** Keep in touch personally. Ask how they’re feeling about the partnership and celebrate small wins together.
- **Gold:** Stick to timelines. Provide progress updates, checklists, and show reliability.
- **Orange:** Be flexible and fun. Surprise them with bonus value or fast solutions.
- **Green:** Deliver facts, insights, and data. Offer ways to optimize or improve efficiency over time.

Building Trust Over Time

The sale doesn't end after the client says "yes." Long-term relationships are built on **trust, consistency, and personalized care.**

- **Be consistent in your communication style:** Continue using the tone and approach that aligns with your client's True Color.
- **Adapt as relationships deepen:** As you get to know them better, refine how you support, update, and follow up.
- **Personalize touchpoints:** Use what each color values most
 - Blue: Show care and appreciation.
 - Gold: Provide clear updates and plans.
 - Orange: Keep things upbeat and flexible.
 - Green: Share insights, data, and improvements.

Can You Guess Their Color? How Would You Approach Them?



1

I just want to make sure everyone involved is comfortable with the direction we're heading



2

We can figure it out as we go, what matters is that we keep things moving.

3

I'll need to see how this fits into our broader strategy before moving forward.



4

Let's go over the requirements one more time to make sure we haven't missed anything.



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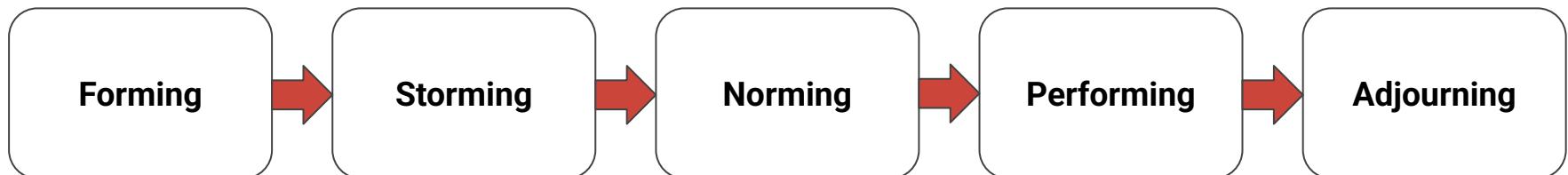


**Dealing with Clients
Based on Color**

06

**Managing Conflict
Based on Color**

How Do Teams Grow and Change?



The initial group development stage where the members are learning about one another. Roles and goals are unclear.

Conflicts may arise as individuals assert opinions. The group is resisting and testing boundaries.

Team begins to settle, build trust, and establish shared expectations and norms.

Team is focused, effective, and collaborative. Roles are clear; performance is high.

Team disbands after achieving goals; includes reflection and closure

Conflict is inevitable. It's a part of everyday life and can occur in any organization.

85% of employees deal with conflict at some level, costing organizations \$359 billion in paid hours each year.

Source: CPP Global Human Capital Report.

Why Do Conflicts Happen?

People think and feel differently

Everyone sees the world through their own lens. What makes sense to one person may feel confusing or wrong to someone else.

Different communication styles

Some people are direct, others more sensitive. Some prefer facts, others feelings. These styles can clash without meaning to.

Stress and pressure make things harder

When we're tired, rushed, or under pressure, we're more likely to miscommunicate or get upset.

Assumptions and misunderstandings

Sometimes we assume others are being difficult on purpose, but often, they're just different from us.

In your opinion, how might conflict arise between people of different colors?



How to Navigate Conflicts?

4Rs of Conflict Management:

1. Recognize

2. Respond

3. Resolve

4. Reflect

Source: Wilmot, W. W., & Hocker, J. L. (2010). *Interpersonal Conflict* (8th ed.). McGraw-Hill Education..

1. Recognize

Acknowledge that a conflict exists. This includes noticing tension, identifying triggers, and understanding how each person may perceive the situation differently.

True Color	How They Show Conflict	What Might Be Causing It
Blue	Withdraws, emotional, avoids conflict	Feeling unappreciated, tension in relationships
Gold	Frustrated, points out what's "wrong"	Lack of structure, unfairness, missed expectations
Orange	Vocal, impulsive reaction	Feeling controlled, bored, limited flexibility
Green	Distant, critical, asks too many "why" questions	Illogical systems, emotional reactions, lack of autonomy

2. Respond

Choose your reaction carefully. This means staying calm, avoiding escalation, and adapting your communication style.

True Color	How to Respond	What to Avoid
Blue	Be empathetic, acknowledge their feelings, rebuild emotional safety	Being cold, dismissive, or rushing conversation
Gold	Be respectful, clear, and structured, take responsibility (own up to any mistakes)	Lack of structure, unfairness, missed expectations
Orange	Be quick, honest, and action-oriented, use humor or playfulness	Over-explaining, strict rules
Green	Be logical, calm, and allow space for analysis	Emotional pressure, inconsistent reasoning

3. Resolve

Work toward a solution. Address the root of the issue, create mutual understanding, and ensure both parties feel heard and respected.

True Color	How to Collaborate	Focus On
 Blue	Use open dialogue, restore harmony	Trust, empathy, team spirit
 Gold	Define a clear action plan with responsibilities	Lack of structure, unfairness, missed expectations
 Orange	Focus on fast solutions that get things moving	Results, freedom to act, momentum
 Green	Present smart, well-thought-out options	Logic, efficiency, long-term thinking

4. Reflect

Look back and evaluate. Consider what went well, what could be improved, and how to handle similar situations better in the future.

True Color	How to Reflect Effectively	Best Follow-Up Approach
Blue	Have a sincere check-in about feelings and relationships	Follow up with a warm message or appreciation gesture
Gold	Review the process and if expectations were met	Share a summary or checklist of what was done and next steps
Orange	Keep it short—focus on improvements and move on	Give quick, positive feedback and celebrate small wins
Green	Analyze outcomes and look for better ways forward	Share logical insights, lessons learned, or improved strategies

Color Match Challenge!

You're about to test your knowledge of how each True Colors personality tends to respond to conflict in the workplace.

For each question, **choose the color (● ● ● ●)** that best fits the description or behavior.

Which color is most likely to want to “fix the root cause” rather than just smooth things over?

A. Blue

B. Gold

C. Orange

D. Green

Which color is most likely to want to “fix the root cause” rather than just smooth things over?

A. Blue

B. Gold

C. Orange

D. Green



Green personalities are analytical and solution-focused. They want to eliminate inefficiencies, not just resolve surface issues.

Which color is most likely to feel personally hurt when harmony breaks down on a team?

A. Blue

B. Gold

C. Orange

D. Green

Which color is most likely to feel personally hurt when harmony breaks down on a team?

A. Blue

B. Gold

C. Orange

D. Green

- Blue personalities value relationships and emotional connection. They often take conflict to heart.*

Which color might unintentionally cause conflict by being overly blunt or detached?

A. Blue

B. Gold

C. Orange

D. Green

Which color might unintentionally cause conflict by being overly blunt or detached?

A. Blue

B. Gold

C. Orange

D. Green

- Greens can sometimes come off as cold or overly focused on facts instead of feelings.

Which color might unintentionally get triggered because of a coworker changing plans last minute?

A. Blue

B. Gold

C. Orange

D. Green

Which color might unintentionally get triggered because of a coworker changing plans last minute?

A. Blue

B. Gold

C. Orange

D. Green



Golds value consistency and dislike sudden changes without reason.

Which color is most likely to want a quick and energetic resolution that doesn't dwell too long on feelings?

A. Blue

B. Gold

C. Orange

D. Green

Which color is most likely to want a quick and energetic resolution that doesn't dwell too long on feelings?

A. Blue

B. Gold

C. Orange

D. Green



Orange personalities want to move on and not get stuck in drawn-out conflict discussions.

Do you have any questions?



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Wrap Up

The **True Colors Personality** framework includes four distinct colors (**Blue, Gold, Orange, Green**) each symbolizing a unique personality type with its own strengths, communication style, and preferred way of working.

Why the True Colors Personality matters:

- Understanding personality enhances teamwork, communication, and collaboration.
- Helps us appreciate differences and reduce conflict.
- Enables us to adapt our approach when working with others, especially under pressure.