
* 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

◇ 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

RED STRESS MANAGEMENT

- Re-channel your energies
- Stop and think
- Understand the complexity
- Be aware of how you deliver the message



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 -