

# The Power of Color: What Does Your Color Say About You?

The COLOR CODE-Taylor Hartman,  
PhD

The purpose of the profile is to help you identify your personality color (or type), which is the most important step in building accurate self-awareness.

[www.colorcode.com](http://www.colorcode.com)

# Taylor Hartman, Ph.D.

- 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 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

# Introduction to the Color Code

- 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?

# The Assessment

- There are no right or wrong answers to the assessment, so do not be concerned with that.
- Try to be as honest as you can with your answers.
- Add up your scores
- Your highest score will be your "core color."
- If there are 3 points or less between your highest color score and your lowest color score; You are a WHITE.

# RED

## Motive-POWER

- These are the POWER wielders. Power, the ability to move from point A to point B, and get things done is what motivates and drives these people. They bring great gifts of vision and leadership and generally are responsible, decisive, proactive and assertive.

# RED Personalities: Core Motive-POWER

- Seek Productivity
- Need to Look Good to Others
- Want their Own Way
- Selfish
- Workaholics
- Like to be Right
- Want Respect More Than Love
- Appreciate Admiration
- Resist Being Forced to Do Something
- Confident
- Arrogant
- Insensitive
- Value What Gets THEM Ahead
- Visionaries
- Proactive

~ REDS ~

“Winning isn’t  
everything...It’s  
the ONLY thing!”



# Working With A Red DO:

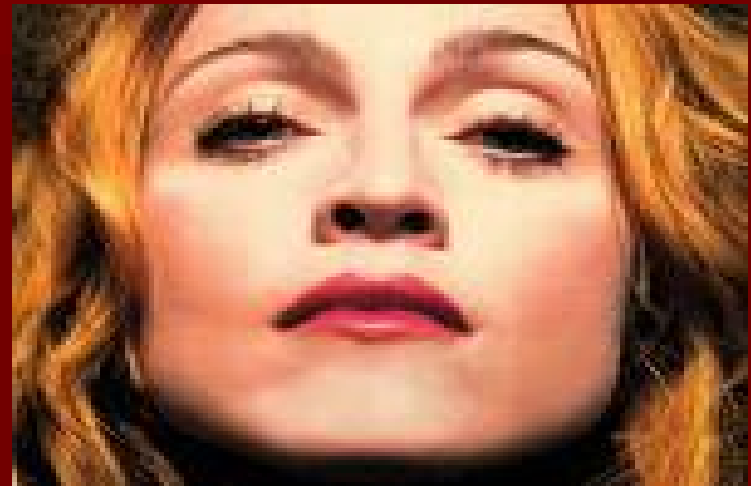
- Be Precise
- Be Factual
- Be Direct
- Present Issues Logically
- Demand Their Attention and Respect
- Be Productive and Efficient
- Verbalize Your Feelings
- Do Your Homework

# Working With a RED

## DON'T:

- Show Fear
- Don't Ask If You REALLY Don't Want To Know
- Do Not Take Abruptness Personally
- Embarrass Them
- Be Slow and Indecisive
- Be Emotional
- Attack Them Personally

# RED Personalities



# BLUE

## Motive-INTIMACY

- These are the do-gooders. Intimacy, connecting, creating quality relationships and having purpose is what motivates and drives these people. They bring great gifts of quality and service and are generally loyal, sincere and thoughtful.

# BLUE Personalities: Core Motive-Intimacy

- Motivated by Intimacy
- Need to be Understood and Appreciated
- Need to Connect Personally With Others
- Quality-Based
- Loyal
- Love to Serve
- Give Freely
- Dependable
- Have Strong Code of Ethics
- Honest
- Thoughtful
- Worry-Prone
- Moody
- Self-Righteous
- Analytical
- Expect Honesty From Others

## ~ BLUES ~

“If you love someone,  
set them free. If they  
come back, they're  
yours: if not, hunt  
them down and kill  
them!”

# Working With A BLUE

## DO:

- Be Sincere
- Make Genuine Effort
- Be Understanding
- Appreciate Them
- Be Kind
- Be Committed
- Be Loyal
- Limit Their Risk Level

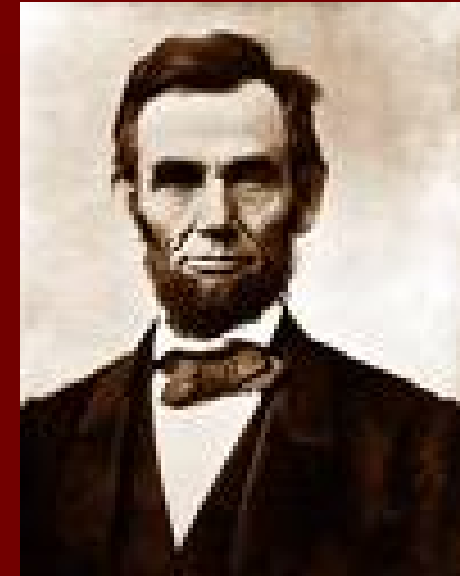
# Working With A Blue

## DON'T:

- Make Them Feel Guilty
- BE Rude or Abrupt
- Promote Too Much Change
- Abandon Them
- Demand Perfection
- Expect Spontaneity
- Push Them To Make Quick Decisions



# BLUE Personalities



# WHITE

## Motive-PEACE

- These are the peacekeepers. Peace, or the absence of conflict, is what motivates and drives these people. They bring great gifts of clarity and tolerance and are generally kind, adaptable, good listeners.

# WHITE Personalities: Core Motive-PEACE

- Motivated by Peace
- Seek Independence
- Require Kindness
- Resist Confrontation
- Feeling Good is More Important than Being Good
- Quiet by Nature
- Process Deeply
- Objective
- Great Listeners
- Respectful
- Need Alone Time
- Refuse to be Controlled
- Resent Demands
- Don't Easily Reveal Feelings
- Even-Tempered
- Diplomatic
- Silently Stubborn

~ WHITES ~

“ I finally got it  
together...but I forgot  
where to put it.”

# Working With A WHITE

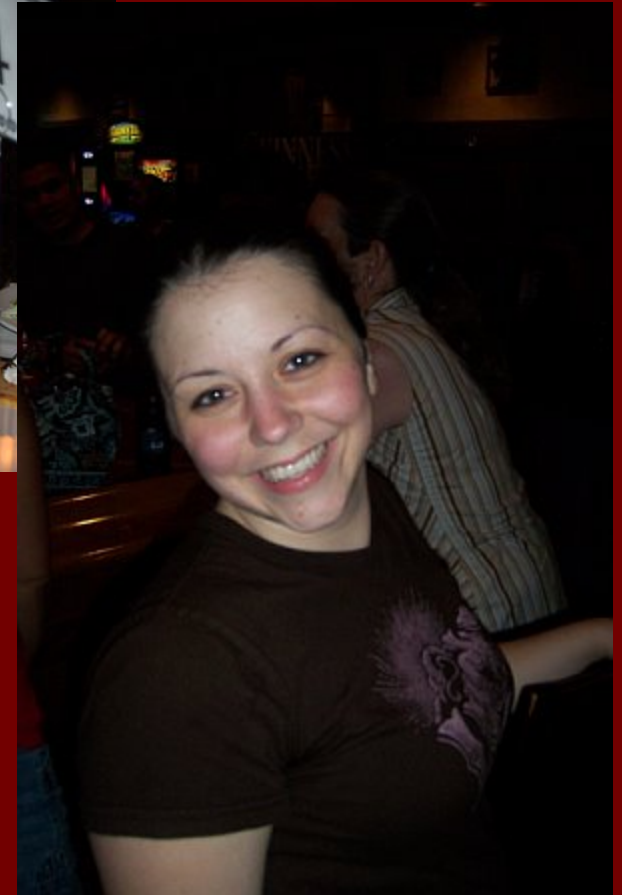
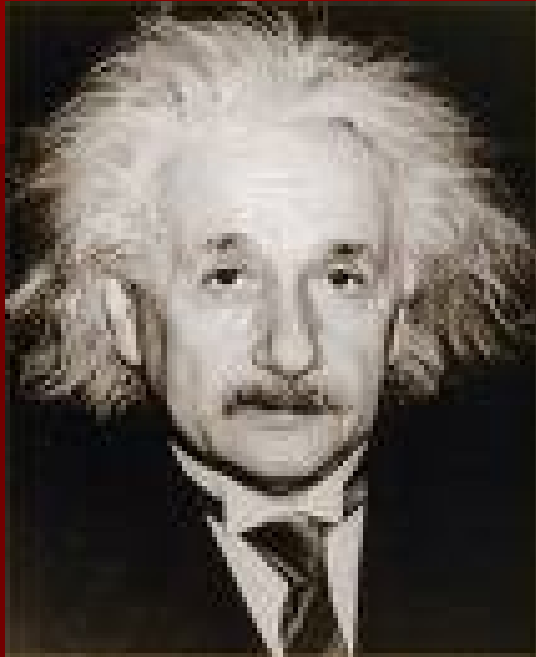
## DO:

- Be Kind
- Be Accepting and Open
- Be Supportive
- Look For NON-VERBAL Clues to Their Feelings
- Provide Structure
- Leave Them Alone to Think
- Listen to Them

# Working With A WHITE DON'T

- Don't Be Aggressive
- Don't Always Expect an Immediate Answer
- Be Cruel or Domineering
- Demand Conformity
- Overwhelm Them
- Force Confrontation

# WHITE Personalities



# YELLOW

## Motive-FUN

- These are the fun lovers. Fun, or the joy of doing something fun just for the sake of doing it, is what motivates and drives these people. They bring great gifts of enthusiasm and optimism and are generally charismatic, spontaneous, and sociable.



# YELLOW Personalities: Core Motive-FUN

- Motivated by Fun
- Inviting
- Embrace Life Like a Party
- Extremely Sociable
- Love Playful Interaction
- Highly Persuasive
- Seek Instant Gratification
- Need Adoration
- Crave Adventure
- Curious by Nature
- Spontaneous
- Need to be Praised
- Carefree
- Sensitive
- Alert of Others Agendas
- Good Hearted
- Need to Look Good Socially
- Friendships are High Priority
- Happy
- Engaging of Others

~ YELLOWS ~

" I get enough  
exercise just  
pushing my  
luck!"

# Working With A YELLOW

## DO:

- Be Positive and Upbeat
- Promote Creative Outlets
- Be Fun and Light-Hearted
- Touch Them Physically (we like hugs!!)
- Accept Their Playful Teasing
- Allow For Verbal Expression
- Remember They Hold Feelings Deeply

# Working With A YELLOW DON'T:

- Don't Try to Control Them
- Never Tell Them How to Act
- Ignore Them
- Demand Perfection
- Classify Them As Lightweight
- Forget They Have "Down-Times" Too
- Be Unforgiving

# YELLOW Personalities



# What “Color Code” Personalities Make the Best Leaders?

- 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?