



Demo Color Persona

Providing You with Coaching and Training
Tools and Materials to Make your Life
easier and Colourful!



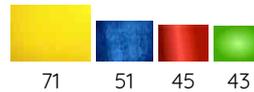
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COLOR PERSONA**

Persona Profile

Fred Flintstone



Your Colour Sequence



71 51 45 43

Questionnaire Date: 23rd of January 2017 08:00

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How Your Color Persona Report Is Organised.

Based on Fred's responses to the Color Persona questionnaire – we can extrapolate certain traits, behaviours, improvements and values Fred brings to people and the team. In addition, communication style, things to do and not to do to improve coherency with others and improve working relationships in both personal and work environments.

The pages in this report may vary, as pages may have been excluded from the report. The report comprises of a number of sections as follows:

- A Bit of History - Background to the 4 Temperaments and Carl G Jung preferences.
- The Color Persona Model - Our colour model in relation to the 4 Temperaments and Carl G Jung preferences.
- Fred's position on the Colour Wheel.
- Fred's Colour Personality: Conscious score Chart and 2 page Color Persona Report.
- Fred's Skills and Areas of Improvement: Unconscious Chart, key Skills and Improvements.
- Attitude to others, Decision making and Perceiving information charts.
- Fred in a Team & Communication Strategy.
- Fred's Learning style.
- How Fred should communicate with Blue colour preferences with Do's and Don'ts.
- How Fred should communicate with Green colour preferences with Do's and Don'ts.
- How Fred should communicate with Red colour preferences with Do's and Don'ts.
- How Fred should communicate with Yellow colour preferences with Do's and Don'ts.
- Fred in a Team - Innovation & Personal Development: - Skills and Development.
- Fred's Active and less active energy.
- Development Action plan for Fred.

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Color Persona

One of the best known ways of categorising human temperament was established by Greek physician Hippocrates (c. 460 – c. 370 BC), who introduced the concept of the Four Humours or Four Temperaments where **four** bodily fluids were thought to affect human **personality** traits and behaviours. These fluid compositions were represented in four different colours. Modern medicine may not support the purported link between bodily fluids and one's behavioural traits. However, this theory has paved the way for studies on human personality to use colour coding as a graphical way to illustrate personality types and behavioural traits.

The temperaments are a way of broadly classifying peoples' emotional attitudes and foundations of their personality. As human beings, we all have a wide range of different emotions such a happiness, anger, sadness, and so on. At times we want to be alone and other times we prefer the company of other people. The temperaments are made up of a combination of these emotions and preferences.

According to Carl G. Jung's theory of psychological types [Jung, 1921], people can be characterised by their preference of general attitude:

- How people Interact with others - Introvert/Ambivert and Extrovert – energies
- How people make decisions - Thinking and Feeling
- How people gather information – Sensing and Intuition

Color Persona believes that life is a journey and each of us handles the journey in our own way. We utilise our natural instincts, past experiences, knowledge and attitude to make that journey. Some will find it easy to make the journey and others not so easy. The Color Persona behavioural model has been designed to help support that journey by identifying key areas of preferences, attitudes and behaviours using the 4 colours.

A number of visual charts have been created specifically for Fred to aid better comprehension. These charts are based on the information collected when Fred completed the questionnaire and are unique to him.



The concept of "4 colours" has been designed to help individuals distinguish and remember the different types of personalities and behavioural tendencies associated with each colour. We are all made up of a combination of colours, Red, Blue, Green and Yellow, each having its own level of intensity.

The amalgamation of the 4 colour intensities, along with the individual's style of behaviour (C. G. Jung) gives us our colour "footprint". The colour footprint provides us with the "core" insight into the person's preferences and behavioural traits, which in turn can help to identify an individual's key Skills and Areas of potential improvements and enable us to make informed and conscious adjustments to our attitudes and behaviour to other people.

The Color Persona Model is meant to be a simple and affordable personality behavioural reporting tool to illustrate our behaviour, attitudes and preferences. Fred's dominant colour has been highlighted below.

INTROVERTED ENERGY Represented by colours Blue and Green Characteristics		EXTRAVERTED ENERGY Represented by colours Red and Yellow. Characteristics	
Melancholic Temperament is associated with Blue	Phlegmatic Temperament is associated with Green	Choleric Temperament is associated with Red	Sanguine Temperament is associated with Yellow
<p>How to Identify Blue Energy</p> <p>BLUE's are 'intense', serious, and 'deep' thinkers. They care strongly about things and it's important to them that things are as close to perfection as possible.</p>	<p>How to Identify Green Energy</p> <p>GREEN's are calm and submissive; they wish for peace and quiet, a simple life free of worries and conflict. Compromising to achieve peace is more important than being right.</p>	<p>How to Identify Red Energy</p> <p>RED's are tough, strong, focused and determined. They set their minds on a goal and strive to achieve it, to get things done. They do not back down when challenged.</p>	<p>How to Identify Yellow Energy</p> <p>YELLOW's are fun-loving and easy-going. They believe that people who take things too seriously need to take a chill pill, get a life, go out and have some fun.</p>

INTROVERTED ENERGY

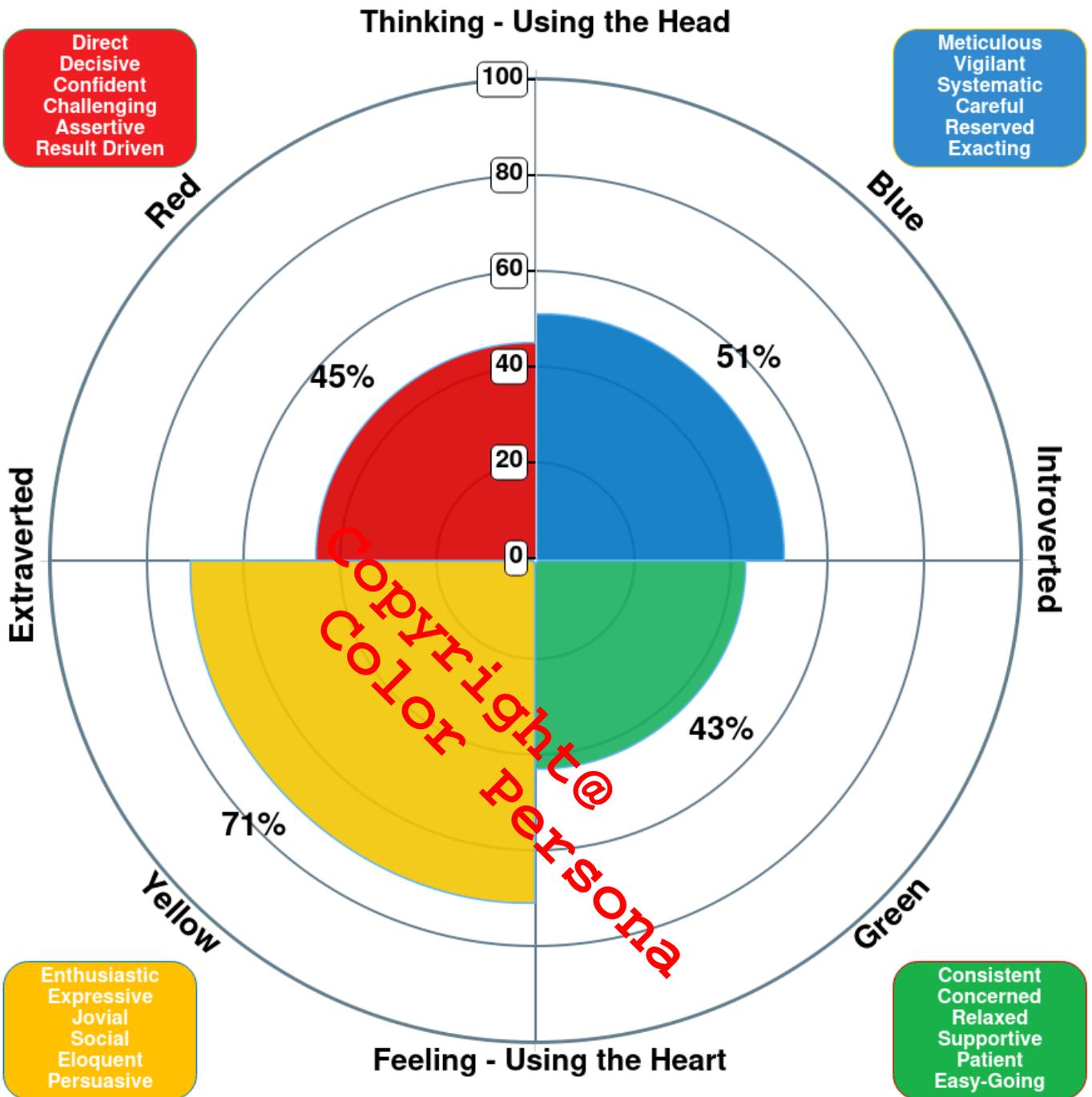
Introversion is a preference to focus on the world inside the self. Introverts are highly aware of their inner world of perceptions, thoughts, ideas, beliefs, and feelings. They are also highly aware of their surroundings, noticing details that others don't see. However, they are not quick to discuss their thoughts, feelings or observations, as they prefer to internalise them. They involve themselves minimally in activities which demand their direct interaction with a large group of people.

AMBIVERTED ENERGY

The lesser known personality type "ambivert" is a good balance between introversion and extroversion, one that falls in the middle of the introverted-extroverted spectrum. While the extroverts are brash, outgoing and impulsive and the introverts being introspective, quiet and reserved; "ambiversion" describes people who display both extravert and introvert tendencies depending on the situation. In many ways, ambiverts have the best of both worlds, and are able to tap into the strengths of both introverts and extraverts as needed.

EXTRAVERTED ENERGY

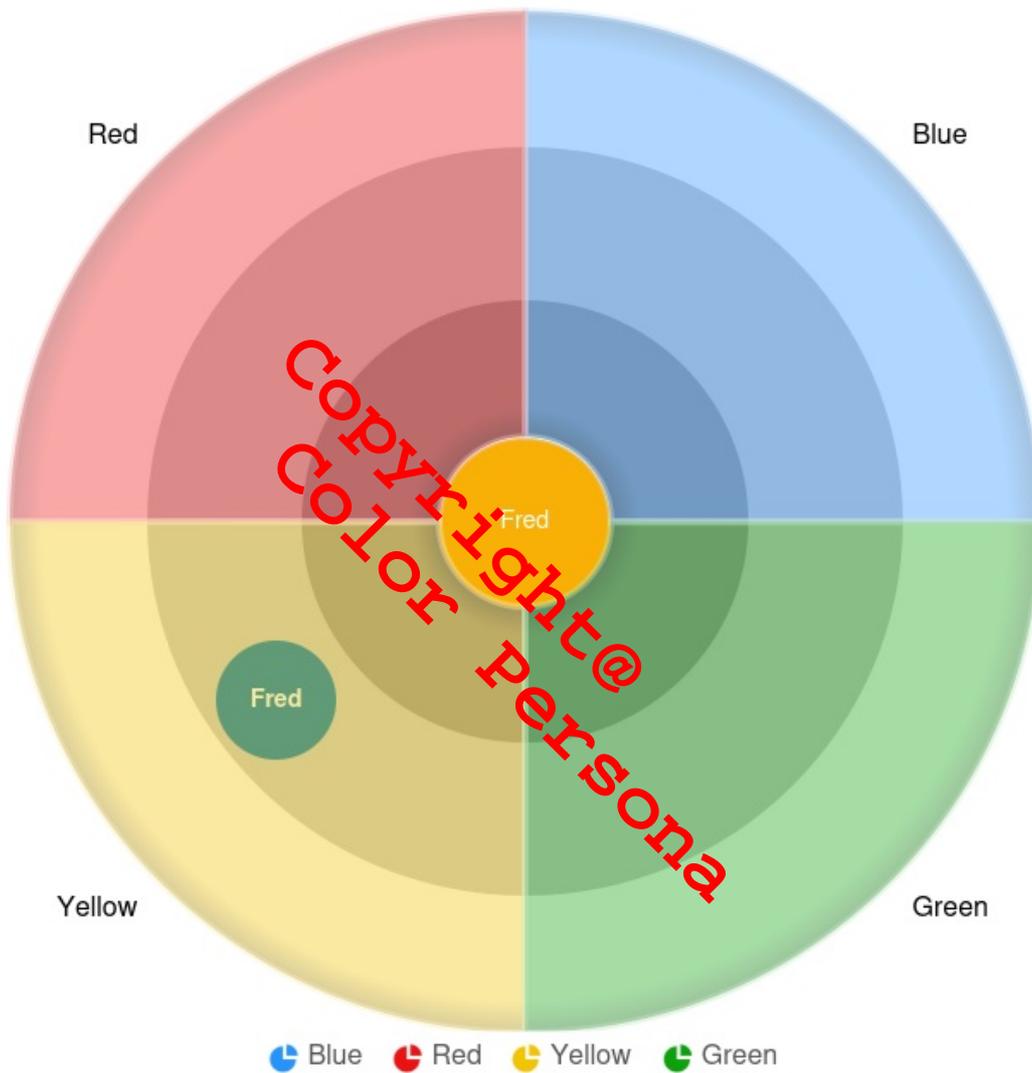
Extraversion or extravert behaviour is a preference to focus on the world outside the self. Extraverts enjoy social interactions and tend to be enthusiastic, verbal, assertive, and animated. They enjoy large social gatherings, such as parties and any kind of group activity. Extraverts are likely to enjoy time spent with people and find themselves energized by social interaction.



The chart below shows us Fred's position on the colour wheel. He is placed in his 'Leading' Colour Quadrant and the Colour of the 'bubble' illustrates his second highest colour. The position within the quadrant is governed by the second highest colour and placed nearest to the second highest colour quadrant where possible.

Note:

- 1. Individuals placed in the outer circle have scored highly in that Colour.
- 2. Individuals placed in the middle circle have low to middle-high score in that colour.
- 3. The centre circle will be filled in by Fred's Leading colour.





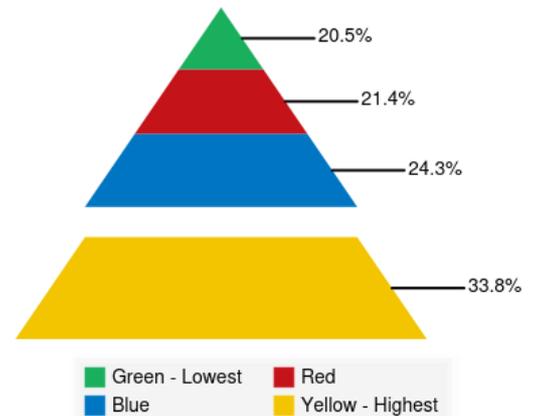
This Color Persona profile has been uniquely created for Fred in mind. The contents contained within this report are unique and tailored to the individual and no two reports are the same. The contents are largely based on the input Fred has provided during the process of completing the Persona profiling questionnaire.

The following two pages provide an overview of Fred's personal style and some insight into how he works with people and tasks.

Fred's Conscious Chart.

Chart showing Fred's scores for the four colours. The result is based on his responses at the time of completing the Color Persona questionnaire.

The chart highlights his highest and lowest colours. The scores for all four colours have been merged to illustrate the comparison of the individual colours as a "whole" from 100%.



Color Persona Report for Fred Flintstone

He generates new opportunities and new methods of doing things. Fred has a wide range of contacts and associates. He works diligently at keeping connections active while utilising them to their full potential. Fred is always looking for the next new idea and experiences. Despite the fact that he approaches things head-on at a full speed, he will include other individuals in his project. He allocates a considerable amount of vigour into achieving results and likes to get the recognition that translates to success. Fred is a sharp and an intuitive problem solver.

He may lose focus and get bored with a job if he spends too long doing dull subtle tasks. Occasionally, people may find it hard to comprehend his concepts since he has a tendency to propose his own solutions to difficult problems. If he employed more self-control and went to a documented plan, it would help him to stay focused. He has a high level of self-esteem and it is essential for him to be "successful".

He engulfs himself in new things and can beat off negativity by commencing another fascinating assignment. He has the right characteristic style for presentations. He is good at combining his self-confident style with the social graces. His instinctive and reactive attitude enables him to be adaptable and to respond quickly in an emergency. He is inventive, independent and his instincts can identify opportunities in relation to other individuals. He will abstain from managing information and data unless there is a potential risk that debilitates his qualities.

Fred is energetic and instinctive and always charges ahead towards his objective. Fred gets energised when he is being innovative and generating scintillating new ideas, and may attempt to investigate correlating information before diving into the assignment. He holds the skills of "innovation and instinct" in high esteem. He is intrigued by extraordinary circumstances and articulating in such situations is natural to him.

One of his most admirable skills is that he can generate a consistent stream of new ideas. Fred has a talent for "sensing" future direction and can anticipate patterns before others know about them. He is an energetic, creative thinker with appeal and drive, and he appreciates success and all that it brings. He may switch off an assignment once it has become mundane and routine and begin searching for another assignment.

How Fred Interacts with other People.

When he is in an affectionate mood, he may feel that nobody genuinely cares about him or really knows him. Fred is genuinely friendly, and can easily persuade others to see the advantages of his ideas. Fred can make the most tedious and dull tasks appear to be enjoyable by utilising his qualities of fun and excitement to influence and spur others to finish the activities. He strongly believes in empowering people and excels at getting individuals working together, but to achieve this he needs to allocate time to delegate properly. A number of projects that he gets involved in have a reputation for being memorable to others. Charismatic and agreeable, Fred radiates warmth and amiability.



He has a large number of contacts in his circle, and is highly motivating, helping others to achieve their personal best. When he is under pressure, he may retreat from a situation without sharing his reasons. He thinks that personal disagreements don't always need to be resolved. He loves to link up with people by understanding their different perspectives instead of passing judgement. He is a born tactician and mediator with a talent for diplomacy and can bring about agreeable solutions.

He has excellent communication skills and uses his ability eloquently to optimum effect. He uses his enthusiasm to help others and feels "synchronised" with what "drives" others and their needs. Fred is sensitive and open to the feedback of others and will try to accommodate their perspective instead of judging them. He may go over the top when others make mistakes. Fred has an amiable nature that draws people to him and he has a large network of friends.

Suitable Organisation and Environment for Fred.

He may not do well if he spends a lot of time thinking and reporting. He is an instinctive tactician and will do well in a job which requires persuasion and tact. He might not perform well in a job where he is required to carry out boring and detailed chores. He reacts well in stressful situations and a role where he is given plenty of freedom, with tight timescales would suit him. He may thrive in a job where communication is friendly and "buzzing". He will work hard now to create future opportunities.



He prefers a job where he feels that he is progressing towards meeting the goals. He is likely to prefer a role where he can see the results of his efforts. An ideal job for him should allow him to grow his personal network. Fred works best in a culture where the employees' ideas are heard and acted on.

His experience may suit an innovational job where there is industrious activity. He performs best when he is in a role where he is allowed to make his own decisions. He may prefer to work for a leader who encourages and rewards new ideas. His natural social talents will suit a job where he can combine work and play. He likes to work without limits or with minimum restrictions which gives the flexibility and variety he likes.

Now that Fred has read the Color Persona report and understands how others may "see" him, imagine how much more could be achieved by improving the Unconscious Persona either by increasing Fred's Colour traits that we usually keep hidden or Reducing his "visible" Conscious Colour traits. Indeed, there may well be hidden talents waiting to be discovered.

The chart may indicate the colours that can be improved if a particular colour is too low or too high.

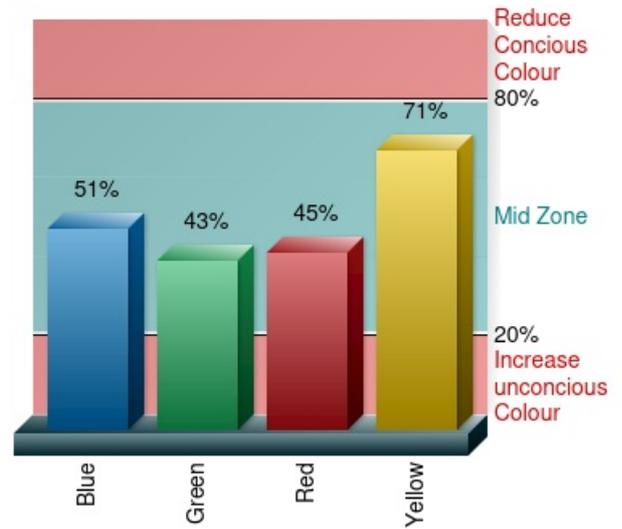
Areas for improvement.

The chart highlights Fred's Conscious scores for the four colours. Some of these areas can be improved. The following pages will indicate the areas that can be improved but will also highlight the Do's and Don'ts.

The scores shown for each colour here is based out of 100% of that colour.

If the score is too low or too high, then the particular Colour is highlighted for possible improvements by either increasing or decreasing the colour trait.

- ++ = Increase colour
- '--' = Reduce colour



The list of Fred's strongest areas and Areas that can be improved.

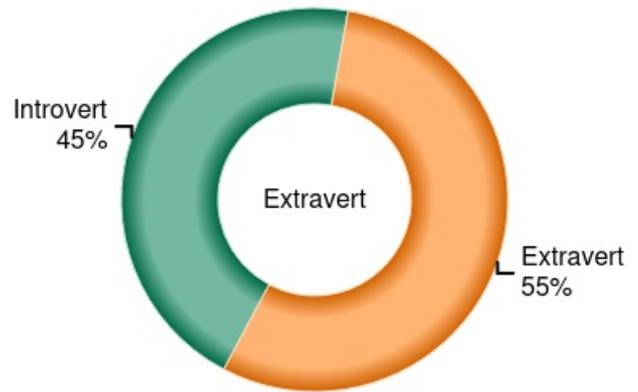
Fred's key strengths and Natural skills	Areas for improvement.
<ul style="list-style-type: none"> ■ Dynamic and a collaborative member of the team. ■ Initiates new assignments. ■ Will take advantage of opportunities as they come up. ■ Versatile and all-round relationship building abilities. ■ Always mindful of what's going on. ■ A born creative thinker. ■ Thinks of some creative decisions. ■ Will become a member of organisations to progress future. ■ Motivates others to surpass their expectations. ■ Works at a fast pace. ■ Builds quality relationships quickly that last. ■ Usually managing multiple assignments. 	<ul style="list-style-type: none"> ■ May not socialise with those that have a quieter approach than himself. ■ May miss the self-evident answers which are staring him in the face. ■ Has a tendency to exaggerate situations. ■ May be unaware of the hidden impacts of anxiety or stresses. ■ He tends to leave things incomplete if he comes across something more intriguing. ■ Could be considered as opportunist or scheming. ■ Can be seen as superficial or pretentious. ■ Tackles things in a nonchalant manner, missing key points. ■ Can offer spontaneous guidance and meddling. ■ His preference for multiple tasks may result in some tasks being incomplete. ■ Does not tolerate people he thinks are "fools". ■ Could appear to be dishonest or superficial.

The information in this section illustrates the measure of Fred's introversion and extraversion, how he makes decisions and how he collects/gathers information.

How Fred Interacts with people.

Fred is an Extrovert, his behaviour to others is usually in an Extraverted manner.

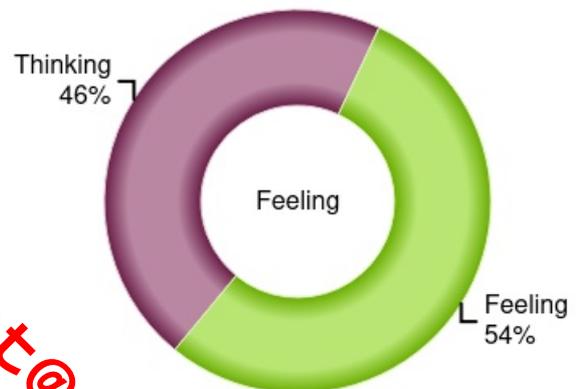
Fred utilises 55% of Extraverted behaviour and 45% of Introverted behaviour to approach people and things.



How Fred Makes Decisions.

Fred primarily makes Decisions by Feeling (Heart) rather than Thinking (using his Head). He is more effective with People rather than Tasks.

He utilises 54% of Feeling (heart) and 46% of Thinking (head) preference to make Decisions.



The charts above are not meant to "pigeonhole" Fred, but merely illustrate the strongest and weakest areas of attitude, decision making and information processing traits. A combination pair of Extravert and Introvert makes up the "whole" 100%, similarly combination pair of Thinking and Feeling adds up to 100% of Decision making. Finally, a blend of Sensing and Intuition scores add up to 100%. Fred will combine all of the above variations to "uniquely" be himself.

It is important to recognise Fred's "value" and the contributions that he can bring to a team or group. Understanding the value of individuals can bring great rewards to a project, an organisation, a team and not forgetting satisfaction to the individual concerned.

The following Communication strategy pages can be shared with colleagues in teams, friends and family in order to get their feedback.

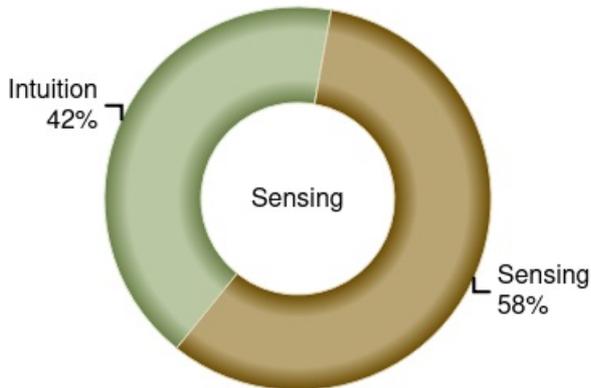
The Key values Fred brings to the team.	
<ul style="list-style-type: none"> ■ Is just as good with tasks and individuals. ■ Has excellent people and social skills. ■ Displays his eagerness to be a "team player" by contributing to other peoples' ideas. ■ Instils self-assurance in other individuals. ■ Is a "go-getter" and thinks of ideas for new assignments. ■ Is a brilliant and ingenious problem solver. ■ Is a born peacemaker. ■ Suggests concepts with enthusiasm and compassion. 	<ul style="list-style-type: none"> ■ Is innovative and a visionary. ■ There is always something interesting happening in his presence. ■ His enthusiasm is infectious and encourages other people. ■ His positivity and energy are infectious and it encourages other people. ■ Reacts optimistically in a crisis. ■ Builds an easy-going and cheerful atmosphere which is a safe and pleasant work environment. ■ Articulates new concepts. ■ Converts opportunities into reality.

Strategy to effectively Communicate with Fred

The adage of "Communication is King" highlights the importance of how we communicate with Fred, effective communication is fundamental to successful teamwork. Individuals have their own preferred style that they use day to day to read, write, send and receive messages that work best for them. If we communicate with Fred, using his preferred method, we can eliminate confusion and break down barriers and improve efficiency.

 To Communicate Effectively	 Try Not to:
<ul style="list-style-type: none"> ■ Give praise for his skills as a leader. ■ Encourage him by giving re-confirmation of previous successful results. ■ Keep a fast and steady pace. ■ Recognise his convictions and ideas. ■ During conversations with him, employ colourful and energising words. ■ Behave in an extroverted and fun way. ■ Be aware of his inclination to suddenly change the topic. ■ Bolster his self-esteem and feeling of pride. ■ Support him to keep to the organised plans. ■ Talk in a lively, enthusiastic way. 	<ul style="list-style-type: none"> ■ Attempt to curb his natural enthusiasm. ■ Build an ambitious or unfriendly environment which doesn't have room for emotions. ■ Over manage him. ■ Attempt to take control of the discussion. ■ Take his concepts and sell them as yours. ■ Overburden him with long reports to read. ■ Demand on sticking to standard procedures. ■ Give the feeling that it's an unworkable task or dampen his excitement with negativity. ■ Exclude him from things or exclude him in conversations. ■ Restrict his right to do something.

We all have our own preferred learning styles which we use to understand knowledge provided by trainers, online learning, presentations and other alternative sources of information. Fred has his own learning style.



How Fred Perceives information.

Fred primarily Perceives (processes/gathers) information by Sensing (immediate data) rather than Feeling (Deep Thought).

He utilises 58% of Sensing (immediate data) and 42% of Intuition (Deep thought) preference to Perceive (Process/Gather) information.

Fred's Learning style is 'Competitive'. He is adventurous and performs well through social activities such as gaming, performing and hands-on experiences. Fred values action, freedom, sensory stimulation, constant change and movement.

Fred learns Effectively When:	Fred learns Effectively by :
<ul style="list-style-type: none"> ▪ Given 'real world' hands-on experiences. ▪ His energy and skills are praised. ▪ The learning process is fun and exciting with boundaries. ▪ The learning is competitive and produces fast results. ▪ He can create something to demonstrate his knowledge and talent. ▪ His futuristic perspective is recognised. ▪ He can study or learn independently. 	<ul style="list-style-type: none"> ▪ Taking initiative. ▪ Relying on his intuition ▪ Creating new concepts ▪ Exploring hidden opportunities. ▪ Formulating Content

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In order to encourage productive and efficient communication within a team or a group, it is imperative to acknowledge and comprehend how the individuals of different colour preference like to be communicated with. The sample list below contains the things Fred should DO and should NOT DO when communicating with people having a colour preference of BLUE.

Things Fred should DO	Things Fred should NOT DO
<ul style="list-style-type: none"> ▪ Talk in a quiet, steady way ▪ Investigate background details before meeting them ▪ Respect their impartial judgment ▪ Give notification ahead of time ▪ Utilise their skills ▪ Come organised with details and facts ▪ Respect their efficiency ▪ Appreciate their need for solitude ▪ Stick to established process and procedures. ▪ Document facts and details for them 	<ul style="list-style-type: none"> ▪ Try not to bombard with questions ▪ Avoid engaging in social small talk ▪ Do not rush them ▪ Avoid asking them for immediate answers in meetings ▪ Do not try to "charm" them ▪ Avoid suggesting ill-conceived ideas ▪ Do not talk boorishly and animatedly ▪ Do not demand an instant response ▪ Do not be disorderly and "unclear" ▪ Refrain from completing their sentences

How to recognise someone with a **Blue** Colour preference.

Look for the following behaviour traits to recognise someone with **Blue** Colour preference.

Everyday situations	Under stress / Pressure situations
<ul style="list-style-type: none"> ▪ Pauses, Questions, Quiet, Monotone ▪ Private, Reserved, Avoids eye contact ▪ Detached and Uninvolved ▪ Conservative, Status Quo, Balance ▪ Finisher, Neat, Functional, No personal touches 	<ul style="list-style-type: none"> ▪ Distant or Stand Offish ▪ Uninterested or Boring ▪ Pedantic or nit-picking ▪ Uncooperative or Cold ▪ Negative or Pessimistic

Behaviour traits of Emotionally Intelligent people with a **Blue** Colour preference.

Look for the following behaviour traits to recognise someone's **High** or **Low** Emotional Intelligence (EQ) preference.

HIGH E.Q traits	LOW E.Q traits
<ul style="list-style-type: none"> ▪ Careful ▪ Detailed ▪ Meticulous ▪ Neat ▪ Systematic 	<ul style="list-style-type: none"> ▪ Critical ▪ Fussy ▪ Hard to Please ▪ Perfectionist ▪ Picky



In order to encourage productive and efficient communication within a team or a group, it is imperative to acknowledge and comprehend how the individuals of different colour preference like to be communicated with. The sample list below contains the things Fred should DO and should NOT DO when communicating with people having a colour preference of GREEN.

🌱 Things Fred should DO	✗ Things Fred should NOT DO
<ul style="list-style-type: none"> ▪ Talk in a warm-hearted way ▪ Appreciate their commitment ▪ Listen compassionately ▪ Learn more about their personal beliefs ▪ Provide help when required ▪ Take a casual, simple approach ▪ Make time to speak to them in person ▪ Be inquisitive and listen ▪ Encourage a peaceful environment ▪ Give them opportunity to feel relaxed 	<ul style="list-style-type: none"> ▪ Try not to come across as forceful ▪ Refrain from demanding snappy responses ▪ Do not challenge their personal beliefs ▪ Hold off from giving "gushing" compliments ▪ Do not interrupt them before they have finished ▪ Do not talk boisterously and hurriedly ▪ Avoid giving negative criticism ▪ Avoid making them the focus of attention. ▪ Avoid getting aggressive or antagonistic ▪ Try not to come across as dishonest

How to recognise someone with a Green Colour preference.

Look for the following behaviour traits to recognise someone with Green Colour preference.

Everyday situations	Under stress / Pressure situations
<ul style="list-style-type: none"> ▪ Gentle, Likeable, Approachable, easy to talk to ▪ Relaxed, Informal ▪ Smart casual, Comfortable ▪ Homely, Lived in, family photos or plants ▪ Smiling, Soft handshake 	<ul style="list-style-type: none"> ▪ Accommodating or Malleable ▪ Indecisive or Uncertain ▪ Slow-moving and unexciting ▪ Lack of forcefulness or strength ▪ Awkward or Difficult

Behaviour traits of Emotionally Intelligent people with a Green Colour preference.

Look for the following behaviour traits to recognise someone's High or Low Emotional Intelligence (EQ) preference.

HIGH E.Q traits	LOW E.Q traits
<ul style="list-style-type: none"> ▪ Consistent ▪ Good Listener ▪ Patient ▪ Predictable ▪ Stable 	<ul style="list-style-type: none"> ▪ Passive ▪ Resistant to Change ▪ Slow ▪ Stubborn ▪ Un-responsive



In order to encourage productive and efficient communication within a team or a group, it is imperative to acknowledge and comprehend how the individuals of different colour preference like to be communicated with. The sample list below contains the things Fred should DO and should NOT DO when communicating with people having a colour preference of RED.

Things Fred should DO	Things Fred should NOT DO
<ul style="list-style-type: none"> ■ Get to the heart of the matter ■ Be prepared and on time ■ Be brief, to the point and complete ■ Be optimistic and keen ■ Talk in a transparent, decisive way ■ Stay at their pace ■ Keep to the subject at hand ■ Be well organised ■ Take responsibility for problems ■ Ask purposeful, reasonable questions 	<ul style="list-style-type: none"> ■ Do not get sensitive in conversations ■ Refrain from questioning their authority ■ Don't order them to do something ■ Avoid hopping between topics ■ Do not argue with them in public ■ Refrain from rambling or playing for time ■ Avoid muttering or talking at a slow pace ■ Do not come across as reluctant or uncertain ■ Avoid coming across as pessimistic or nit-picking ■ Do not barge in

How to recognise someone with a Red Colour preference.

Look for the following behaviour traits to recognise someone with Red Colour preference.

Everyday situations	Under stress / Pressure situations
<ul style="list-style-type: none"> ■ Direct, Outspoken, Succinct ■ Confident, Firm handshake ■ Direct eye contact ■ Smart, Stylish, Professional looking ■ Neat, Latest gadgets, Certificates 	<ul style="list-style-type: none"> ■ Aggressive / Direct ■ Forceful / Single minded ■ Resisting / Argumentative ■ Impatient or Intolerant ■ Rude or Arrogant

Behaviour traits of Emotionally Intelligent people with a Red Colour preference.

Look for the following behaviour traits to recognise someone's High or Low Emotional Intelligence (EQ) preference.

HIGH E.Q traits	LOW E.Q traits
<ul style="list-style-type: none"> ■ Ambitious ■ Assertive ■ Decisive ■ Driving ■ Strong-Willed 	<ul style="list-style-type: none"> ■ Aggressive ■ Bossy ■ Confrontational ■ Demanding ■ Egotistical



In order to encourage productive and efficient communication within a team or a group, it is imperative to acknowledge and comprehend how the individuals of different colour preference like to be communicated with. The sample list below contains the things Fred should DO and should NOT DO when communicating with people having a colour preference of YELLOW.

🌱 Things Fred should DO	🚫 Things Fred should NOT DO
<ul style="list-style-type: none"> ▪ Talk in a positive, excited manner ▪ Let them express their opinions. ▪ Propose an array of activities and topics ▪ Take a casual approach ▪ Acknowledge their "original thinking" approach ▪ Take part in some amusing small talk ▪ Appreciate their skills for lifting morale ▪ Keep things moving and interesting ▪ Engage them at any suitable opportunity ▪ Get their points of view 	<ul style="list-style-type: none"> ▪ Do not come across as gloomy or uninvolved ▪ Avoid challenging their stories out in the open ▪ Do not overlook their need for some feedback ▪ Do not enforce restrictions and policy ▪ Refrain from sending lengthily and complicated reports ▪ Avoid speaking purely about facts and figures ▪ Avoid coming across as "fault finding" ▪ Refrain from asking for or giving in-depth information ▪ Do not ignore their need for attention ▪ Do not exclude them from activities

How to recognise someone with a Yellow Colour preference.

Look for the following behaviour traits to recognise someone with Yellow Colour preference.

Everyday situations	Under stress / Pressure situations
<ul style="list-style-type: none"> ▪ Loud, Talkative, Laughing / Joking, Quick ▪ Lively, Expressive ▪ Energetic, Good eye contact ▪ Individual, Flamboyant, Quirky ▪ Disorganised, Group photos, Social activities 	<ul style="list-style-type: none"> ▪ Frivolous ▪ Indiscreet ▪ Silly ▪ Show off ▪ Emotional

Behaviour traits of Emotionally Intelligent people with a Yellow Colour preference.

Look for the following behaviour traits to recognise someone's High or Low Emotional Intelligence (EQ) preference.

HIGH E.Q traits	LOW E.Q traits
<ul style="list-style-type: none"> ▪ Charming ▪ Enthusiastic ▪ Persuasive ▪ Social ▪ Warm 	<ul style="list-style-type: none"> ▪ Easily Distracted ▪ Glib ▪ Poor Listener ▪ Impulsive ▪ Selfish



Efficient and well-performing teams have an inherent need for imaginative and creative ideas and ways to implement the new ideas in order to resolve issues or come up with new solutions or options.

The listed pairs of Creative strengths and the correlating areas for improvement below, highlight how Fred approaches Innovation and creativity, alongside the suggestions on how these can be further developed.

 Fred's Innovative strengths	 Some Areas for Development
When he trusts an idea, will be excessively energetic about it	Try not overwhelm the introverted individuals with your enthusiasm
Prefers the easiest choice	A thorough review of the initial stages of a project can save time and energy
Can see an optimistic result in any situation	Need to be mindful that some individuals may not share your optimism
Thinks up plenty of ideas	Make note of ideas before they dissipate
Is ready to change things if it's not suitable	Ensure the changes are carried out to the end
Likes to discuss ideas with others	Frequently plan "brainstorming" sessions
Is always coming up with innovative new concepts	Remember that a few good quality ideas are better than a lot of average ones
Produces his best work when he can discuss his concepts with like-minded people	Find a way to be just as innovative when working by himself
Will play around with "wacky" ideas	Consider how they will practically integrate with the overall solution
A superb innovative intellectual	Also review the practical implications
Thinks of many ideas that can stay in his mind	Make sure they are documented and researched
Can rapidly see all possible choices	Choose maybe a couple and follow them through to the end

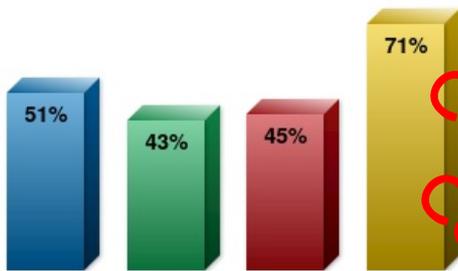
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The charts below highlight Fred's Active colour energy. The top bar chart shows Fred's 'Active' behaviour, which is visible in everyday situations by his attitude, behaviour and preferences. Fred is capable of adapting and reducing his stronger 'Active' conscious behaviours.

The second chart illustrates Fred's less active colour energies. This behaviour is normally hidden from the outside world, which people don't normally see in a formal situation. Fred is capable of adapting (waking up) these dormant less active behaviours which may be hidden or only present informally, to enable him to adapt or change his behaviours.

Fred may be utilising more of his Active energies, but the less active, dormant energy may be more appropriate or effective in certain situations or with certain people.

Fred's Active energy

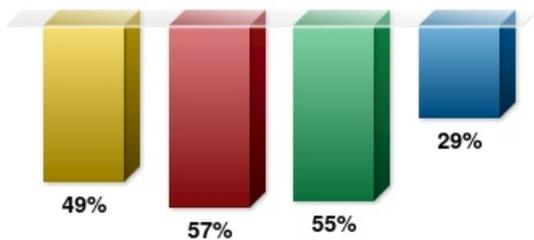


Fred's Active energy preference

Fred's Active energy colour chart shows how he consciously responded to the questionnaire by considering how he thinks he should show up, behave and what others may expect of him.

The results may vary depending whether Fred approached the completion of the questionnaire in a formal or work mode.

When Fred consciously selected a preference for a colour energy, he also unconsciously made a preference for the OPPOSITE colour energy type. See Fred's less active Dormant opposite energy chart.



Fred's less active Dormant Opposite energy preference

Fred's Dormant energy colour chart shows his OPPOSITE colour energies and how the world may be perceiving him in a less formal context when he is less consciously showing a colour energy.

For example, when Fred is consciously expressing a lot of one colour energy, he is less consciously expressing a lot less the opposite colour energy and vice versa.

Fred's Dormant opposite energy

When the Active and Dormant Opposite Colour energy scores are added, they add up to 100%.



Now that you have read through the Color Persona profile report, we hope you acquired some useful and valuable information that you can implement.

Here is a list of activities you could carry out to help you with implementing some of the ideas and recommendations:

- Ask a few colleagues/friends or family to give you feedback on the report.
- Make a list of some of the report statements you disagree with and get feedback from friends and colleagues on the compiled list.
- Identify Do's and Don'ts that you think your colleagues/friends/family think you would benefit from.
- Identify Do's and Don'ts that you think you would benefit from.
- Try implementing some of the suggestions and ideas that you feel are quick "wins".
- Set aside some personal time to experiment with the Do's and Don'ts when communicating with people of other colour types.
- Under Strengths and Weaknesses - Identify the 'Areas for improvement' that you feel would yield best results for you.

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Questionnaire Response for Fred Flintstone(46)

Question	Response 1	Response 2	Response 3	Response 4
1	Decisive Least 1	Eager Most 10	Trustworthy 5	Intellectual 5
2	Extrovert Least 1	Idealist 5	Fearless Most 10	Compassionate 5
3	Friendly and Helpful Least 1	Happy and Exploring 5	Orderliness and perfection 5	Demanding and success Most 10
4	Dependable Least 1	Brave Most 10	Lively 5	Organised 5
5	Deep Thinking 5	Upbeat and Lively Most 10	Dependable and Calm Least 1	Reliable and Direct 5
6	Outgoing 5	Easy going Most 10	Calm and organised 5	Confident and in-charge Least 1
7	Focused and direct Least 1	Talkative and cheerful 5	Silent and Thinking Most 10	Caring and Considerate 5
8	Organised and Exact 5	Strong and Direct Least 1	Energetic and Lively Most 10	Encouraging and Calm 5
9	Supportive 5	Direct 5	Energetic Most 10	Detailed Least 1
10	Confident Least 1	Prepared 5	Modest 5	Lively Most 10

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