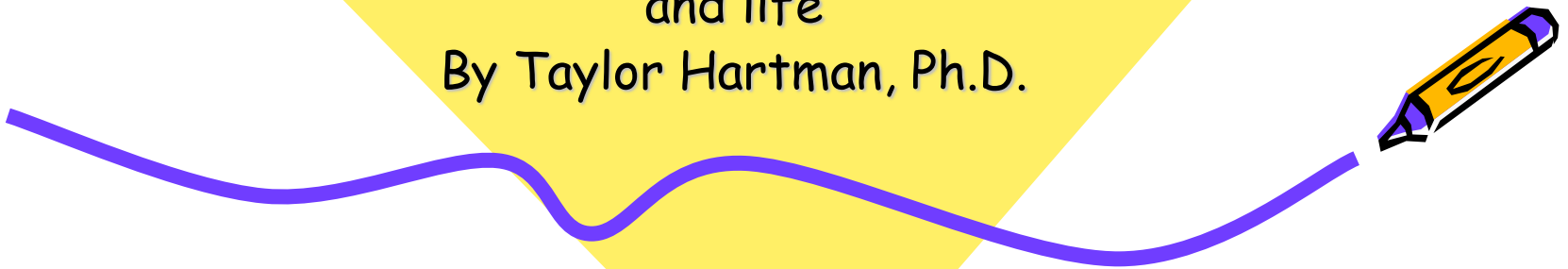




The Color Code

The new way to see yourself, your relationships,
and life

By Taylor Hartman, Ph.D.



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Taylor Hartman, Ph.D. is a native of California and former professor at California State University, Long Beach, and has been coaching businesses and counseling individuals for over 30 years. His work revolves around the simplicity in understanding the unique complexities of personality and relationships.



The Elements of Personality



- Personality is Innate
 - Born with a unique set of personality traits
- Personality is an Interpretation of Life
 - Determines whether you are easily depressed, casual, formal, careful, or carefree; passive or assertive
- Personality is a Code of Behavior
 - Core of thoughts and feelings inside of you that tells you how to conduct yourself
- Personality is a Rainbow

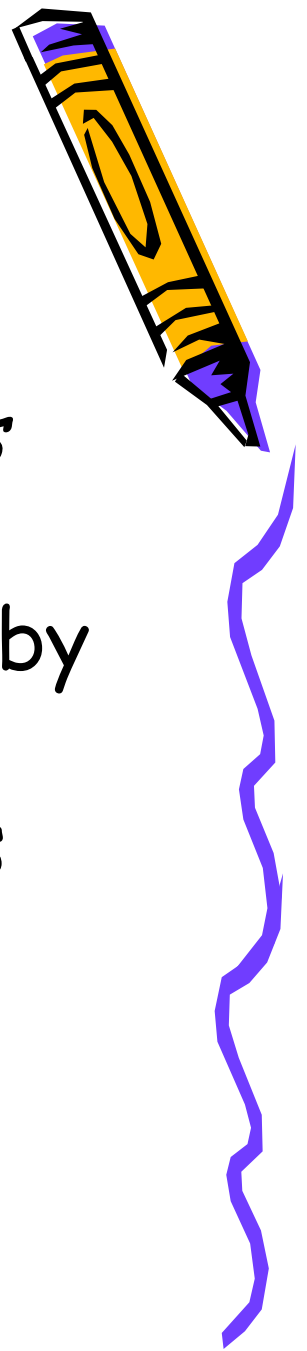


The Hartman Personality Profile



Color-Code Motives

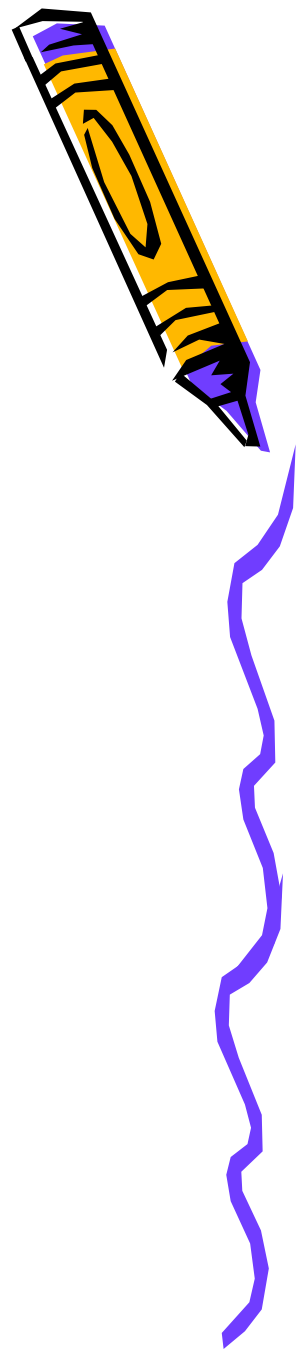
- Behaviors are determine by *Needs and Wants*
- Needs and Wants are determined by *Motives*
- Motives are our innermost reasons
- The driving force behind our personalities



"The Color Code"

According to Hartman, there are 4 basic "core" personality colors: Although you will have a "secondary" color that will influence your personality also.

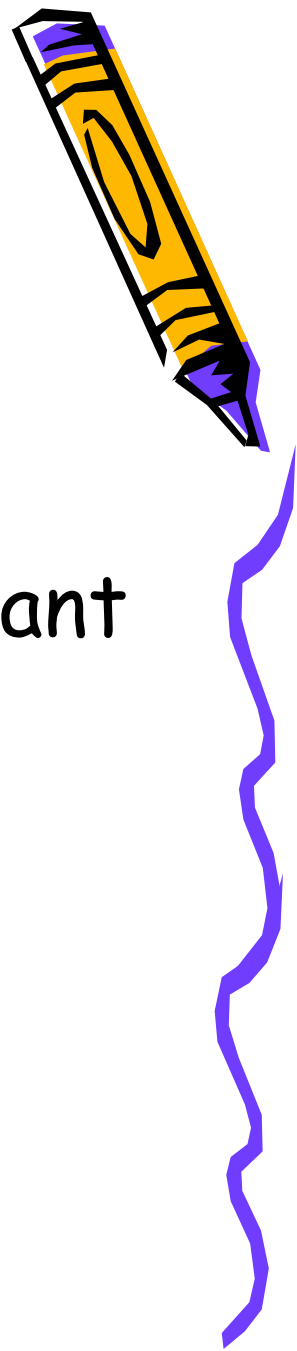
- Red
- Blue
- White
- Yellow



Life can be puzzling.

Why are some people so easy to love, work for, work with, befriend, while others require constant effort?

What part do you play in making the relationships in your life work?



Reds: The Power Wielders



- Reds are highly committed to causes
- Accomplish whatever life places before them
- Reds are visionaries
 - Look toward the future and take steps necessary to successfully take them there
- Reds are known as insensitive and selfish
- Reds are proud and known to parade their values and opinions in the faces of all others



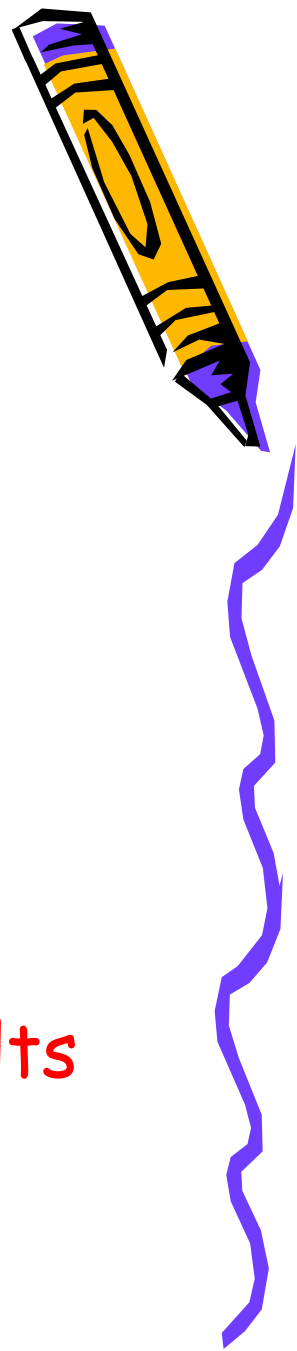
Reds: The Power Wielders



- Reds appear strong and certain of themselves
 - Few people are willing to confront them
- Reds sense what is right
- Leadership positions
- Red are highly critical of other people
- Reds can bury their own personal insecurities
- Reds must be right



Reds: The Power Wielders



- Reds are daring and bold
- Reds are opinionated and stubborn
- Reds are not natural conversationalist
 - Natural lecturers
- Resourcefulness and self-reliance
- Reds are calculating and manipulative in order to control lives and produce results



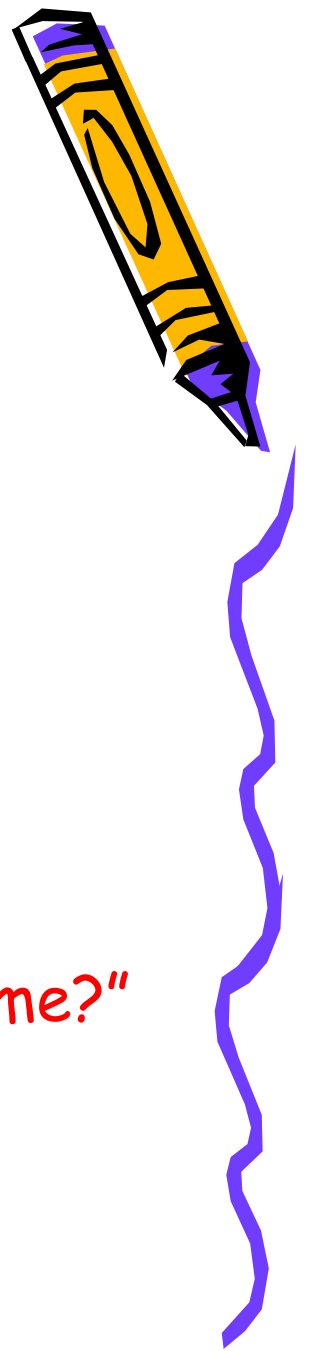
Reds: The Power Wielders



- Strengths
 - Natural leader
 - Operates in a very logical, sensible manner
 - Makes decisions quickly and easily
 - Self-motivated
 - Quick with good advice and direction
 - Strong sense of independence



Reds: The Power Wielders



- Limitations
 - Out of touch with own feelings
 - Insensitive and tactless
 - Blames others for personal misfortunes
 - Dislike being told what to do
 - Poor listener
 - Enters friendship asking, "What's in it for me?"
 - Demanding and arrogant

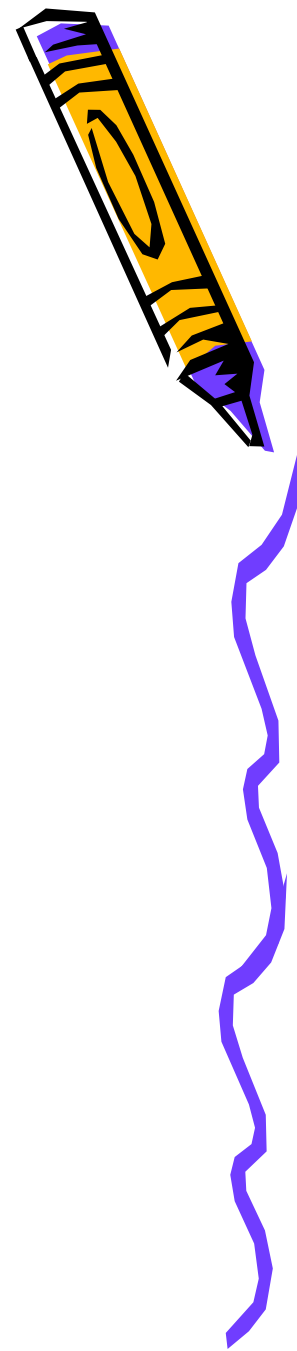


Reds: The Power Wielders



- Careers most likely to attract Reds
 - Administrator
 - Police officer
 - Politician
 - Entrepreneur
 - Lawyer
 - Sales
 - Marketing





Blues: The Do-Gooders

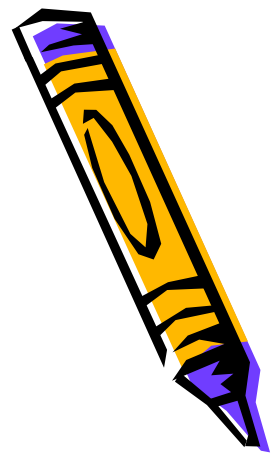


- Lighted beacon of goodness and truth
- Blues appreciate creativity, committed relationships, and disciplined achievement
- Blues can be logical, they are more likely to respond to an emotional plea
- Life is emotionally a double-edge sword
 - Positive side: giving and sensitive
 - Negative side: unforgiving and too sensitive



Blues: The Do-Gooders

- Roller coaster of emotions
 - Allowing their hearts to rule their minds
- Blues are committed and loyal
- Blues are usually perfectionists
 - Highly critical of themselves and others
- Blues don't delegate well
 - Stand over others like mother hens
- Blues are self-disciplined and stable



Blues: The Do-Gooders



- Blues are self-sacrificing and nurturing
 - Think of others before themselves
- Blues give more than any personality but forgive the least
- Blues worry about everything
- Blues value manners
- Blues have strong work ethic
- Blues are moody and complex
- Blues are self-righteous and insecure



Blues: The Do-Gooders



- Strengths
 - Sees life as a serious endeavor
 - Strong skills in empathizing with others
 - Plans well and follows through superbly
 - Enjoys detail and schedules
 - Self-sacrificing
 - Loyal forever
 - Values relationships and places high priority on it



Blues: The Do-Gooders

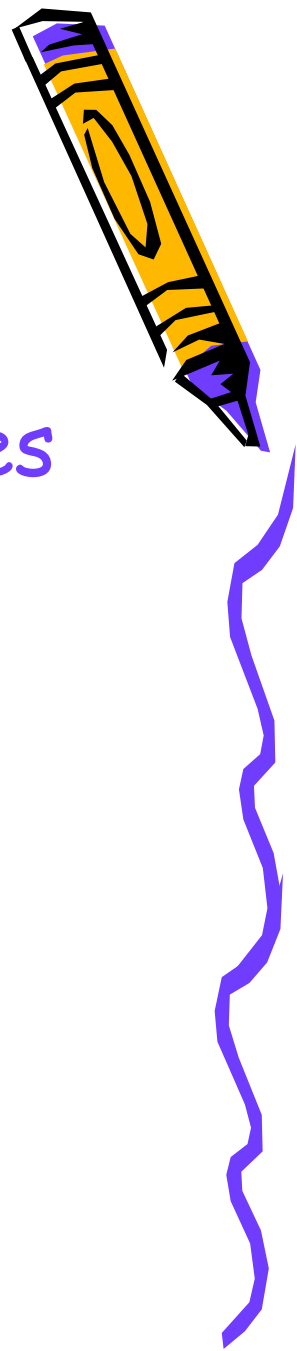


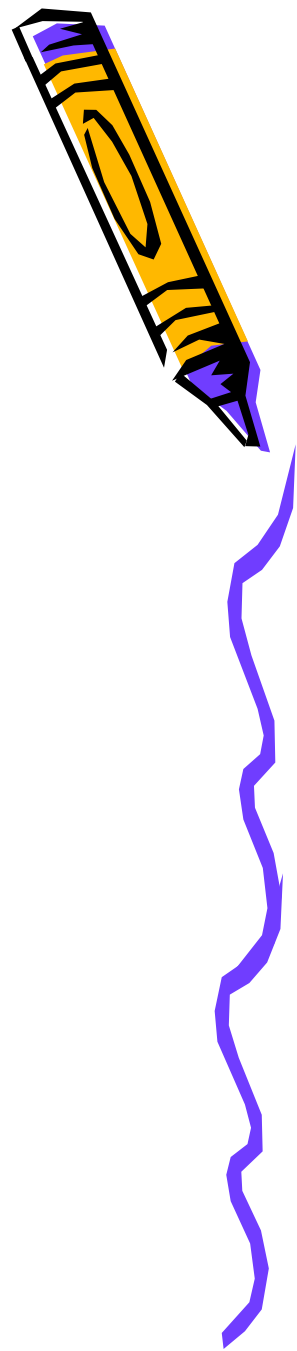
- Limitations
 - Highly emotional
 - Tend to lecture and over discuss issues
 - Easily frustrated by lack of team cooperation
 - Feels inadequate with natural talents and creativity
 - Lacks ability to relax
 - Expects friends to maintain strong loyalty



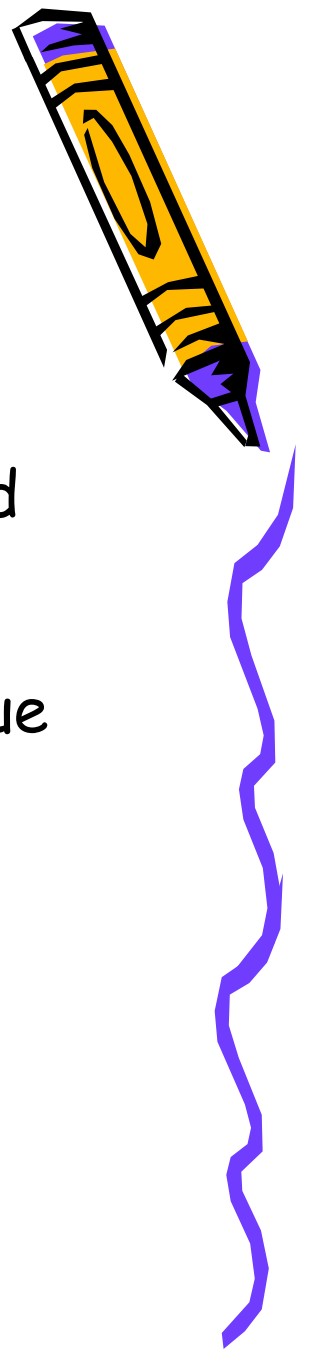
Blues: The Do-Gooders

- Careers most likely to attract blues
 - Teacher
 - Musician
 - Banker
 - Architect
 - Nurse





Whites: The Peacekeepers



- Model of gentle human dignity
- Quietly move through life with easy, unruffled style
- Whites are usually difficult to know
- Whites are often lost, inviting others to rescue and protect them in life
- Whites can be timid and shy
- Whites can be difficult to read
- Whites can be very passive
- Whites doubt themselves



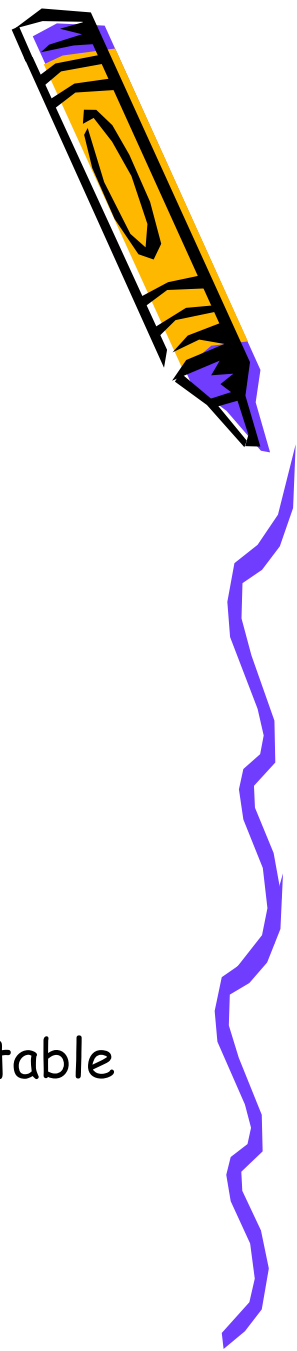
Whites: The Peacekeepers



- Whites are tolerant of disagreeable behavior regardless of personal discomfort
- Whites are quite impressionable
- Hold their true feelings very close to the heart, safely tucked away from others
- Whites are capable of blending in
- Whites often remain unproductive dreamers
- Highly unmotivated
 - Until goals and commitment is establish



Whites: The Peacekeepers



- Capable of being the best friends to all personalities
- Look to others rather than to themselves for excitement
 - Boring and lazy
- Timid and emotionally unsure
- Gentle and even-tempered
- Whites rarely seek leadership positions
- Whites can be very strong and stubborn
 - Give the silent treatment 'cause they are uncomfortable with confrontation



Whites: The Peacekeepers



- Strengths
 - Blends into all situations
 - Strong empathy skills
 - Receptive to suggestions
 - Slow to react to anger
 - Non-demanding
 - Enjoys observing others
 - Loyal and committed to relationship



Whites: The Peacekeepers

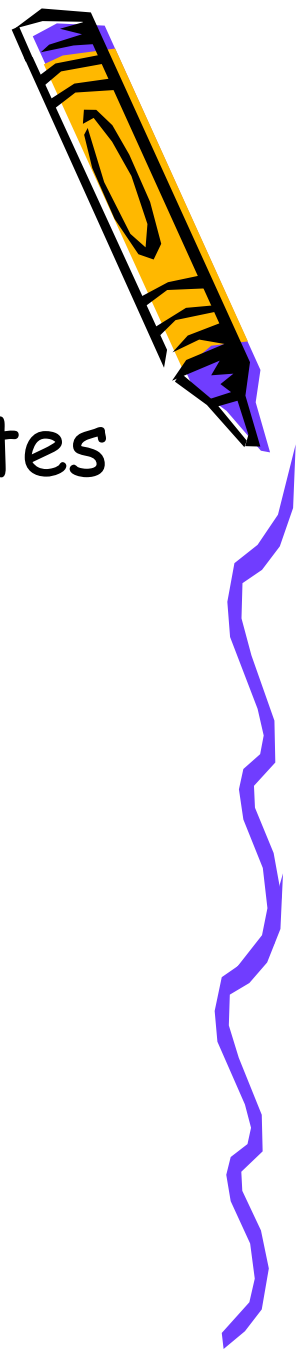


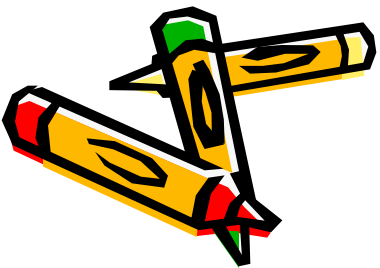
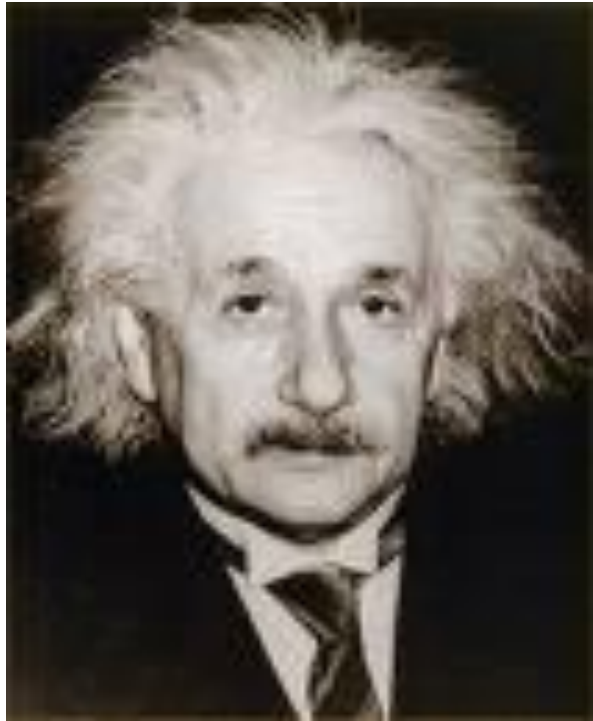
- Limitations
 - Takes passive approach to life
 - Dishonest with feelings
 - Often agrees only to please others
 - Sees goals as demanding and therefore restrictive
 - Fears change and risk taking
 - Lacks creativity to make suggestions
 - Too accommodating



Whites: The Peacekeepers

- Careers most likely to attract whites
 - Dentist
 - Computer programmer
 - Military service
 - Veterinarian
 - FBI agent





Yellows: The Fun Lovers



- Yellows love life
- Appreciate what they have rather being miserable
- Yellows bound through life well focused on themselves
- Start more projects than finish
- Yellows have a most difficult time accepting responsibility for themselves
- Yellows take the easy path
- Yellows seek enchanting opportunities and find life laced with silver linings



Yellows: The Fun Lovers



- Yellows enjoy life regardless of what they are doing
- Yellows enjoy the company of others
- Yellows would like to change not themselves but the world around them
- Yellows learn early in life to cut corners
- Yellows are impulsive and restless
- Yellow find it easy to relate to people of all ages
- Yellows love to entertain and be entertained
- Yellows are naïve and trusting
- Yellows are often nicknamed "chatterbox"



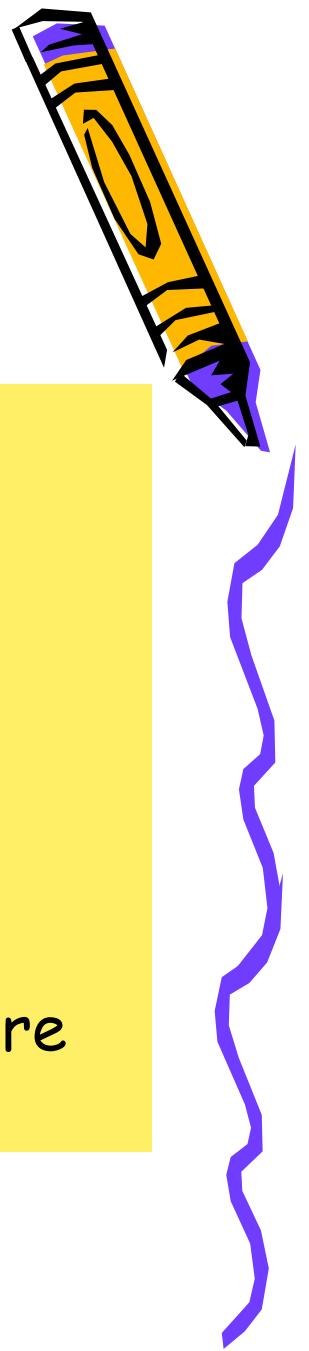
Yellows: The Fun Lovers



- Strengths
 - Loves to volunteer for opportunities
 - Comfortable with people
 - Gives priority to playtime
 - High energy
 - Turns crisis into comedy
 - Strong visual learner
 - Forgiving of self and others
 - Not burdened with emotional baggage



Yellows: The Fun Lovers

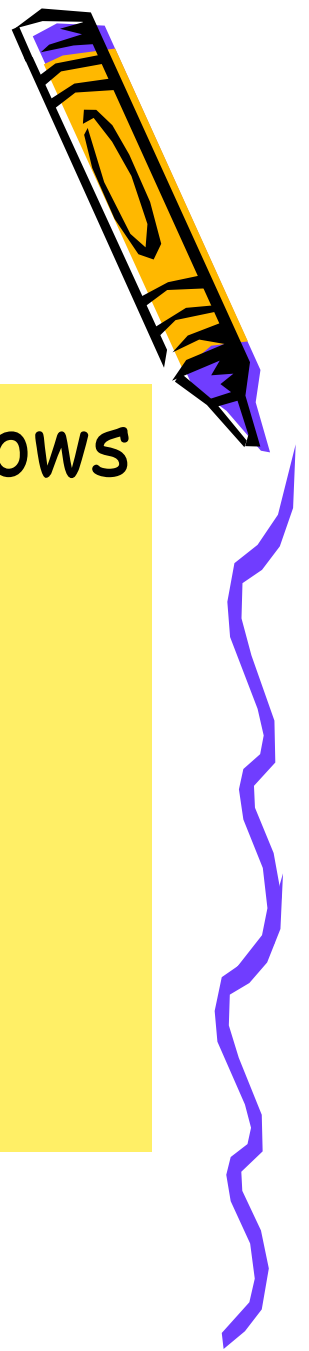


- Limitations

- Needs to look good socially
- Often speaks before thinking
- Feels no need to prepare for the future
- Sloppy and unpredictable
- Forgetful
- Undependable in a crisis
- Prefers to enter a relationship knowing there is an escape



Yellows: The Fun Lovers



- Careers most likely to attract yellows
 - Firefighter
 - Travel agent
 - Entertainer
 - Tour guide
 - Retail
 - receptionist





Think about and discuss how each personality type can exercise power positively and effectively.

Why do you think knowing a person's core motive matters?

