Colourful Connections

Understanding Colour Personalities in Business

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Get Colour Conscious

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Get Colour Conscious

The nature of colour

- nature has always used colour to guide us
  - seasonal foods to boost our bodies
  - where to find food, migration patterns of animals at change of season
  - visual identification of healing and toxic plants

- modern world cues influence our lives and decisions
  - advertising, branding
  - traffic lights and road signs
  - biohazards, electric fences, radiation

- we also use colour for self-expression
  - art, clothing, décor, make-up, hair colour

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Business Personality Types

Connections to colours

- personalities are grouped into four general categories, each represented by a colour

- each colour has its own set of characteristics, strengths and challenges

- individuals will have a mix of traits from each of the colour categories

- the most dominant set of traits determines the primary colour personality

- the most common personality tests in business
  - Myers-Briggs Type Indicator
    - personal understanding and growth
  - Clifton Strengths Assessment
    - leadership development, determining job placements
  - Colour Assessment
    - increasing EQ, team building, leadership development

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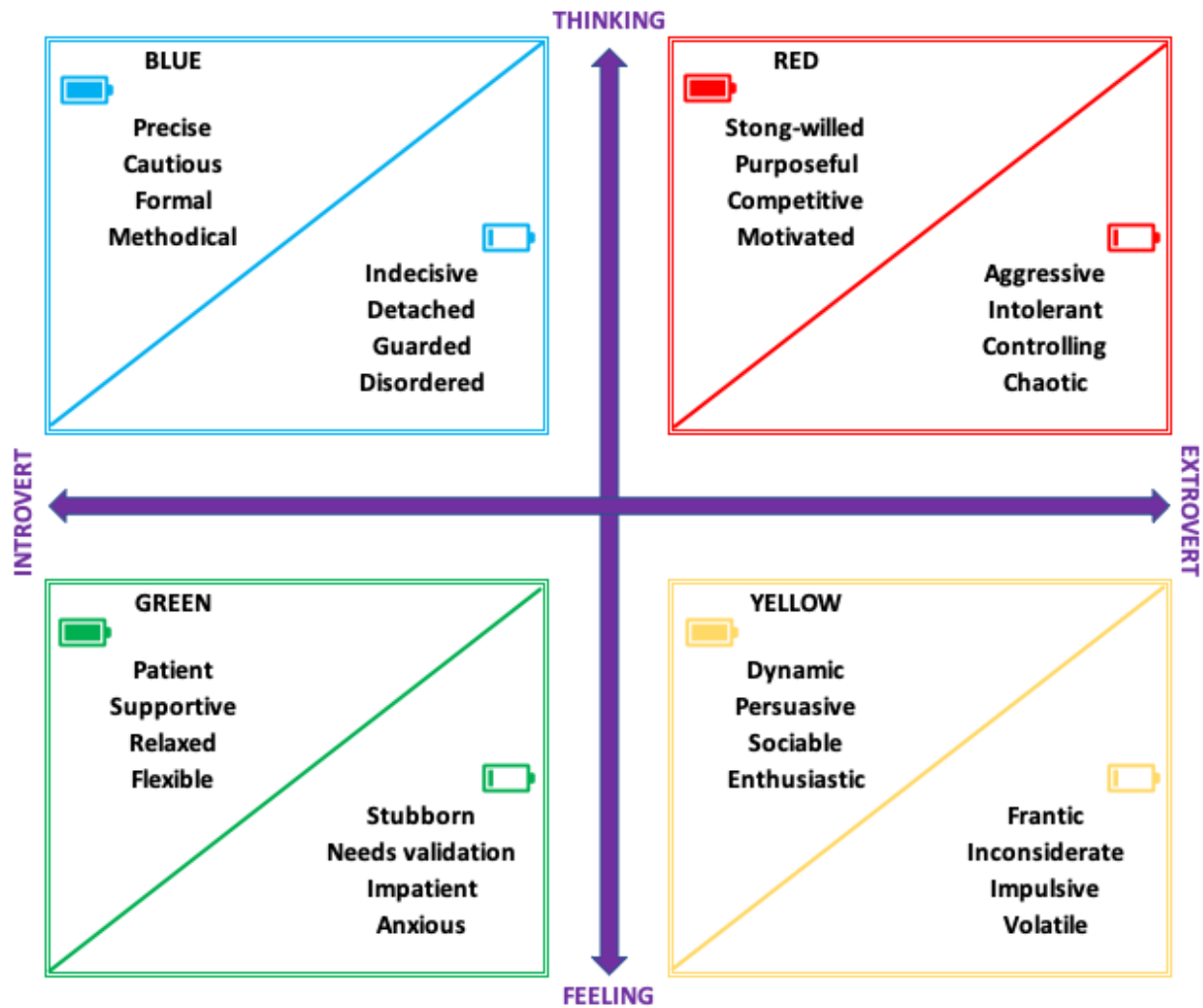
Business Personality Types

Connections to colours

- categorising personalities into four colours makes them easier to remember

- understanding differing work styles and behavioural traits improves collaboration

- acknowledging differing perspectives and approaches, boosts creativity, problem-solving and team cohesion

- knowledge is applied to social interactions, resulting in healthy group dynamics and office culture

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Business Personality Types

Relating to the four colours

- Blue — "Let me think about it"

- Green — "How can I assist?"

- Yellow — "Where's the party?"

- Red — "Show me the plan"

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THINKING

BLUE

Precise
Cautious
Formal
Methodical

Indecisive
Detached
Guarded
Disordered

RED

Stong-willed
Purposeful
Competitive
Motivated

Aggressive
Intolerant
Controlling
Chaotic

INTROVERT

EXTROVERT

GREEN

Patient
Supportive
Relaxed
Flexible

Stubborn
Needs validation
Impatient
Anxious

YELLOW

Dynamic
Persuasive
Sociable
Enthusiastic

Frantic
Inconsiderate
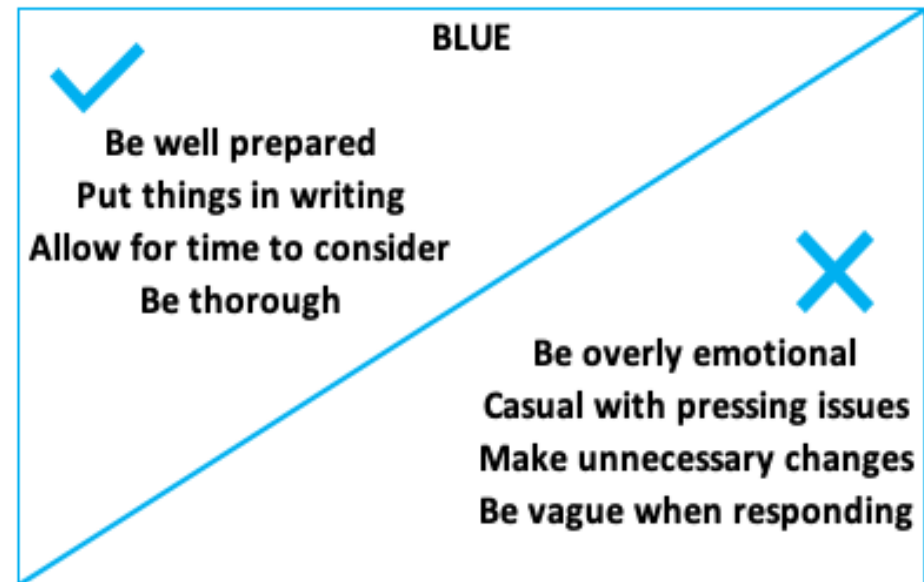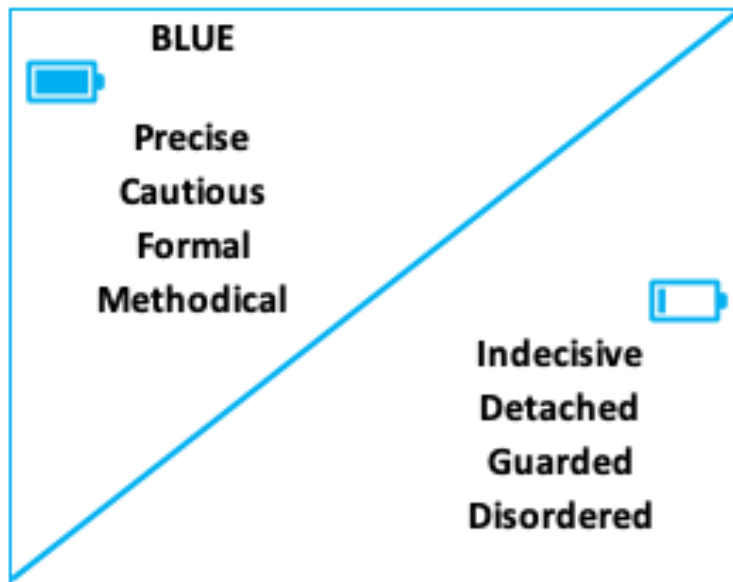Impulsive
Volatile

FEELING

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Colourful Colleagues

Blue

- thoughtful and likes to plan events and activities in advance

- methodical, organised and follows instructions exactly

- process oriented

- extremely cautious when it comes to change, so appears not to be adaptable

- blues need time to process the idea of change and adopt a new mindset

- they don't reject change, just need time to plan, anticipate impacts and prepare in advance

- giving a blue time to consider a change, increases contribution and positivity

- don't respond well to being put on the spot

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Colourful Colleagues

BLUE

Precise
Cautious
Formal
Methodical

Indecisive
Detached
Guarded
Disordered

BLUE

✓ Be well prepared
Put things in writing
Allow for time to consider
Be thorough

✗ Be overly emotional
Casual with pressing issues
Make unnecessary changes
Be vague when responding
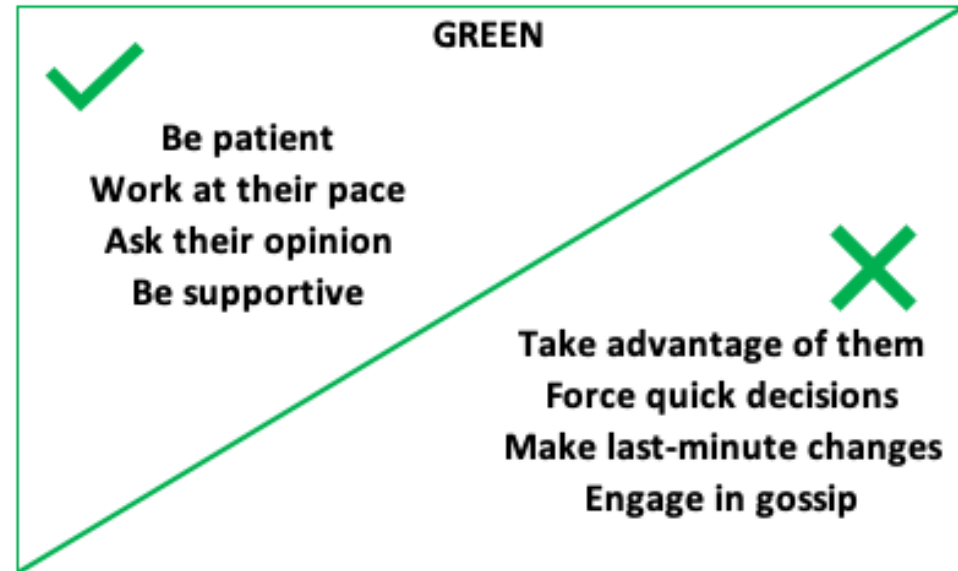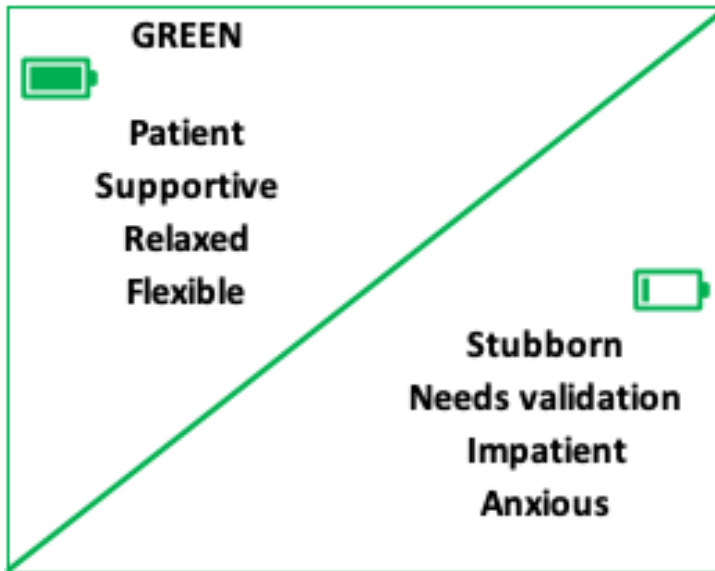
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Colourful Colleagues

Green

- driven by their values

- often focused on collaboration, support and objectivity

- greens need to understand the reasons for carrying out tasks

- supportive, enthusiastic and flexible if there are good reasons for making a certain decision or change

- care deeply about personal relationships with co-workers

- tend to take other's issues personally

- productivity relies on being fair and transparent

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Colourful Colleagues

GREEN

Patient
Supportive
Relaxed
Flexible

Stubborn
Needs validation
Impatient
Anxious

GREEN

✓ Be patient
Work at their pace
Ask their opinion
Be supportive

✗ Take advantage of them
Force quick decisions
Make last-minute changes
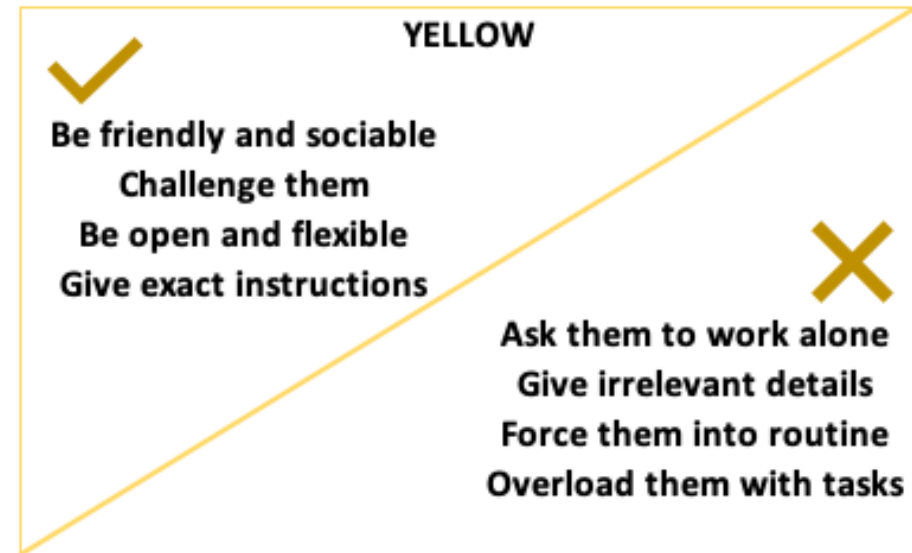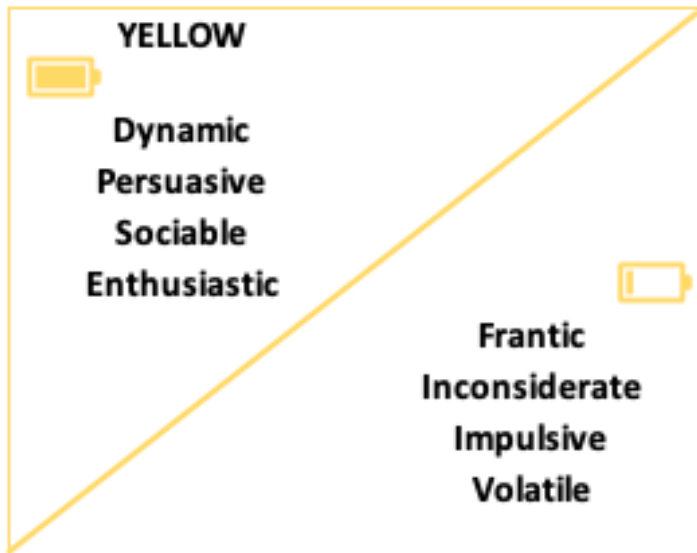Engage in gossip

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Colourful Colleagues

Yellow

- sociable, passionate, enthusiastic, with strong future vision

- motivate and persuade others to accept and embrace change

- able to get everyone involved in team projects or activities

- can be disorganised when juggling too many tasks

- prefer to focus on the 'fun' parts of the job

- yellows need requirements to be set out clearly in checklist format

- tendency to hijack brainstorming sessions or meetings due to their enthusiasm

- need reminding to let everyone contribute

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Colourful Colleagues

YELLOW

Dynamic
Persuasive
Sociable
Enthusiastic

Frantic
Inconsiderate
Impulsive
Volatile

YELLOW

✓
Be friendly and sociable
Challenge them
Be open and flexible
Give exact instructions

✗
Ask them to work alone
Give irrelevant details
Force them into routine
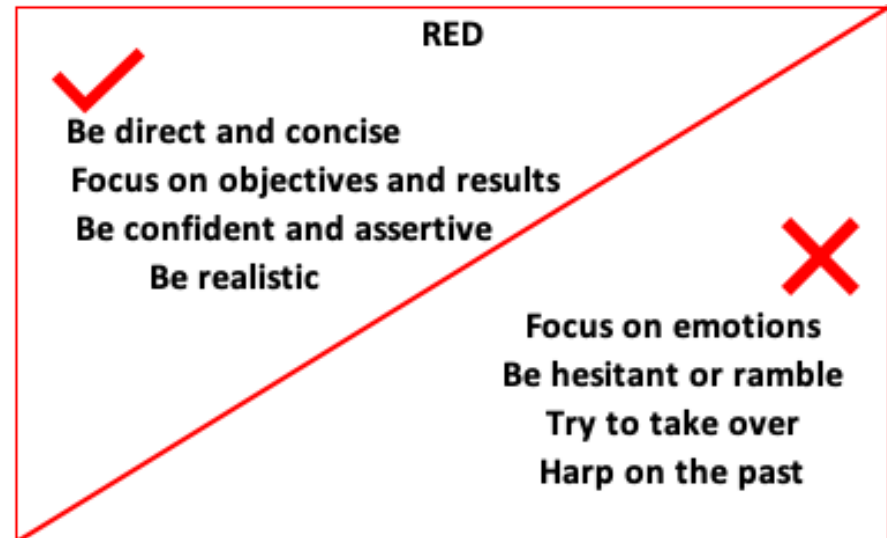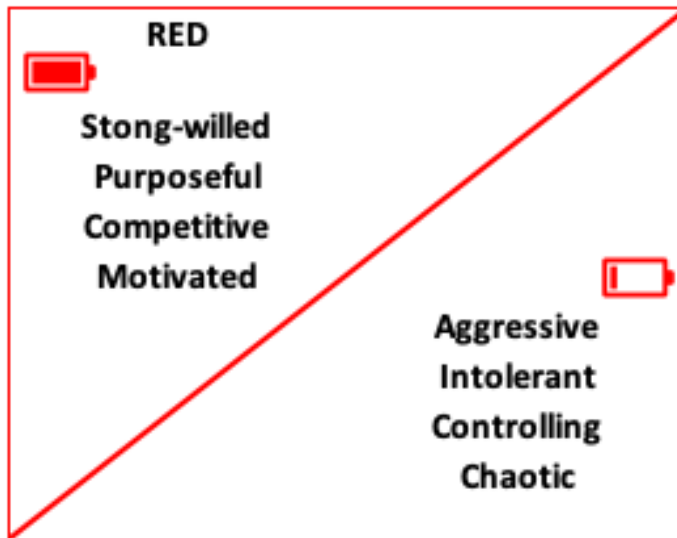Overload them with tasks

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Colourful Colleagues

Red

- active, practical and grounded in the present

- focused on the most efficient way of performing tasks

- adaptable and open to change, if they are convinced the change will create a better outcome

- prefer to focus on the bigger picture

- highly pragmatic, which can be useful and frustrating

- reds need to see a clear and realistic vision with concrete, actionable steps to achieve their goal

- they don't respond well to abstract concepts or ideas without physical substance

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Colourful Colleagues

RED

Stong-willed
Purposeful
Competitive
Motivated

Aggressive
Intolerant
Controlling
Chaotic

RED

✔ Be direct and concise
Focus on objectives and results
Be confident and assertive
Be realistic

✖ Focus on emotions
Be hesitant or ramble
Try to take over
Harp on the past

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Sometimes you need to see people as crayons.
They may not be your favorite color, but you
need the whole box to complete the picture.

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Thank You

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