

Anita Reed Seminars

120 Granite Peak Cove, Suite 100
Georgetown, Texas 78633
Voice • 512.863.6856
E-mail – AREedDal@aol.com
Web site – www.AnitaReed.com

The following are the color descriptions:

RED

- Appears to be direct, to the point, concerned with results and action-oriented.
- Focuses on the bottom-line.
- Recognized as a high achiever – the RED will get it done.
- Sees the big picture – visionary and wants everyone to catch up quickly.
- Tends to be a workaholic - if in the right environment they will make a lot of money.
- Usually on time – don't make them wait too long.
- Prefers to never stand in line at show or restaurant.
- Doesn't stop to smell the flowers, they walk quickly past the flowers.
- Receives speeding tickets...remember they are always in a hurry!
- Continually in a hurry...their wallet may be disorganized...money rolled up with old receipts. They find money in their pockets.
- Balancing their checkbook consists of calling the bank's 800# and listening to their last ten checks and deposits...if it "sounds" good...it's balanced for a RED.
- Enjoys participating in individual sports -- golf, fishing, tennis, runs marathons.
- Winning is the name of the game.
- Appears to enjoy recognition with trophies, awards, certifications – check out their office/home bookcases!
- Speaks very direct, short with words. When a loved one asks, "Do you love me?" Response is, "I married you didn't I?" or "Yes I love you...now that should be good enough for a whole year."
- Watch how impatient the RED becomes on a bus tour (if you can get them on the bus).

Attitude: Yes, I'll do it.

Assembling: Dumps pieces on floor and assembles as best they can without reading instructions. Will look at picture on the box for how it should look when completed. Last resort...reads instructions! If there are a few pieces left over they will toss them out and never look back. It works!

Mode of transportation: Prefer a small sports car. And there's a good chance it will be painted red.

Irritated by: *Indecisiveness, less than excellence*

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YELLOW

- Outgoing, expressive, always has a compliment for others.
- Extremely friendly, last to leave a social event to spend a lot of contact time with others.
- Develops a rapport with all, will listen to your problems with interest.
- Will talk, and talk, and talk...even to folks they have just met.
- Never meets a stranger. Even in the grocery store, they will strike up a conversation with anyone in line.
- Always fun and dynamic to be around.
- When friends suggest going out to dinner...YELLOW will want to call Bill, Mary, etc...the more people, the more fun they have.
- Drive a YELLOW person crazy by putting them in a cubicle in front of a computer all day. They will be desperate to talk to anyone who approaches their desk.
- Tends to be extravagant...even when they don't have the money.
- Is the optimist of the world. Known as team builders, cheerleaders. If they aren't successful, they will try harder!
- What happened yesterday...was yesterday, this is a new day.
- Doesn't have a rear view mirror...always thinking forward to new possibilities.
- Likes group sports...basketball, volleyball, croquet, etc...the more the merrier! Let's play together.
- Instead of trophies, let's buy t-shirts and look like a team.
- More concerned about matching the right job personality and individual personality.
- Great in the sales field, dealing with others, rarely gets discouraged. Will overcome the obstacle to get results.

Attitude: Life must be fun! The more, the merrier.

Assembling: Invite friends, provide drinks and snacks and we'll have a party. YELLOW socialize while putting the object together.

Mode of transportation: Large 4-door vehicle (van, 3-row SUV) so everyone can go with them.

Irritated by: *Routine and mundane*

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BLUE

- Creativity is the name of their game.
- Hardest color to spot, most misunderstood of all personalities due to sensitivity to others.
- Has a very sincere style about them, very caring, loyal, and understanding.
- Open-minded, may deviate from the norm, very creative...musicians, poets, carpenters, plumbers, painters, architects.
- Will think of the whole group when making decisions.
- Goal in life isn't necessarily to make a lot of money but the joy of using their creativity.
- May come across as distant and aloof...more of an introvert but in many instances has the best ideas and isn't provided an environment where they believe others want to hear from them.
- May avoid or withdraw when criticized.
- They might have five close friends, but their friends never have to question how they feel about them. They are very loyal.
- Enjoys life, the sunset, sunrise, and the flowers along the way.
- May get teary-eyed at movies, parades, weddings. The RED says, "It's only a movie." BLUE will show their emotions at the event.
- May get offended by others due to their sensitivity.
- Will spend significant amount of time buying that special gift for friends.
- Will write a poem or possibly sing at someone's birthday. Will make it a special occasion.
- Loves being outside camping, fishing, enjoying the fresh air.

Attitude: Please understand me; I will take time to understand you.

Assembling: Will build or create their project. Their creativity excels in design and development.

Mode of transportation: Jeep, Bronco, pickup or any vehicle to accommodate their outdoor lifestyle.

Irritated by: *Insensitivity and impatience*

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GREEN

- Has an organized style, likes to be in control, and loves detail.
- Accuracy and preparation are important attributes.
- You will find them as auditors, attorneys, and accountants. If a homemaker, the home is immaculate...everything has its place. Spices in the kitchen will be in alphabetical order.
- Garage is immaculate ...broom here, rake here, lawn mower here...everything has its place.
- When a project is completed, it is done right because the GREEN has analyzed and questioned it many times.
- If someone borrows something, the GREEN will remember the condition it was in and will look at the condition when returned. Will likely want to know when they can expect it to be returned.
- Claim ownership with personal items...name taped on stapler, pencils, books, etc.
- Neat and orderly desk...again, everything has its place!
- Will reconcile their checkbook regularly by using the statement to ensure the bank hasn't made a mistake.
- Their wallet is extremely organized...all denominations are in order and facing the same direction.
- They save many items others would throw away with the intention of saving it for future uses...even if they don't know what that use might be!

Attitude: Place for everything, everything in its place. A GREEN can keep up with their things, why can't you keep up with yours?

Assembling: Open the box staple by staple, because they may need to return it if there is a piece missing...or they save the box for future use. They will thoroughly read directions, count every screw, nut and bolt, then proceed by checking off each step when completed. Once the GREEN has completed the project you can bet it is done properly.

Mode of transportation: A practical car with few accessories...more of a generic version. To a GREEN, more gadgets means more repairs in the future. And they believe in paying cash for a car and not have a car payment. Very conservative in their spending.

Irritated by: *Surprises and disruptions to routine*

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NOTE: If someone should disagree with their score:

1. After the session, have the individual circle ALL THE WORDS they feel describe them. This will change the score and could reflect how they see themselves.
2. If they still don't agree, then they need to ask themselves, "Why am I circling the words that don't agree with how I see myself?"
3. The color and the word are accurate. As facilitators, we can't control how they answer the profile and remember THEY are the one selecting the word/phrase.

Key (Business) Characteristics, per Color:

Red: Assertive, competitive, bottom-line, no excuses. Direct, frank, concise in speech. Action-oriented, want to get it done and move on to the next thing. Don't want to waste time on the details. Dislike waiting.

How to deal with them: Be quick, be efficient, get to the point, skip the details, get it done.

Yellow: Social, friendly, prefers groups and teams, oversees that everyone on the team bonds; helpful, positive and generous, explains everything. Includes everyone, wants to know their thoughts, good tension diffusers/negotiators, will take a gamble on people.

How to deal with them: Be positive and upbeat, show them the value of your idea, appeal to their team sense. Share everyone's input with them.

Blue: Self-effacing, but very sensitive. Creative, caring, thoughtful, quiet, easily hurt, cautious, can be in their own world. They seek tranquility.

How to deal with them: Be gentle instead of demanding, solicit and listen to their opinions, praise their contributions.

Green: Highly energized, very detailed, logical, precise, have lists for everything. Conservative, cost conscious, potentially obsessive, usually correct, have high expectations of everyone.

How to deal with them: Do your homework first, have all your facts together, neatly and logically organized.

Understanding Yourself and Others Personality Profile

Relationship Oriented

BLUE <i>Empathizer</i>	YELLOW <i>Energizer</i>
GREEN <i>Organizer</i>	RED <i>Action/Task</i>

Indirect

Direct

Task Oriented