

HOW COLORS SPEAK

BLUE

In conversations with others, Blues:
Love to talk
Tend to be direct and honest
Talk about how they feel
Voice appreciation to others
Avoid issues that might end in conflict
Are verbally expressive and outgoing
Ramble and get off the subject
Are willing to talk about anything and everything
Prefer dealing with people concerns, not facts
Are very sympathetic
Pay attention to nonverbal communication
Personalize the situation
Try to be helpful

ORANGE

In conversations with others, Oranges:
Say just the right thing
Use language as a tool to make their point
Dominate what is being said
Cut in on others
Get right to the point
Make decisions quickly
Want to know what has been done already
Want to get on with things
Want to limit the conversations to the basics
Argue for argument sake
Create energy and excitement
Focus on results

GREEN

In conversations with others, Greens:
Tend to rely on the facts
Ask many questions
Say things only once
Avoid small talk
Take a long time to make up their mind
Argue both sides of an issue
Use large vocabulary
Wander from idea to idea
Take a logical approach
Worry they are not understood
State things in overly technical terms
Are unaware of nonverbal cues
Appear to be indecisive

GOLD

In conversations with others, Golds:
Use clear and precise language
Get right to the point
Reach conclusions quickly
Do not want to get sidetracked
Want to keep the conversation in order
Want to follow an agenda or plan
Establish goals for follow-up
Focus on things that need to be done
Talk about responsibilities
Talk about fulfilling duties
Focus on how efficient things are
Cut the small talk

HOW TO SPEAK TO COLORS

BLUE

In order to speak to a blue in a way they will understand, you should:

- Relate what you are saying to feelings
- Avoid open criticism
- Put peoples needs ahead of procedures
- Use references to how it will help others
- Be honest and genuine
- Refrain from relying on facts to make your point
- Leave room for input and questions
- Ask the person how they feel about the issue
- Reassure them through body language
- Keep your promises
- Recognize their creativity
- Talk about the importance of enthusiasm

ORANGE

In order to speak to an orange in a way they will understand, you should:

- Cut to the heart of a problem
- Give them the straight stuff
- Talk about how to do things
- Use references to past experiences
- Be honest
- Be bold and say what is on your mind
- Keep the conversation lively
- Talk about getting things done now
- Praise them for the things they do
- Focus on action
- Talk about results
- Talk about how they can get things done

GREEN

In order to speak to a green in a way they will understand, you should:

- Use clear and precise language
- Use logic in support of your decision
- Get right to the point
- Use proven references and facts
- Be honest
- Be willing to debate issues without emotion
- Keep the conversation relevant
- Ask meaningful questions
- Talk about actual data/accomplishments
- Show sincere appreciation for their ideas
- Talk about possibilities
- Avoid talking about feelings

GOLD

In order to speak to a gold in a way they will understand, you should:

- Use clear and precise language
- Give straightforward direction
- Get right to the point
- Use references to the past and tradition
- Be honest
- Not get sidetracked
- Keep the conversation in order
- Follow and agenda or plan
- Talk about actual accomplishments
- Show sincere appreciation for what they do
- Talk about responsibilities
- Talk about how they can keep things going