**Interests**

**BLUE INTERESTS**

**Likes to:**
- Plan
- Deal with abstractions
- Think of new approaches
- Innovate
- Work with ideas

**GREEN INTERESTS**

**Likes to:**
- Sell
- Promote
- Persuade
- Motivate

**RED INTERESTS**

**Likes to:**
- Build
- Organize
- See finished product
- Solve problems

**YELLOW INTERESTS**

**Likes to:**
- Schedule activities
- Do detailed work
- Control
- Work with numbers

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**Usual Behavior**

**BLUE USUAL BEHAVIOR**

**Acts:**
- Insightful
- Selectively sociable
- Thoughtful
- Reflective
- Optimistic

**GREEN USUAL BEHAVIOR**

**Acts:**
- Competitive
- Assertive
- Flexible
- Enthusiastic about new things

**RED USUAL BEHAVIOR**

**Acts:**
- Friendly
- Decisive
- Energetic
- Frank
- Logical Casual

**YELLOW USUAL BEHAVIOR**

**Acts:**
- Orderly
- Concentrative
- Cautious
- Insistent
Blue Needs and Stress Behaviors

The blue viewpoint is an environment of complexity and humanity. Time to explore the many shades of gray and share opinions with others are essential for making good decisions. Sensitive consideration of time, thought, and feelings are greatly appreciated.

**BLUE MOTIVATIONAL NEEDS**
- Freedom to set own pace
- Quiet reflection time
- Opportunity to explore complexities
- Affirmation of emotions
- Sensitivity

**BLUE STRESS BEHAVIORS**
- Indecision and procrastination
- Discouraged withdrawal

**BLUE STRESS MANAGEMENT**
- Create a timeline
- Stay on task
- Work toward a decision
- Summon your energy and move forward

Green Needs and Stress Behaviors

The green viewpoint involves an environment of competitive flexibility with opportunities for individual excellence. Therefore, rules, regulations, and procedures are to be held at a minimum to insure a competitive opportunity. Broad parameters, latitude, rewards and recognition are equally appreciated.

**GREEN ENVIRONMENTAL NEEDS**
- Novelty
- Latitude
- Personal incentives
- Parameters of authority
- Independence

**GREEN STRESS BEHAVIORS**
- Rebellious independence
- Aggressive self-promotion
- Unfocused and chaotic

**GREEN STRESS MANAGEMENT**
- Follow some sort of order
- Listen and understand others
- Compete w/ goals, not others
- Think TEAM
**Red Needs and Stress Behaviors**

The red viewpoint is an environment of energetic simplicity. A clear sense of purpose, an opportunity to act, and a no nonsense approach are desired to perform the tasks. Clarity, objectivity and high-energy group participation are good.

**RED MOTIVATIONAL NEEDS**  
Clarity and directness  
Active environment  
Task orientation  
Group activities

**RED STRESS BEHAVIORS**  
Impulsiveness and impatience  
Insensitivity and bluntness

**Yellow Needs and Stress Behaviors**

The yellow viewpoint involves an environment of safety and security existing in a chaotic, unpredictable, and sometimes dangerous world. Therefore, rules, regulations, and procedures are welcome to secure a predictable environment. Loyalty, trust, good team members, family and friends are equally appreciated.

**YELLOW ENVIRONMENTAL NEEDS**  
Consistency  
Defined procedures  
Loyalty and trust  
Autonomy  
Inclusion and information

**YELLOW STRESS BEHAVIORS**  
Rigidity based on idealism  
Passive and/or aggressive resistance

**YELLOW STRESS MANAGEMENT**  
Step back & think big picture  
Be receptive to new information  
Think proactively  
Be more excited about new solutions
Understanding Your Relationship with Others

HOW TO RELATE TO BLUES

When dealing with Blue people, you might need to check occasionally to make sure you’ve still got their attention. Their minds have a tendency to springboard from whatever you’re saying to dozens of other things at a moment’s notice. To keep them on track, try these ideas:

• Relate to them in a quiet way.
• Run your plan by them for consideration.
• Involve them in the planning.
• Outline the project and allow them to take the initiative.
• Ask them to help in ways directly related to their talents.
• Give justified support and encouragement.
• Show deserved appreciation by being a friend.
• Make use of their ideas and creativity.

HOW TO RELATE TO GREENS

These are the conversational, quick-decision makers. If you’re not a Green as well, it may be difficult for you to try to keep up with these individuals. But here are some recommendations to help you get started:

• Interact by expressing your concerns and shared feelings.
• Realize the importance of recognition, compliments, and appreciation.
• Show an interest and allow them to talk.
• Expect them to get involved and interact.
• Capitalize on Green’s ease in relating to others and making them comfortable.
• Count on their eager assistance.
• Use their talent for enlivening and entertaining in social situations.
• Tell them how they can help and draw on their political savvy.
Understanding Your Relationship with Others

HOW TO RELATE TO REDS

Reds generally enjoy building, organizing, and seeing projects through to completion. They are direct in their approach to problems and people so don’t be put off by them. Here are some suggestions:

- Act, react, and respond to their initiative.
- Challenge and confront them with solutions.
- Be forceful, direct, and straightforward.
- Identify the need or the problem for them and then hang on as they go to work.
- Draw on their expertise in promoting change and new concepts.
- Recognize their practical leadership potential and give support.
- Stay involved to give additional/balancing viewpoints when new challenges arise.
- Avoid lengthy explanations and sentiment.

HOW TO RELATE TO YELLOWS

Remember that Yellows prefer, and even enjoy, having a set procedure for everything. They like numbers, rules, and structure. So when you relate to Yellows, here are a few suggestions:

- Build relationship around task-oriented projects.
- Outline the task and let them find practical methods for accomplishing it.
- Challenge them to outline specific objectives and solutions to problems.
- Interact rationally and objectively.
- Alleviate worry by having a clear-cut strategy.
- Outline a tangible goal.
- Draw on their ability to analyze.
- Take the initiative, but let them suggest alternatives.

“YOU CAN DO WHAT I CANNOT DO. I CAN DO WHAT YOU CANNOT DO. TOGETHER WE CAN DO GREAT THINGS.”
- Mother Teresa -

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