

The Four Personality Colors

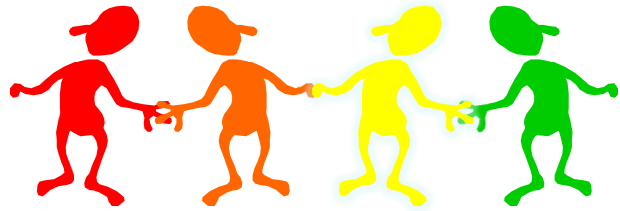
Quick Reference Guide

About the Instructor
Susan Rueppel, Ph.D.



Susan Rueppel, Ph.D. is a certified personality trainer and coach, and founder and owner of Personality Dynamics. Ms. Rueppel brings to her clients a fresh and lively approach to personality typology, teaching businesses,

private groups, and individuals how to understand themselves and others through the vehicle of personality, for improving communications and creating more rewarding relationships.



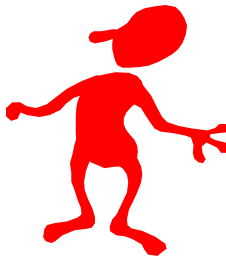
Our personality affects all aspects of who we are including:

- How we think, act and communicate
- Our needs and motivations
- What irritates us and causes us stress
- Our strengths, talents and weaknesses

Red – Pragmatic / Logical and linear
Are straight forward and only interested in the facts and details. Do not like hype.

The Basic Needs of a Red

- Structure / organization
- Routines / schedules
- Power / status / security
- To belong & serve



Ten Observable Behaviors of a Red

1. Controlling
2. Competitive
3. Methodical
4. Explosive
5. Orderly
6. Demanding
7. Conscientious
8. Realistic
9. Resistant to change
10. Disciplined

Ten Observable Behaviors of an Orange

1. Cooperative
2. Social
3. Generous
4. Caring
5. Emotional
6. Traditional
7. Apprehensive
8. Moody
9. Devoted
10. Guilty-ridden



Orange – Care takers / Feeling

Use words and body language that express caring and sensitivity. Encourage others to share their problems.

The Basic Needs of an Orange

- Service to others
- Cooperation & teamwork
- Emotional support
- To feel needed / of value

The Four Personality Colors

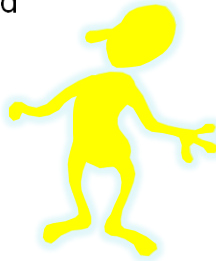
Quick Reference Guide

Yellow – Visionaries / Analytical

Always answer questions with a question.
Consistently offer solutions to perceived problems.

The Basic Needs of a Yellow

- Independence / autonomy
- Intellectual challenges
- Novelty & change
- Competency / expertise

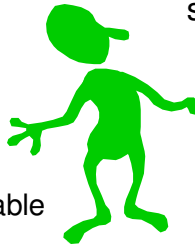


Ten Observable Behaviors of a Yellow

1. Ambitious
2. Ethical
3. Self-confident
4. Tenacious
5. Visionary
6. Skeptical
7. Reserved
8. Cerebral
9. Fiercely Independent
10. Non-conformists

Ten Observable Behaviors of a Green

1. Expressive
2. Idealistic
3. Attention Seeking
4. Enthusiastic
5. Active
6. Intuitive
7. Creative
8. Emotionally unpredictable
9. Changeable
10. Adaptable



Green – Cheerleaders / Intuitive

Communicate many thoughts at one time and have a tendency not to finish sentences.

The Basic Needs of a Green

- Close personal relationships
- Meaning to their existence
- Individuality / authenticity
- Flexibility / spontaneity

PROCESS	Senses	Emotional	Thinking	Emotional
WORDS	I think	I feel	I think	I feel
QUESTION	What	Why	How	Why
ORIENTED	Task	People	Task	People

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