

The Four Personality Colors

Learning / Communication Style Quick Reference

Based on the work of Carol Ritberger, Ph.D.



Red – 5 Physical Senses / Logic

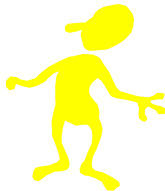
Decisions must be based on observable facts and details

Learning Styles of a Red

- Auditory
- Conceptual
- Visual
- Kinesthetic

Communicating with a Red

Start with the bottom line then back it up with fact and details.



Yellow – Intuition / 5 Physical Senses / Logic / Emotions

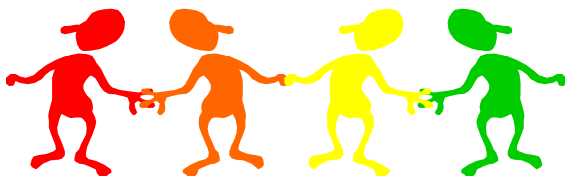
Decisions must solve the problem

Learning Styles of a Yellow

- Conceptual
- Visual
- Kinesthetic
- Auditory

Communicating with a Yellow

Begin with the big picture then ask them what they think about it.



Our Learning Style determines how we:

- Gather information
- Process information
- Make decisions



Orange – 5 Physical Senses / Emotions

Decisions must make sense and feel right

Learning Styles of an Orange

- Auditory
- Kinesthetic
- Visual
- Conceptual

Communicating with an Orange

Consider the human aspects fairly and equitably.



Green – Intuition / Emotions

Decisions must feel good – vibes and emotions

Learning Styles of a Green

- Visual
- Kinesthetic
- Auditory
- Conceptual

Communicating with a Green

Paint them a picture then encourage them to brainstorm.