

# Blue Personalities

## STRENGTHS

### As an Individual:

- Sees life as a serious endeavor
- Has a strong aesthetic sense
- Sincere and emotionally deep
- High achiever
- Appreciates beauty and detail
- Stable and dependable
- Analytically oriented
- Deep sense of purpose

### As a Communicator:

- Able to enjoy sensitive and deep conversation
- Remembers feelings and thoughts shared in conversation
- Prefers small groups
- Strong skills in empathizing with others
- Willing to give conversations time to run their course
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### As a Goal Setter:

- Highly disciplined
- Strong goal orientation
- Receptive to other's suggestions
- Plans well and superb follow through

### As a Career Person:

- Excellent behind-the-scenes worker
- Enjoys detail and schedules
- Gives more of self than required or expected
- Respectful of employer because of employer's position
- Receptive to creative thinking

### As a Parent:

- Encourages academics and/or trade development in children
- Very observant
- Sincere and loyal to children
- Seeks to understand children's behavior
- Excellent in long-term commitments
- Excellent trainer of skills (ex: manners, study habits, etc.)
- Empathic and sensitive
- Keeps home clean and cozy
- Self-sacrificing

### As a Child:

- Proper and behaved
- Concerned about being a good family member
- Loyal to parents and siblings regardless of relationship
- Easily disciplined verbally
- Sensitive and concerned about other family members
- Seeks learning opportunities

### As a Friend:

- Loyal forever once friendship is established
- Remembers special holidays and promotes celebrations
- Willing to commit time to the relationship
- Genuine concern for other person's well-being
- Encouraging in times of trouble

### As a Committed Companion:

- Prioritizes the relationship over other activities
- Responsible for making ongoing contribution to relationship
- Values intimacy and placed high priority on it
- Considers spouse first in decision-making
- Enjoys sharing intimate feelings with companion

## CAREERS MOST LIKELY TO ATTRACT BLUES

**Teacher**

**Homemaker**

**Psychotherapist**

**Computer Programmer**

**Musician**

**Banker**

**Clergy/Minister**

**Accountant**

**Politician**

**Architect**

**Nurse**

**Engineer**

**Librarian**

**Journalist**

**Carpenter**

# **LIMITATIONS**

## **As an Individual:**

- Highly emotional
- Controlling and/or envious of other's success
- Self-abusive (verbally)
- Smug and self-righteous
- Strong perfection and performance orientation

## **As a Communicator:**

- Tends to lecture and overkill issues
- Rigid with principles and unwilling to negotiate
- Argues primarily from emotional perspective
- Expects others to their mind and know their feelings
- Feels intense on many issues
- Fears risking self in conversation
- Strong expectation for others to be sensitive and deep

## **As a Goal Setter:**

- Sets unrealistic goals
- Easily frustrated with lack of team cooperation
- Easily discouraged when unsuccessful in accomplishments
- Expects others to understand their goals and make them a priority

## **As a Career Person:**

- Feels others are not capable of doing things as well them
- Feels inadequate with natural talents and creativity
- Establishes high and unrealistic expectations for self and others
- Critical of self and other's work
- Craves security in career
- Shies away from public exposure and performance
- Tends to over-plan and over-prepare
- Over-extends self

## **As a Parent:**

- Blames children for being unappreciative of parenting efforts
- Tends to give heavy doses of guilt to children
- Requires a purpose in order to play
- Too precise and exact with expectations
- Frustrates children with unrealistic expectations
- Lectures children
- Can be moody and unpredictable
- Usually loves others with strings attached
- Lacks ability to relax
- Controlling of children's lifestyle and overprotective
- Feels a clean home is a high priority
- Not spontaneous with activities
- Badgers child when perceived as wrong

## **As a Child:**

- Easily frustrated
- Moody and emotional (cries instead of facing issues)
- Martyr-like and complains about life
- Has difficulty relaxing and often feels uncomfortable
- Waits for parent to initiate ideas-then criticizes unacceptable suggestions
- Feels guilty over minor concerns
- Feelings are easily hurt
- Self-esteem is dependent on outside influences
- Withhold affection if angered

## **As a Friend:**

- Highly insecure about other's acceptance and approval
- When depressed they feel it is friend's job to understand
- Critical of friend's principles or activities if not similar
- Wishes friends would communicate more often
- Feels rejected easily
- Can be revengeful and bitter if crossed or scarred emotionally
- Expects friends to maintain strong loyalty
- Rarely playful and spontaneous

## **As a Committed Companion:**

- Blames others for his or her unhappiness
- Demands time and attention of partner
- Suspicious of other's motives (distrustful)
- Clings to companion too much
- Demands affection and intimacy
- Highly manipulative in seeking support or understanding
- Unforgiving of past misunderstandings and wrong doings
- Withholds feelings when frightened he or she may be rejected

### **HOW TO DEVELOP A POSITIVE CONNECTION WITH BLUES**

#### **Do:**

1. Emphasize their security in the relationship.
2. Be sensitive and soft spoken in your approach.
3. Be sincere and genuine.
4. Behave appropriately and well mannered.
5. Limit their risk level.
6. Promote their creativity.
7. Appreciate them.
8. Allow ample time for them to gather their thoughts before expressing themselves.
9. Be loyal.
10. Do thorough analysis before making presentations.

#### **Don't:**

1. Make them feel guilty.
2. Be rude or abrupt.
3. Promote too much change.
4. Expect spontaneity.
5. Abandon them.
6. Expect them to bounce back easily or quickly from depression.
7. Demand perfection (they already expect too much from themselves).
8. Push them too quickly into making decisions.
9. Expect them to forgive quickly when crossed.
10. Demand immediate action.

# Red Personalities

## STRENGTHS

### As an Individual:

- Excels with logical thinking
- Committed to a productive lifestyle
- Dynamic and direct
- Thrives on independence
- Natural leader
- Highly resourceful (strong survivor)
- Creative in crises

### As a Communicator:

- Operates in a very logical sensible manner
- Direct and honest with opinions
- Communicates thoughts well in verbal conversation
- Directs the conversation in a productive way
- Tells others where they stand in a relationship

### As a Goal Setter:

- Natural goal setter-sets goals comfortable and confidently
- Maintains strong sense of perspective
- Highly disciplined
- Directs the conversation in a productive way
- Tells others where they stand in a relationship

### As a Career Person:

- Thrives in leadership positions
- Comfortable with power (as long as he/she has it!)
- Strong goal orientation
- Excellent organizer and delegator
- Confident with ability to achieve
- Self-motivated
- Quick to make decisions and handles responsibilities well
- Thrives on competition
- Dynamic and assertive career lifestyle
- Highly task-oriented and efficient

### As a Parent:

- Excellent decision maker
- Assumes responsibility for protecting family
- Excellent provider
- Promotes group cohesiveness
- Unquestioned as leader in the home
- Excellent provider
- Quick with good advice and direction
- Promotes children's activities

### As a Child:

- Communicates what he/she is thinking
- Willing to risk and try new experiences
- Capable of bouncing back in negative environment
- Believes in self-maintains high self-esteem
- Strong sense of independence
- Takes charge of situation when parents are gone
- Maintains the power to turn a poor situation around
- Highly verbal

### As a Friend:

- Direct and quick with suggestions
- Promotes group activities
- Productive in solving dilemmas
- Great in emergencies or disasters
- Engages in conflict comfortable and directly

### As a Committed Companion:

- Highly protective of companion
- Promotes interesting experiences
- Reliable and dependable
- Loyal to the relationship
- Takes primary responsibility for financial needs
- Initiates interaction and activities

## CAREERS MOST LIKELY TO ATTRACT REDS

**Administrator**  
**Police Officer**  
**Military Officer**  
**Politician**  
**Entrepreneur**

**Lawyer**  
**Medical doctor**  
**Indian Chief**  
**Realtor**  
**Film Critic**

**Building contractor**  
**Sales**  
**Marketing**  
**Clergy/Minister**  
**School Superintendent**

# **LIMITATIONS**

## **As an Individual:**

- Seeks to serve self first (What's in it for me?)
- Cannot relax without producing something
- Inconsiderate of other's feelings (selfish)
- Won't share inadequacies for fear of losing power or control
- Always right-no matter what
- Often arrogant and defiant of authority
- Out of touch with personal feelings

## **As a Communicator:**

- Unemotional and detached from feelings
- Poor insight into others due to lack of emotional perspective
- Harsh and judgmental
- Insensitive and tactless
- Bored with insignificant "idle chatter"
- Lacks ability to share feelings

## **As a Goal Setter:**

- Impatient with self in completing goals
- Lives life on paper rather than with people
- Angered easily if goals aren't achieved or become blocked
- Too rigid with expectations of his/her destiny
- Promotes quantity rather than quality
- Blames others for personal misfortunes

## **As a Career Person:**

- Seeks power to control others
- Dislikes being told what to do
- Makes decisions too quickly
- Not concerned with people as much as task completion
- Often too competitive to enjoy the competition
- Requires other's loyalty and obedience
- Critical of others and slow to give compliments

## **As a Parent:**

- Expects high performance without offering assistance
- Requires loyalty from family at all costs
- Requires the final say on important decisions
- Does not tolerate deviations from set expectations
- Poor listener
- Lacks insight into children's emotional needs
- Wants strict obedience
- Unfeeling and insensitive to children's fears and concerns
- Detached from children-doesn't share self emotionally
- Establishes harsh and limiting boundaries
- Difficult to please-remains unimpressed

## **As a Child:**

- Some expend high energy manipulating parents to get own way
- Resists control-feels they know more than parents
- Fights constantly with siblings for control and power
- Can remain aloof and distant from camaraderie of family
- Unhappy complainers-parents can never do enough right
- Some are dramatic and over-reactive to pain
- Often defiant
- Can be critical of parents
- Subconsciously hides insecurities and emotional needs
- Not creative in play-requires others to entertain him or her
- Finds sincere compliments difficult to give
- Some want to be catered to when sick

## **As a Friend:**

- Insensitive and unemotional
- Remains detached from sharing self completely
- Listens only when convenient
- Tries to control group activities
- Impatient with others behavior, thinking and tardiness
- Feels it is more important to be right than agreeable
- Stubborn
- Doesn't like to admit the need for friendship
- Enters friendships asking, "What's in it for me?"
- Maintains mostly rational friendships
- Expects friends to do things their way
- Negative, critical and judgmental of others
- Blunt or rude when angered
- Expects to be entertained while waiting for action to begin
- Denies any personal inadequacies or responsibility

## **As a Committed Companion:**

- Primarily concerned with self-gratification
- Demanding and arrogant
- Hides insecurities
- Lacks sensitivity
- Prioritizes work over personal life
- Dominates relationships with verbal skills
- Critical of companion for imperfections
- Often unaware of intimacy and rejects it priority in a relationship

### **HOW TO DEVELOP A POSITIVE CONNECTION WITH REDS**

#### **Do:**

1. Present issues logically.
2. Demand their attention and respect.
3. Be direct, brief and specific in conversation.
4. Be productive and efficient.
5. Offer them leadership opportunities.
6. Verbalize your feelings.
7. Support their decisive nature.
8. Promote their intelligent reasoning where appropriate.
9. Be prepared with facts and figures.
10. Respect their need to make their own decisions their own way.

#### **Don't:**

1. Embarrass them in front of people.
2. Argue from an emotional perspective.
3. Always use authoritarian approach.
4. Use physical punishment.
5. Be slow and indecisive.
6. Expect a personal and intimate relationship.
7. Attack them personally.
8. Take their arguments personally.
9. Wait for them to solicit your opinion.
10. Demand constant social interaction.

# White Personalities

## STRENGTHS

### As an Individual:

- Quiet, reflective and peaceful
- Appears to accept life comfortably
- Enjoys life's simplicity
- Kind to animals and people
- Sincere and genuine lifestyle
- Patient with self and others
- Compatible with others
- "Blendable" in all situations

### As a Communicator:

- Receptive to others input
- Listens superbly
- Negotiator and mediator on issues
- Strong empathy skills

### As a Goal Setter:

- Receptive to suggestions
- Recognizes the value of goal-setting
- Appreciates exposure to many possibilities
- Trust self to succeed in many different environments

### As a Career Person:

- Accommodates other easily
- Negotiates well
- Prefers slower pace and "think" time
- Non-conformist
- Handles bureaucratic environments well
- Calm under pressure
- Sometimes puts self in dangerous occupations just to add a little excitement in life

### As a Parent:

- Flows well with crisis
- Agreeable with difficult children
- Slow to react with anger
- Accepts companion's decisions-demonstrates unity
- Accepts differences superbly
- Takes quality time with each child
- Respected by children for gentle manner and style
- Supportive and considerate
- Patient with deviant and inappropriate behavior

### As a Child:

- Very agreeable to established traditions and boundaries
- Willing to accommodate siblings and parents
- Accepts life with drama
- Non-demanding
- Plays well by themselves

### As a Friend:

- Patient and enduring through good and bad times
- Supportive and accepting
- Relaxed in most situations
- Compatible with various different personalities
- Enjoys observing others
- Tolerant of unkind behavior
- Listens with empathy
- Liked by most people
- Likes most people
- Non-demanding of friendship

### As a Committed Companion:

- Tolerant of others
- Appreciates leadership qualities in others
- Willing to accept beliefs and values of companion
- Can entertain self easily
- Loyal and committed to relationship

## CAREERS MOST LIKELY TO ATTRACT WHITES

**Forest Ranger**

**Dentist**

**Bureaucrat**

**Computer Programmer**

**Military Service**

**Recreation Leader**

**Researcher**

**Homemaker**

**Police Officer**

**Preschool Teacher**

**Veterinarian**

**Lawyer**

**Engineer**

**F.B.I. Agent**

**Truck Driver**

# **LIMITATIONS**

## **As an Individual:**

- Boring and detached
- Unresponsive or openly excited about experiences
- Bashful and unsure of self
- Ambivalent about direction and goals to pursue
- Non-descript
- Takes passive approach to life
- Has problems becoming close to people
- Easily manipulated in changing plans
- Often lazy and unwilling to take responsibility for self
- Resists making commitments

## **As a Communicator:**

- Fearful of confrontation
- Dishonest with feelings-often agrees only to please others
- Doesn't contribute openly
- Gives very little energy to conversation unless forced
- Prefers to observe other's interact
- Unable to verbally respond quickly in conversation
- Hesitant to engage others in conversation
- Accepts other's decisions without seeking the best solution
- Refuses to take a stand on issues

## **As a Goal Setter:**

- Takes a "wait and see" attitude to life experiences
- Lacks consistency with goal setting
- Waits for others to set his/her goals and the criticizes the goals set for them
- Waits for a sign or someone else to make decisions for them
- Sees goals as demanding and therefore restrictive

## **As a Career Person:**

- Low profile
- Directionless-requires leadership from others
- Works at a slower pace
- Difficult to motivate and inspire
- Fears and risk-taking change
- Low energy
- Resents harsh direction and leadership from others
- Resists power dominance of other personalities
- Willing to stay in same, monotonous job
- Easily manipulated by others when unmotivated or unconcerned

## **As a Parent:**

- Refuses to engage in conflict with spouse about children
- Poor disciplinarian
- Poor leadership and delegation with children
- Easily controlled or ignored by spouse or children
- Doesn't initiate activities and interaction with children
- Works obsessively to maintain peace
- Easily manipulated by children when promoting unpopular ideas

## **As a Child:**

- Resents being pressured to do things
- Waits for parent to initiate ideas and then criticizes unacceptable suggestions
- Prefers the comforts of home to the demands of the world
- Doesn't complete tasks
- Uninvolved in family action
- Doesn't contribute much to conversations
- Easily ignored
- Indifferent to family dilemmas
- Contributes only in silent manner

## **As a Friend:**

- Lacks creativity for making suggestions
- Won't express honest perception if controversial
- Requires extra protection and a lot of support
- Easily led by other's opinions
- Passive
- Easily hurt and defeated

## **As a Committed Companion:**

- Prefers the other person to lead
- Too accommodating
- Willing to let life and love pass him/her by
- Feels too inadequate to take a stand and voice opinions
- Boring and indecisive
- Won't make suggestions for activities
- May experience difficulty initiating relationships
- Not emotional about very close relationships

### **HOW TO DEVELOP A POSITIVE CONNECTION WITH WHITES**

#### **Do:**

1. Be loving and sensitive.
2. Be firm.
3. Provide a structure (boundaries) for them to operate in.
4. Be patient and gentle.
5. Introduce options and ideas for their involvement.
6. Be simple and open.
7. Accept their individuality.
8. Be casual, informal and relaxed.
9. Look for non-verbal clues to their feelings.
10. Listen quietly.

#### **Don't:**

1. Be unkind.
2. Expect them to always need others to play with.
3. Force verbal expression.
4. Be domineering.
5. Be too intense.
6. Overwhelm them with too much.
7. Force confrontation.
8. Speak too fast.
9. Take away their daydreams.
10. Demand leadership.

# Yellow Personalities

## STRENGTHS

### As an Individual:

- Highly Optimistic (Rarely depressed)
- Loves to volunteer for opportunities
- Flashy and spunky
- Likes self and accepts others easily
- Sees life as an experience to be enjoyed
- Adventurous and daring

### As a Communicator:

- Spontaneous thinker (Quick on his/her feet)
- Easy to converse with
- Able to express self directly in conflict
- Superb at superficial conversation
- Enjoys physical communication (Hugs, handshakes, pat on the back, etc.)
- Comfortable with people
- Energized by large groups

### As a Goal Setter:

- Appreciates and lives for the present
- Very flexible
- Disciplined if he or she finds the task fun and challenging
- Prioritizes play time first
- Accepts guidance from others
- Demands action versus observation

### As a Career Person:

- People-Oriented
- Able to take risks
- Inspires colleagues and subordinates to cooperate and excel
- Breaks up monotony of work with personal highlights
- Enjoys dressing up and also comfortable with casual attire
- Friendly
- High energy
- Charismatic and enjoyable to work with
- Likes to tackle short term projects with visible results
- Supports dreams and intuitive thinking

### As a Parent:

- Highly entertaining
- Excellent short term leader
- Flows easily with negative experiences
- Non-judgmental of children's friends
- Concern themselves with broad picture rather than details
- Promotes fun family activities
- Finds being with children natural and comfortable
- Turns crisis into comedy
- Children enjoy their company and seek them out

### As a Child:

- Fun to have around
- Enjoys new experiences
- Loves to socialize and be with friends
- Strong visual learner
- Pliable-willing to bend in order to please
- Playful and entertaining
- Accepting of differences
- Easily approached with communication
- Loves physical contact (hugging, kissing, etc.)
- Curious and inquisitive

### As a Friend:

- Vulnerable, innocent and trusting
- Exciting and fun to be with (never dull or boring)
- Forgiving of self and others
- Willing to free up schedule in order to play
- Endearing
- Often prioritizes friends over family
- Lively and entertaining

### As a Committed Companion:

- Brings excitement to spouse
- Enjoys unusual experiences
- Few expectations of others
- Accepts other's suggestions
- Not burdened with emotional strings
- Agreeable to change

## CAREERS MOST LIKELY TO ATTRACT YELLOWS

**Firefighter**

**International Consultant**

**Travel Agent**

**Recreation Leader**

**Lifeguard**

**Beautician**

**Entertainer**

**Tour Guide**

**Circus Performer**

**Insurance Agent**

**Secretary**

**Drama/Acting**

**Sales**

**Retail**

**Clergy/Minister**

# **LIMITATIONS**

## **As an Individual:**

- Irresponsible and unreliable
- Flighty and uncommitted
- Superficial and mostly interested fun
- Undisciplined
- Needs to look good socially (high priority)
- Unable to confront or face issues
- Self-centered and egotistical
- Lots of talk with little action
- Unwilling to experience pain in order to produce quality
- Loud and obnoxious in public places
- Exaggerates stories and omits unpleasant truths

## **As a Communicator:**

- Often speaks before thinking
- Makes insensitive jokes about serious and sensitive issues
- Often repetitious
- Forgets what others tell them
- Often talks too much about everything and nothing
- Unsympathetic towards depression in others
- Light-minded and superficial
- Interrupts others freely
- Overly dramatic in expressing self
- Poor listener

## **As a Goal Setter:**

- Terribly undisciplined in committing to goals
- Feels no need to prepare for the future
- More interested in “appearing on stage” than “writing the script”
- Prefers to play today rather than plan for tomorrow
- Restless and finds it difficult to stick with long term goals
- Disorganized and scattered in too many directions

## **As a Career Person:**

- Requires fun in all activities
- Poor concentration for any length of time
- Resents authority and defiant to leaders
- Needs a lot of interaction with people
- Can handle stress for only short periods of time
- Unwilling to dedicate self to a cause without vacation
- Sloppy and unpredictable
- Takes few things seriously

## **As a Parent:**

- Self-centered and concerned about self before children’s needs
- Unwilling to spend a lot of time and energy on children’s behalf
- More interested in enjoying children than teaching them
- Doesn’t role model positive work habits
- Can be sarcastic with children
- Inconsistent with discipline
- Irresponsible and too permissive with children
- Lacks discipline for house cleaning or stable income

## **As a Child:**

- Sassy and demanding
- Forgetful of assignments and parental expectations
- Teases siblings constantly
- Prefers to take the easy road whenever possible
- Unconcerned with financial issues
- Defiant to authority
- More concerned with friends than family
- Insensitive to parent responsibilities or needs
- Shows little initiative for family concerns and responsibilities

## **As a Friend:**

- Spends most of the time discussing self and his/her life
- Undependable in crisis
- Unwilling to commit to long term needs of distressed friends
- Disloyal to friendships-makes new friends easily and without guilt
- Shows up at his or her convenience
- Pursues own life regardless of friend’s situation or needs
- Uncomfortable in painful or distressing environments

## **As a Committed Companion:**

- Uncommitted and flighty in long term relationships
- Prefers knowing there is an escape to every relationship
- Quick-tempered in unpleasant circumstances requiring patience
- Capable of ignoring the feelings of others and focusing on self
- Undependable and inconsiderate of other’s needs
- Unwilling to “hang in there” with the difficult times
- Unwilling to invest time in personal growth to improve relationships

### **HOW TO DEVELOP A POSITIVE CONNECTION WITH YELLOWS**

#### **Do:**

1. Be positive.
2. Adore them.
3. Touch them physically. (Handshake, hug, pat on the back, etc.)
4. Accept their playful teasing.
5. Remember they are tender.
6. Praise them.
7. Remember they hold feelings deeply.
8. Promote playful activities for and with them.
9. Enjoy their charismatic innocence.
10. Allow them opportunity for verbal expression.

#### **Don’t:**

1. Be too serious or sober in criticism.
2. Push them too intensely.
3. Ignore them.
4. Forget they have “down” times also.
5. Demand perfection.
6. Expect them to dwell on problems.
7. Give them too much room. (They need boundaries.)
8. Classify them as just lightweight social butterflies.
9. Attack their sensitivity.
10. Totally control their schedules.