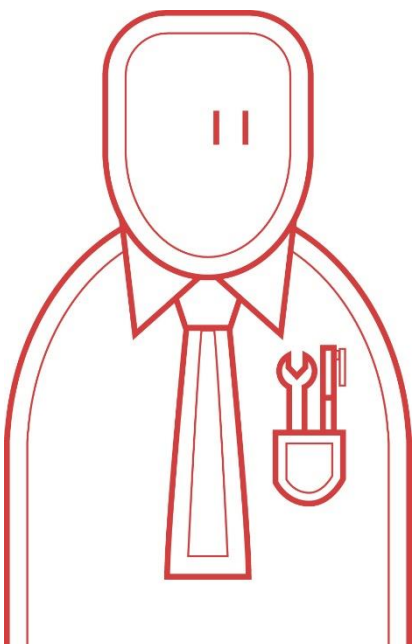


# Winning Pitch

## The Winning Business Academy® Key Tools

Understanding Others - 4 Colour Personality



# Winning Pitch Tools

## Understanding Others - 4 Colour Personality

### When to use

When dealing with others, for example motivating team members; dealing with conflict; getting the best from people.

### What you get

Analysis of what how individuals will behave. Understanding of how to influence people.

### Time

10 minutes for a “quick and dirty” analysis. A more detailed analysis will take much longer.

### Number of people

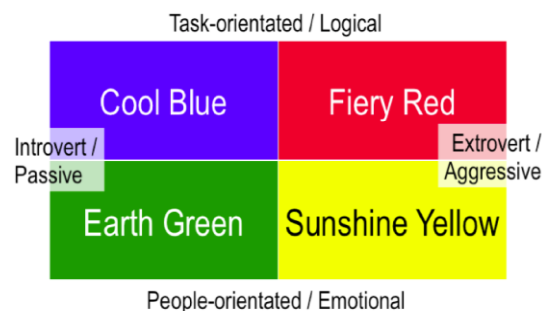
Usually individual. Possible circumstances where a team approach might help.

### Equipment

Pen and paper

### Personality assessments and tests

Personality tests are used by companies the world over in order to create an ideal and productive working environment for its employees. There are numerous theories and many are based on the work of Carl Jung, further developed by Katharine Cook Briggs and Isabel Briggs Myers and others. Ultimately the thinking behind these theories goes back to 500BC and the Greek philosophers.



In the tests below we have used the four common basic personality temperaments. If you know which colour personality you are - you may better understand your professional role, your role in a team, how you react to certain situations and what you can do to improve your situation.

Your personality *style* however is unique. It's composed of a blend of all four colours. The purpose of the test is to figure out what your *basic* colour is and how to make you thrive at work and to establish how much of the other colours you have in you.

After the test there is a fuller section describing each colour personality in more detail.

As you become more experienced in using these principles you can adapt them to understand other people's personalities better. This will help you to deal with them, whether they are your team member, manager, customer, spouse / partner or child.

The principles behind this personality assessment has many similarities with the DISC® system developed by John Geier and others. Fundamentally, DISC® measures how someone behaves, as does the four-colour personality test.

# The Four Colour Personality Test

## What Colour Are You?

For the following statements, tick the ones that best describe you.

Tick between 5 and 10 statements from each column

Do not think about your choices, and keep your first response.

When you are finished, enter the ticks in the table on the following page and add up the totals for each column.

1	Accepts challenges	33	Abandons own priorities
2	Accepts opportunities readily	34	Acts indiscreetly under stress
3	Adapts quickly	35	Acts unpredictably
4	Ambitious, confident image	36	Argues unnecessarily; seems arrogant
5	Analyzes carefully	37	Censors new ideas, likes ritual
6	Attracts attention of others	38	Commits beyond capability, time
7	Confronting, challenging	39	Demands performance
8	Consoling to others	40	Develops unrealistic options at times
9	Cooperative	41	Discourages action
10	Decisive; acts quickly	42	Exploits weakness in others; pushy
11	Employs structure	43	Fails to follow through frequently
12	Expresses ideas convincingly	44	Fails to keep promises
13	Focused, promotes well	45	Gets bored easily
14	Follows directions	46	Gives in easily; will avoid competition
15	Follows willingly, loyally	47	Intimidates easily; acts prematurely
16	Forms intimate relationships	48	Judgemental/ critical of others
17	Generates innovative ideas	49	Needs much attention from others
18	High energy level	50	Perfectionist, rigid
19	High standards, careful planning	51	Postpones decisions
20	Influences comfortably, easily	52	Proceeds too long, wastes time
21	Listens effectively, closely	53	Reacts emotionally, not objectively
22	Models enthusiasm	54	Refuses compromise, takes credit
23	Organizes consistently	55	Relies too much on information
24	Produces accurate results	56	Remains silent; fails to speak up
25	Produces despite problems	57	Resists and criticizes spontaneity
26	Provides alternatives in thinking	58	Sacrifices personal goals for others
27	Reassures convincingly	59	Seems immature, distracted at times
28	Recognizes feelings quickly	60	Submits to others readily
29	Speaks assertively	61	Succeeds at other's expense
30	Thinks logically, provides information	62	Takes things too seriously
31	Trusts quickly	63	Waits too long to respond to criticisms
32	Works independently	64	Withdraws into work

# APPENDIX 5

Enter the ticks from the appropriately numbered statement from the previous page in the table on the right.

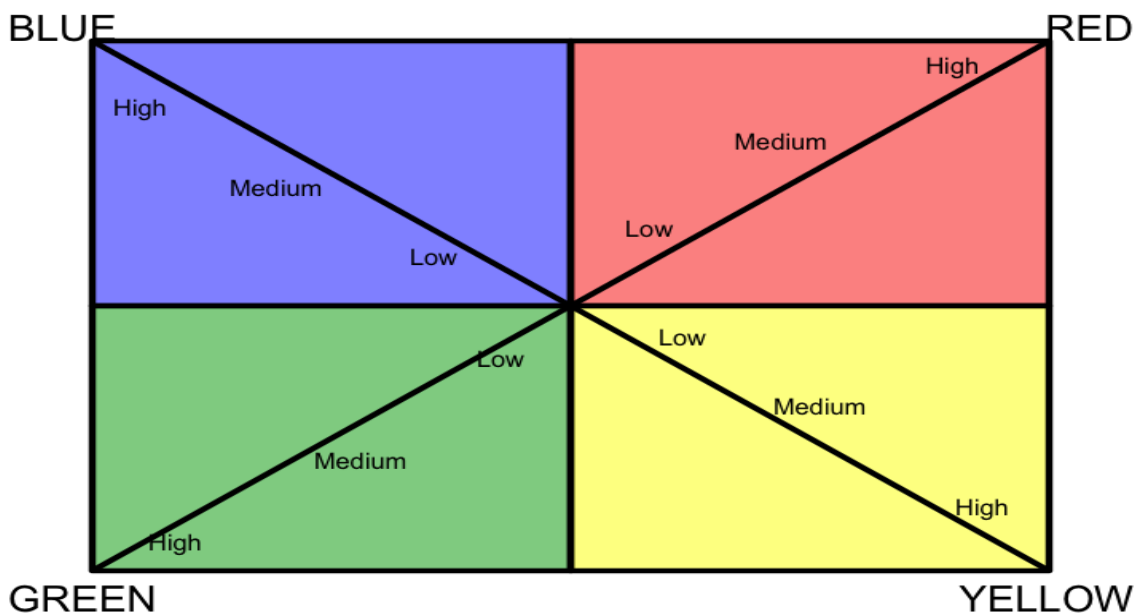
Add up the total number of ticks for each column. (Please note, don't add up the numbers)

In any column if you score...

9 or more mark as "High"  
5 to 8 mark as "Medium"  
4 or less mark as "Low"

Then...  
Complete the grid below.

<u>Green</u>	<u>Yellow</u>	<u>Blue</u>	<u>Red</u>
8	2	5	1
9	3	11	4
14	6	12	7
16	15	19	10
21	17	23	13
27	20	24	18
28	22	30	25
31	26	32	29
41	33	34	36
46	35	37	38
51	40	50	39
53	43	52	42
56	44	55	47
58	45	57	48
60	49	62	54
63	59	64	61
TOTALS			
High, Medium or Low			



## The 4 personality types in more detail

### Blue Personality: Task / Introvert

A Blue personality uses its five physical senses to access information. An emotionally driven personality, you need to be liked and accepted. It is one of the "needs" that can cause apprehension in your personality. You are a polite, cooperative person who seeks to create conflict-free surroundings. You possess highly developed powers of observation. Family is important to you and you sometimes find yourself in the role of being a caretaker.

#### My mantra

- Get it RIGHT
- Do it RIGHT

#### Words I might use

- Here are the facts
- The data show
- Proved
- Take your time, no risk
- Analyse
- Guarantees

#### On a good day

- Cautious
- Precise
- Deliberate
- Questioning
- Formal

#### On a bad day

- Stuffy
- Indecisive
- Suspicious
- Cold
- Reserved

#### Do

- Be well prepared & thorough
- Put things in writing
- Let me consider all the details

#### Don't

- Get too close or hug me
- Be flippant on important issues
- Change my routine without my involvement

#### Body language

- Keep your distance
- Sit across from
- Firm posture
- Direct eye contact
- Little/no hand gestures

#### Tone of voice

- Controlled, direct
- Thoughtful, precise
- Little modulations
- Slow pace

#### What gets me motivated

- Information
- Quality Standards
- Compliance to rules
- Analysis, research

#### What frustrates me

- Personal criticism
- Moving too fast
- Decisions without data
- Irrational feelings/emotions

## Red Personality: Task / Extrovert

A dominant Red score indicates life's experiences must make sense to you. You are logical, practical and do not display emotions easily. Because of your desire for structure, you seek control of both your environment and people, and are sometimes seen by others as domineering. You are punctual and may become irritated if you think your time is being wasted. A natural leader, you are driven by the need for power and control. What stresses you is lack of organization and last minute changes.

### My mantra

- Get it DONE
- Do it NOW

### Words I might use

- Win
- Lead the field
- Results
- Now, Immediate
- Bottom line
- Challenge

### On a good day

- Competitive
- Demanding
- Determined
- Strong-willed
- Purposeful

### On a bad day

- Assertive
- Controlling
- Driving
- Overbearing
- Intolerant

### Do

- Be direct & to the point
- Focus on results & objectives
- Be brief, be bright and go

### Don't

- Try to take over
- Focus on feelings

### Body language

- Keep your distance
- Strong handshake
- Lean forward
- Direct eye contact

### Tone of voice

- Strong, clear, confident
- Direct
- Fast pace

### What gets me motivated

- Challenges
- Opportunities to lead
- Tough assignments

### What frustrates me

- Routine, mundane
- Lack of authority
- Lack of respect

## Green Personality: People / Introvert

A strong Green individual lives in a world of intangibles where hopes, dreams and emotions are most important. You look at the big picture, are not detail oriented, and like to explore possibilities and alternative ways of doing things. You march to your own drummer and frequently find it difficult to get on the same wavelength as others. This often puts pressure on your relationships. You have a rich vivid imagination and thrive in an atmosphere that encourages the use of your creative abilities and talent. Your intuition is highly developed and you seem to be able to sense what others are feeling.

### My mantra

- Get ALONG
- Do it AGREEABLY

### Words I might use

- Step-by-step
- Help me out
- Guarantee, promise
- Think about it, take your time

### On a good day

- Caring
- Encouraging
- Sharing
- Patient
- Relaxed

### On a bad day

- Docile
- Bland
- Plodding
- Reliant
- Stubborn

### Do

- Be patient & supportive
- Slow down and work at my pace
- Ask my opinion & give me time to answer

### Don't

- Take advantage of my good nature
- Push me to quick decisions
- Spring last minute surprises

### Body language

- Relaxed, calm
- Methodical
- Lean back, don't rush
- Friendly eye contact
- Small gestures

### Tone of voice

- Warm, soft, calm
- Steady
- Low tone, volume
- Slow pace

### What gets me motivated

- Defined territory,
- Security
- Closure
- Team Harmony
- Opportunity to serve

### What frustrates me

- Loss of security
- Lack of closure
- Surprises
- No 'home' base

## Yellow Personality: People / Extrovert

Yellows are self-confident personalities who will challenge anything and everything; authority, rules and established ways of thinking. This tendency to question everything can create a strained atmosphere in both business and personal situations. You are interested in theories, abstractions, innovations and change. You are a conceptual deep thinker and enjoy getting "lost in your head" as a way of exploring new ideas and looking for innovative ways to make a difference. You are a true "out-of-the-box" visionary and adept at multi-tasking. Searching for the hidden meanings behind every day life gives you great pleasure.

### My mantra

- Get APPRECIATED
- Do it TOGETHER

### Words I might use

- Fun
- I feel
- Socialize, recognition
- Exciting
- Picture this
- People

### On a good day

- Sociable
- Dynamic
- Demonstrative
- Enthusiastic
- Persuasive

### On a bad day

- Excitable
- Frantic
- Indiscreet
- Flamboyant
- Hasty

### Do

- Be friendly & sociable
- Be entertaining & stimulating
- Be open & flexible

### Don't

- Bore me with details
- Tie me down with routine
- Ask me to work alone

### Body language

- Get close
- Sit next to
- Smile, relax, have fun
- Friendly eye contact
- Expressive gestures

### Tone of voice

- Enthusiastic
- Modulations
- Persuasive, colourful
- Fast pace

### What gets me motivated

- People interactions
- Social recognition
- Inspiration

### What frustrates me

- Social rejection
- Scepticism
- Negativity

Material for this tool is adapted from a number of sources including  
 Winning Pitch original material  
 Brinkman & Kirschner "Dealing with People you can't stand"  
 Insights Discovery & others

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