

Communication and Color Dynamics

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Continuing Education
and Outreach

Personality Diversity

Have you ever wondered why...

- some people work well together and others don't?
- some people are productive and fun to work with while others seem to you as unproductive and boring?
- the same person can do extremely well in one job and poorly in another?
- an employee with great education and experience may have a hard time with a certain job?
- when you are coaching employees and managers, some are easier to understand and talk to?

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Welcome To Color Dynamics

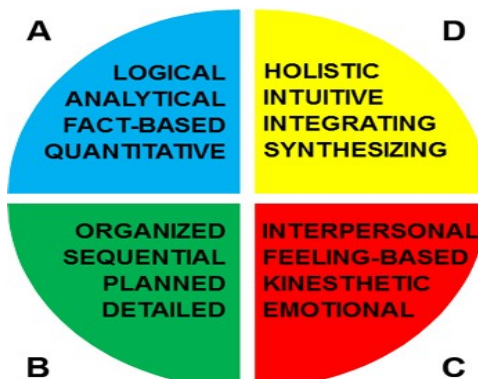
- Many of the answers to questions like these are connected to people's personality style preferences.
- We need to understand that no personality preference is "right," they are just different.
- We can learn to identify key characteristics in others so we can communicate, lead, coach, counsel, advise and engage people different from our preferences.
- Give others a chance by building understanding and acceptance of those with different preferences.

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Welcome To Color Dynamics

- Whole Brain Theory
 - Ned Herrman and Anne Herrman

The Whole Brain® Model



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Brain Hemispheres

LEFT

Center for Logic

Analytic	Verbalizes
Abstract	Rational
Computes	Reasoning
Measures Time	Numbers
Plans Sequentially	Written
Linear	Language

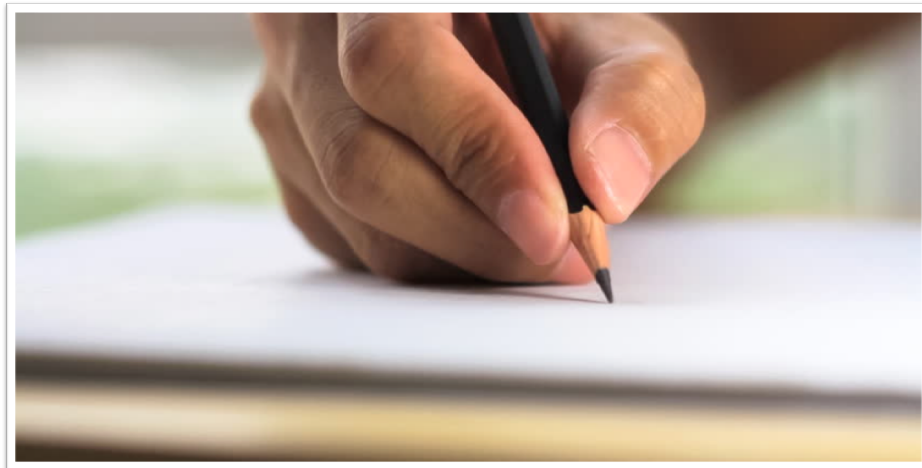
RIGHT

Center for Imagination

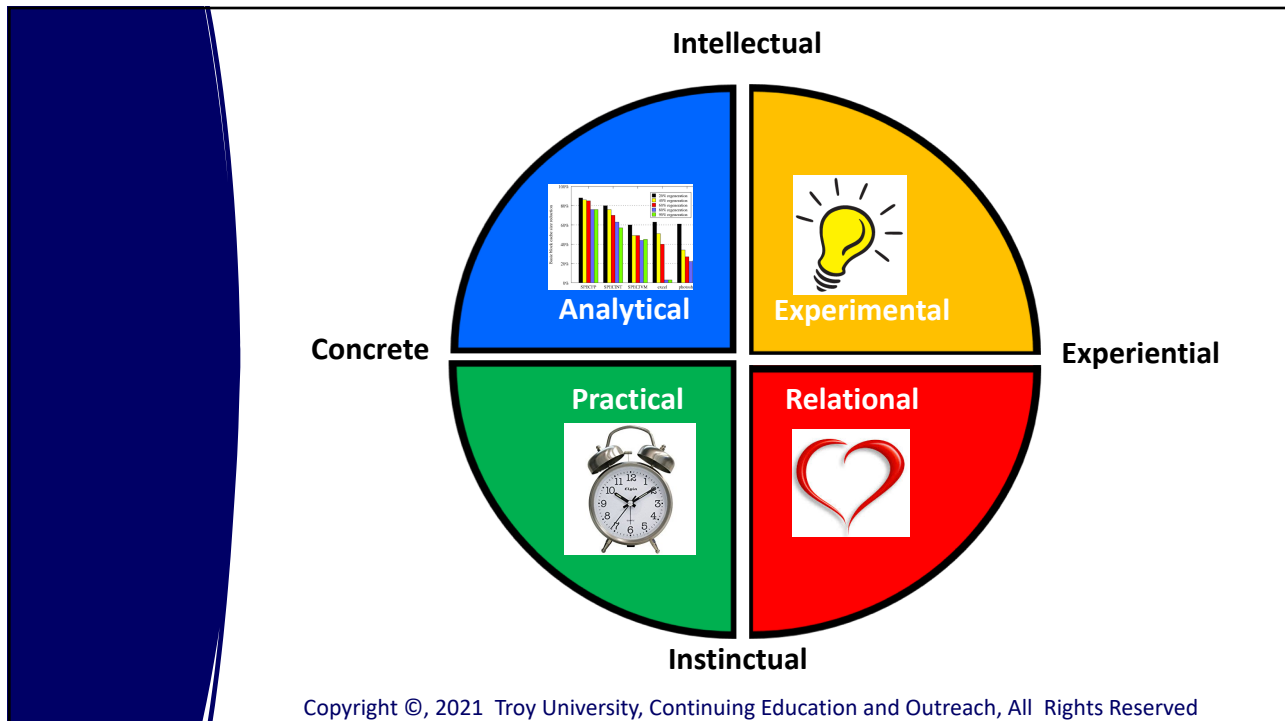
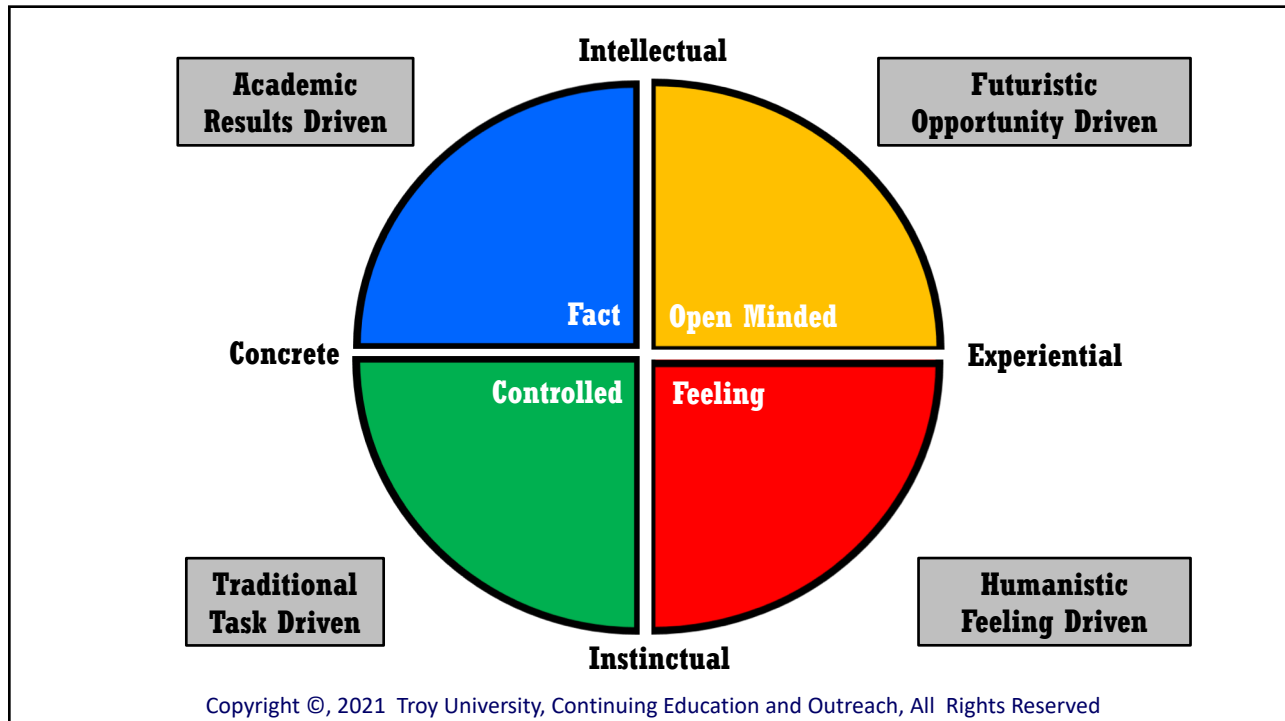
Intuitive	Music
Subjective	3-D
Insight	Metaphorical
Holistic	Visual
Time-free	Creativity
Imagination	Innovative

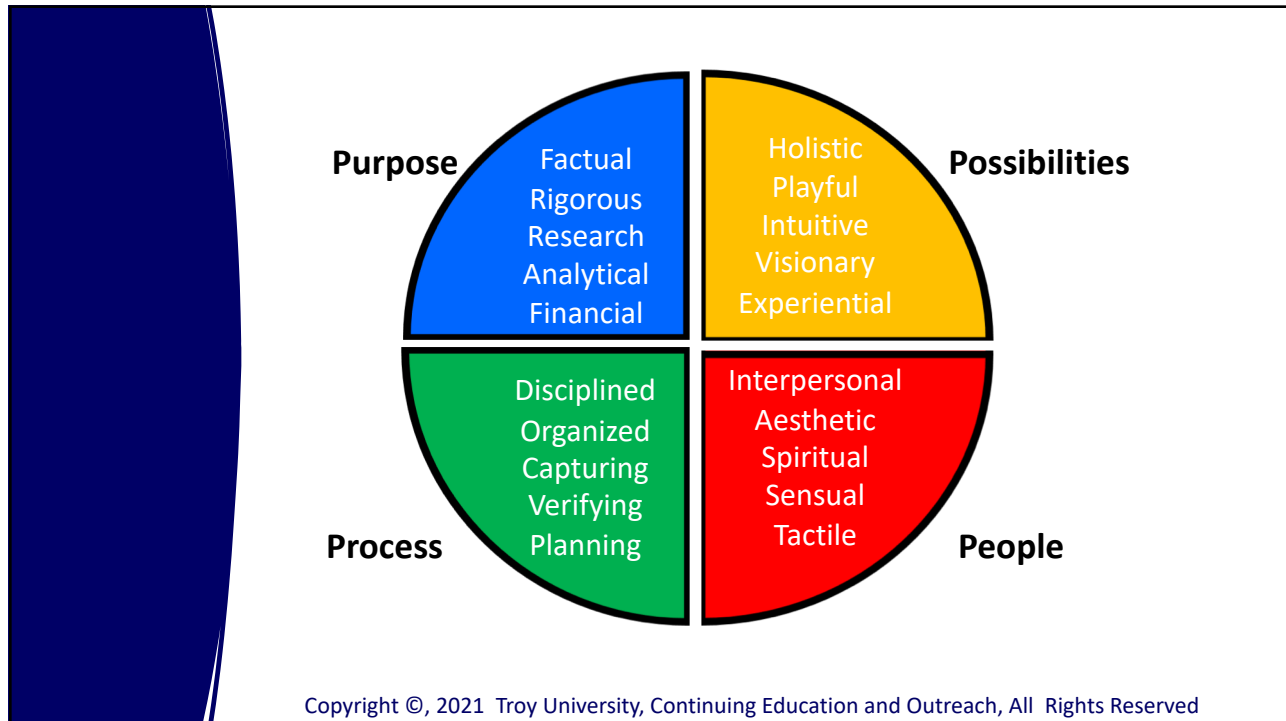
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Assessment: Color Dynamics



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BLUE Color Dynamics

-
- Results oriented
 - Action, not explanations
 - Bottom-line
 - Love to work
 - Want it done on their terms
 - Prefer individual sports
 - Prefer visual recognition like trophy
 - Impatient
 - Rigid
 - Fidgety
 - Concise
 - Forceful at times

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GREEN**Color Dynamics**

-
- Highly organized
 - Want to be in control
 - Detailed
 - Precise
 - Scheduled
 - Everything has a place
 - Will do the task right the first time
 - It will get done – period
 - May be too directive

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RED**Color Dynamics**

-
- Have trouble learning from past experiences
 - Never meet a stranger
 - Speak to everyone
 - First to arrive, last to leave at social events
 - May talk so much they do not get work done
 - Do not like to work alone
 - Eternal optimist
 - Love team sports
 - Extremely expressive

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YELLOW**Color Dynamics**

- Creative
- Deep thinkers
- Caring
- Open to new ideas
- Try anything once
- Do not like criticism and conflict
- A friend for life
- Usually have special “artsy” skills
- Like to process ideas or decisions
- Want to be understood

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How To Communicate With Me

<p>Facts, not fluff Technical accuracy Articulated ideas Brief, clear, precise Critical analysis Straight forward</p>	<p>Metaphors Big picture overview Imaginative Conceptual framework Exploration Visual</p>
<p>Details Thoroughness Rules and procedures Action plans Explanations Staying on topic</p>	<p>Feelings and values Open discussion Expression Personal touch Empathy and consideration Stories and examples</p>

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BLUE**Color Dynamics**

Strengths:

- Gathering facts
- Analyzing issues
- Problem-solving logically
- Arguing rationally
- Considering financial aspects
- Measuring precisely
- Understanding technical elements

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BLUE**Color Dynamics**

Dislikes:

- Participating in “ice breakers”
- Socializing in meetings
- Wasting time (their perception)
- Engaging when facts have not been gathered or considered
- Working with people who don’t carefully think through a problem
- Listening to people who do not get to the point quickly

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GREEN**Color Dynamics****Strengths:**

- Finding overlooked flaws
- Organizing/tracking essential data
- Standing firm on issues
- Paying attention to detail
- Maintaining a standard of consistency
- Approaching problems and plans practically
- Utilizing a step-by-step approach
- Reading the fine print
- Articulating plans in an orderly way
- Following through with plans

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GREEN**Color Dynamics****Dislikes:**

- Having to deal with the “big picture” (difficulty seeing it)
- Doing “blue sky” thinking
- Accepting innovative (unproven) ideas
- Others working in non-sequential ways
- Bending the rules
- Ignoring organizational policies & procedures

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RED

Color Dynamics

Strengths:

- Recognizing interpersonal difficulties
- Anticipating and understanding how others will feel
- Picking up on the non-verbal cues of interpersonal stress
- Engendering enthusiasm
- Persuading
- Teaching and conciliating
- Understanding emotional elements
- Considering values

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RED

Color Dynamics

Dislikes:

- Ignoring the human elements in a problem
- Placing logic above feelings
- Ignoring group interaction and team building
- Focusing on data to make decisions
- Considering facts and logic with no human considerations

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YELLOW**Color Dynamics****Strengths:**

- Recognizing and inventing new ideas, possibilities and solutions
- Integrating and synthesizing new ideas and concepts
- Reading the signs of coming change
- Seeing the “big picture”
- Tolerating ambiguity
- Displaying novelty and creativity
- Problem solving in intuitive ways
- Bending/challenging established policies
- Engaging in experimental thinking

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YELLOW**Color Dynamics****Dislikes:**

- Engaging in “ordinary” thinking
- Attending routine meetings
- Getting “down in the weeds”
- Others working in sequential ways
- Being too conservative
- Taking the “safe” way

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BLUE Color Dynamics

How to relate:

- Act, react, and respond to their initiative
- Challenge and confront them
- Be direct and straightforward
- Identify the need or problem for them and hang on as they take off
- Draw on their expertise in promoting change and new concepts
- Recognize their leadership development and support
- Stay involved giving balanced viewpoints
- Avoid lengthy explanations and sentiments

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GREEN Color Dynamics

How to relate:

- Outline the task and let them find practical methods to do it
- Challenge them to outline specific objectives/solutions to problems
- Allow space and interact rationally and objectively
- Build relationships around task-oriented projects
- Alleviate worry by having a clear strategy to outline
- Draw on their ability to analyze
- Take initiative, but let them suggest alternatives

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RED Color Dynamics

How to relate:

- Expect them to get involved and interact
- Capitalize on their ease in relating to others, and make them comfortable
- Count on their eager assistance
- Show an interest in them, and let them talk
- Interact by expressing your concerns and sharing feelings
- Realize the importance of recognition, compliments and appreciation
- Use their talents for enlivening and entertaining in social situations

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YELLOW Color Dynamics

How to relate:

- In a quiet way
- Let them consider the plan first
- Involve them in planning
- Outline projects but let them take the initiative
- Ask them to help in ways related to their talents
- Give justified support and encouragement
- Show deserved appreciation
- Make use of their ideas

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How do you “tell time?”

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How would your color “do” these activities?

- Super Bowl Run
- Giving Driving Directions
- Smelling The Roses
- Building A Play Set

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SUPER BOWL RUN - SALSA

Green bought and placed the food containers in appropriate serving dishes on the table three days ago. If they should miss salsa, they will delegate someone to go get the salsa and give them instructions and a deadline.

Blue will have made a list and have all the items in the grocery sacks; if they need salsa they will run to Publix, walk straight to the item, buy the brand they prefer, and return home in 5 minutes.

Yellow never made a list but perceived from the party theme what might be needed. When the party begins, and if salsa is missing, they will just create their own concoction.

Red called everyone to see what they wanted to eat. If salsa is missing, they will run to the store (get two brands); they will then talk to the cashier for 15 minutes and other friends in the parking lot for 20 minutes. They arrive home at half-time.

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DRIVING DIRECTIONS

Green will pull up the directions on Goggle Maps, send it to them via text and then proceed to tell them how to navigate the route.

Yellow will ponder the question, see if there is a faster or easier way to the destination, provide several alternatives, and while mentioning the fifth alternative way, the person drives off.

Blue will ask specifically where they want to go to be sure they know what they are talking about, consider all problematic traffic conditions, tell them how to get there, and never think of them again.

Red will start to give directions, find out they both have a passion for fly fishing, and invite the person home for dinner. They will invite them to spend the night. Prior to sending them on their way the next morning, they will make a care package for their drive.

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SMELL THE ROSES

Yellow will be the first one to notice the roses.

Green will have rose scented air freshener since it is much more convenient.

Blue will say “Smell the roses? What roses?”

Red will want everyone to stop and smell the roses together.

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BUILDING A PLAY SET

Green will buy a prepackaged swing, count all the pieces, read all instructions before starting to build, and if a washer is left over – take the set apart to find out where it goes.

Blue will pour all pieces out, toss instructions aside, look at the picture on the front of the box to build the swing set, and get it done now.

Yellow will walk outside, inadvertently see a tree, think about what a tree fort could mean for the children, and create a fort from scratch.

Red will create a block party, invite all their friends to the party – and later mention they are there to build a swing set, and it might not get done.

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Embracing Diverse Personalities

When everyone is thinking alike, there's not a whole lot of thinking going on!

A heterogeneous group can be challenging to work with because of its diversity.

Yet, all group members need to learn to appreciate their differences and work together.

If we are not confident in ourselves, we cannot engage with others honestly.
 Confidence in who we are will allow others to be themselves.
 Appreciation of diverse personalities allows success.

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