

Red – Be Brief, Be Bright, Be Gone (Dominance)

Natural Traits

- Competitive
- Driving, Purposeful
- Task-Focused
- Goal-oriented
- Confident
- Makes fast decisions
- Likes challenges
- Gets to point

Preferences

Extroverted/Thinking

Communication Do:

- Be direct & to the point
- Focus on results & objectives
- Be confident & assertive
- Give options, they decide

Communication Don't:

- Hesitate or dilly-dally
- Focus on feelings
- Try to take over

Trouble Spots

- Poor listener, impatient, disregards feelings

Yellow – Involve Me (Influencer)

Natural Traits

- Sociable
- Dynamic
- Demonstrative
- Enthusiastic
- Persuasive
- Expressive
- Optimistic
- Like freedom

Preferences

Extroverted/Feeling

Communication Do:

- Be friendly, upbeat, and sociable
- Be enthusiastic
- Approach informally
- Be open & flexible

Communication Don't:

- Bore me with details
- Tie me down with routine
- Ask me to work alone

Trouble Spots

- Impulsive, lack of follow through, talks too much, not handling details

Task ←

→ People

Green – Give me the Details (Conscientious)

Natural Traits

- Use facts, data
- Follow rules
- Well organized
- Perfectionist
- Cautious
- Deliberate, Formal
- Analytical
- Questioning
- Precise

Preferences

Introverted/Thinking

Communication Do:

- Be well prepared & thorough
- Put things in writing
- Give examples
- Let them consider all the details

Communication Don't:

- Be overemotional or exaggerate
- Be careless/causal with imp. issues
- Keep changing things without good reason

Trouble Spots

- Overly critical, cautious, gets bogged down in details

Blue – Show me you care (Steadiness)

Natural Traits

- Warm, friendly
- Loyal
- Dependable
- Caring, Sharing
- Encouraging
- Patient
- Empathetic
- Relaxed, Calm
- Amiable

Preferences

Introverted/Feeling

Communication Do:

- Be patient, supportive, give assistance
- Give time to digest info
- Slow down and work at my pace
- Ask their opinion & give time to answer

Communication Don't:

- Take advantage of my good nature
- Push me to make quick decisions
- Spring last minute surprises

Trouble Spots

- Avoids risks, resists change, avoids conflict, keeps opinion to self