



Cool Blue



Earth Green



Sunshine Yellow



Fiery Red

Personality preference	Indirect Non-Emotive	Indirect Emotive	Direct Emotive	Direct Non-Emotive
Jung equivalent	Introverted Thinking	Introverted Feeling	Extraverted Feeling	Extraverted Thinking
Appears	- Formal - Conservative	- Casual - Conforming	- Fashionable - Stylish	- Businesslike - Functional
Work preferences	- Structured - Organised - Functional - Formal	- Personal - Relaxed - Friendly - Informal	- Stimulating - Personal - Cluttered - Friendly	- Busy - Formal - Efficient - Structured
Style	Slow/Systematic	Slow/Easy	Fast/Spontaneous	Fast/Decisive
Focus	The Task: the Process	Maintaining relationships	Interacting/ Relationships	The Task: the results
Fears	Embarrassment	Confrontation	Loss of prestige	Loss of control
Under tension will	Withdraw/Avoid	Submit/ Acquiesce	Attack/ Be sarcastic	Dictate/Assert
Likes	Accuracy	Attention	Recognition	Productivity
Is concerned with	- How they justify the purchase logically - How it works	How it will affect their personal circumstances	- How it enhances their status - Who else uses it	- What it does - By when - What it costs
Seeks security in	Preparation	Close relationships	Flexibility	Control
Wants to maintain	Credibility	Relationships	Status	Success
Help support	Analysis	Warmth	Relationship	Objectives
Seeks to achieve acceptance through:	- Correctness - Thoroughness	- Conforming - Loyalty	- Playfulness - Stimulating the environment	- Leadership - Competitiveness
Likes you to be:	Precise	Pleasant	Outgoing	Brief
Wants to be:	Correct	Liked	Admired	In control
Is irritated by:	- Surprises - Unpredictability	- Insensitivity - Impatience	- Boredom - Routine	- Inefficiency - Indecision
Measures personal worth by:	- Precision - Accuracy - Activity	- Compatibility with others - Depth of one to one relationship	- Recognition - Applause - Compliments	- Results - Track record - Measurable progress
Decisions are:	Paced and deliberate	Considered	Spontaneous	Quick and decisive