

Color your World

A Presentation on True Color Theory

9 AM - May 06, 2024
McBride Memorial Library, Berwick,
PA



Columbia County
PLACEMAKING INITIATIVE





About This Project

- Rural Placemaking Innovation Challenge
- Columbia County Placemaking Plan
- Implementation Support through September 2024



Hailstone
ECONOMIC



Columbia County
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Introductions



Not about You?



Today's Objectives:

- ***To Discover:***
 - Your personality temperament or traits.
 - How those traits interact with other personalities.



Why Use Color Theory?

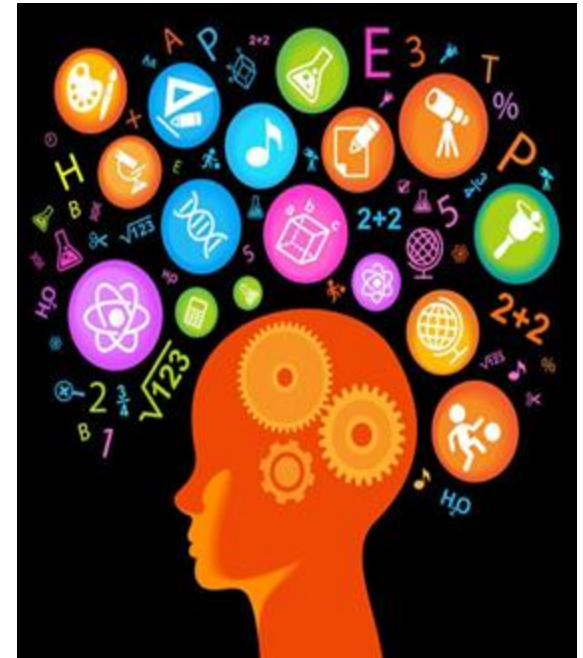


- To help us develop emotional intelligence for effective interactions with others.

Personality Conflicts



85% personality conflict



15% technical expertise

About the Theory

- **True Colors**
 - 1978 – Don Lowry
- **Color Code personality Profile**
 - 1987 - Dr. Taylor Hartman
- **6 Personality Color Hexad**
 - 1988 , Dawn Billings



The Color Profile System

- Each color represents a collection of traits - strengths - weaknesses.
- Personality is not “black or white”.
- The system identifies a key color profile, but understands that the total person is a combination of the color scheme.
- Your personalities are a kaleido



Pictures

(view each card as one complete picture)

- **Find the card that best portrays you - set it aside as your #1 card.**
- Second, select the card that is least like you – set it aside as your #4 card.
- **Then, arrange the other two cards (order them 2 and 3),**
- Finally, arrange cards so they are stacked most to least like you, ordering 1 – 4; most to least like you.

Read the “I AM” Descriptions:

- **Read the descriptions - all of them - all the way through.**
- Go back and number them - like the picture cards, most like you (1) to least like you (4).

When your done - go to “Word Sort”

Word Sort -- Score Card:

- Consider the word groupings **ACROSS** rows. --- Ranking each group in each row 1-4 (again, 1 most like - 4 least like).
- **Return to picture cards, look at the bottom left corner - and record your number order onto the sheet under the corresponding color on the scoring sheet.** (When you are done – please set cards aside to be returned to me.)
- Now, do the same with the “I AM” sheets.

decoding

- lu = blue
- rn = green
- ld = gold
- rg = orange

What the Numbers Mean

- Lowest number shows your primary or brightest color.
- The highest number represents the color least like you.
- You have now discovered:
 - your true **color spectrum**
 - understand the whole spectrum not just the brightest color describing you

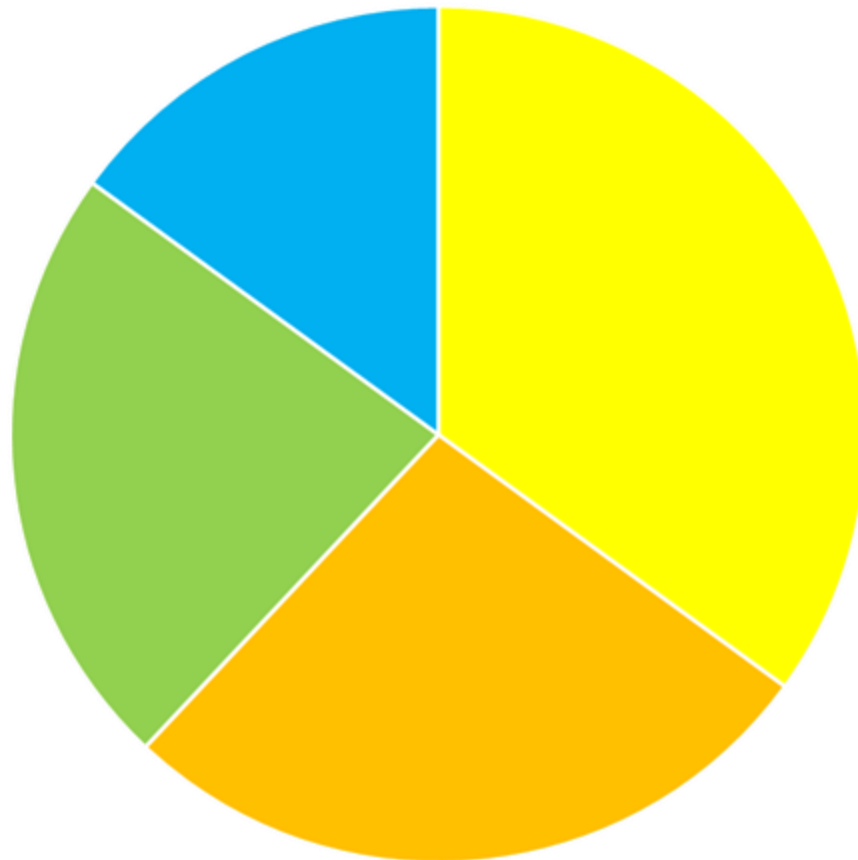
Find Out What Your “Color” Means

- Find your primary color sheet - and read the characteristics.
- Then take time to read about the other colors, in the order you ranked them on your scoring sheet.
- The closer your numbers, the more your spectrum relates to the next color -- will have other elements of those characteristics as well.

Curious How it Compares to Myers-Briggs?

True Colors	Myers-Briggs
Blue	ENFJ, INFJ, ENFP, INFP
Gold	ESTJ, ISTJ, ESFJ, ISFJ
Green	ENTJ, INTJ, ENTP, INTP
Orange	ESTP, ISTP, ESFP, ISFP

Frequency of Colors in the Global Population



35% Gold

- Structure Oriented

27% Orange

- Impulse Oriented

23% Green

- Cognitive Oriented

15% Blue

- Relationship Oriented

Your Primary is BLUE:

Relationship Oriented

- Group includes visionaries.
- Make efforts to see everyone's point of view... sometimes this makes getting task done difficult.
- Will talk together a lot and have fun.
- It maybe not so much about the task as it is about meeting others needs.



Your Primary is GOLD:

Structured Oriented

- Need directive leadership.
- “Just tell me what to do, and I’ll do it.”
- Think of themselves as “right”.
- Spend a lot of time on creating structure. ...Then they fill in the spaces.
- Spend 80% on planning - 20% on product.



Your Primary is GREEN:

Cognitive Oriented



- “When it’s done, it’s done! ... until I have new information, then I’ll re-design it.”
- Talks in terms of things evolving.
- They spend time on the construct (patterns, ways) of presentation.
- Will work intently, intellectualizing most of their conversation.

Your Primary is ORANGE:

Impulse Oriented



- “If it feels right, it is”.
- Works quickly with lots of laughter.
- It is a “shoot from the hip” approach.
- Will try out ideas in “draft” and fix it later.
- They are usually finished first and ready to get on to something else.

Let's Take a Break!



Building Rapport with BLUE

Essential:	<ul style="list-style-type: none">• Be personal and interactive.
Key to communication :	<ul style="list-style-type: none">• Talk to them about personal issues, relationships, and people.
Targeting Communication:	<ul style="list-style-type: none">• Will the topic make people feel cooperative – enhance their self-esteem – nurture & bring out the best in people?
Tone and Approach:	<ul style="list-style-type: none">• Create a feeling of warmth between you. Wants you to see they can impact people & can make a difference.
Responds to:	<ul style="list-style-type: none">• Listening, showing appreciation, showing emotions.

Building Rapport with Gold

Essential:	<ul style="list-style-type: none">• Be to the point, factual, be professional.
Key to communication :	<ul style="list-style-type: none">• They like to talk about: what has worked before, past approaches, bottom line.
Targeting Communication:	<ul style="list-style-type: none">• Present just the facts - is your presentation to the point, but caring - have specific advice to offer.
Tone and Approach:	<ul style="list-style-type: none">• Has to believe you know what you are doing - provide referrals, references. Clearly stated benefits. Feeling of status, respect.
Responds to:	<ul style="list-style-type: none">• Formality, respect, with economic considerations.

Building Rapport with Green

Essential:	<ul style="list-style-type: none">• be theory based - models - be intellectually sound.
Key to communication :	<ul style="list-style-type: none">• Likes to talk about: concepts, ideas, future plans, logical ways to solve problems.
Targeting Communication:	<ul style="list-style-type: none">• Does it fit their vision, is it inventive, can it be expanded or lead to new ideas, does the theory make sense, does it have an understandable model.
Tone and Approach:	<ul style="list-style-type: none">• Problem solving, innovation, spring board ideas, willingness to try new ideas.
Responds to:	<ul style="list-style-type: none">• Debating - wants questions and answers. Needs to respect you before trusting you.

Building Rapport with Orange

Essential:	<ul style="list-style-type: none">• Be active, provide benefits quickly.
Key to communication :	<ul style="list-style-type: none">• Functional, clever, like to talk about: experiences, stories, new ways to do things, and hobbies.
Targeting Communication:	<ul style="list-style-type: none">• Looks for immediate payoff. Is the information immediate and useful? Will it meet their goals and needs.
Tone and Approach:	<ul style="list-style-type: none">• Strong impact, immediate, outcomes that are clear and energizing.
Responds to:	<ul style="list-style-type: none">• Being flip, seems uncaring. May talk only a little in the beginning.• Excited-interested after you prove you can help.

What is the Takeaway from This?

- Are personality profiles useful ... because there are soooo many of them?

Short answer ...

- Yes – they act as indicators for personal understanding of ourselves and others.
- Can give us clues/insights on how to enhance our interactions with others.

So which one is right?

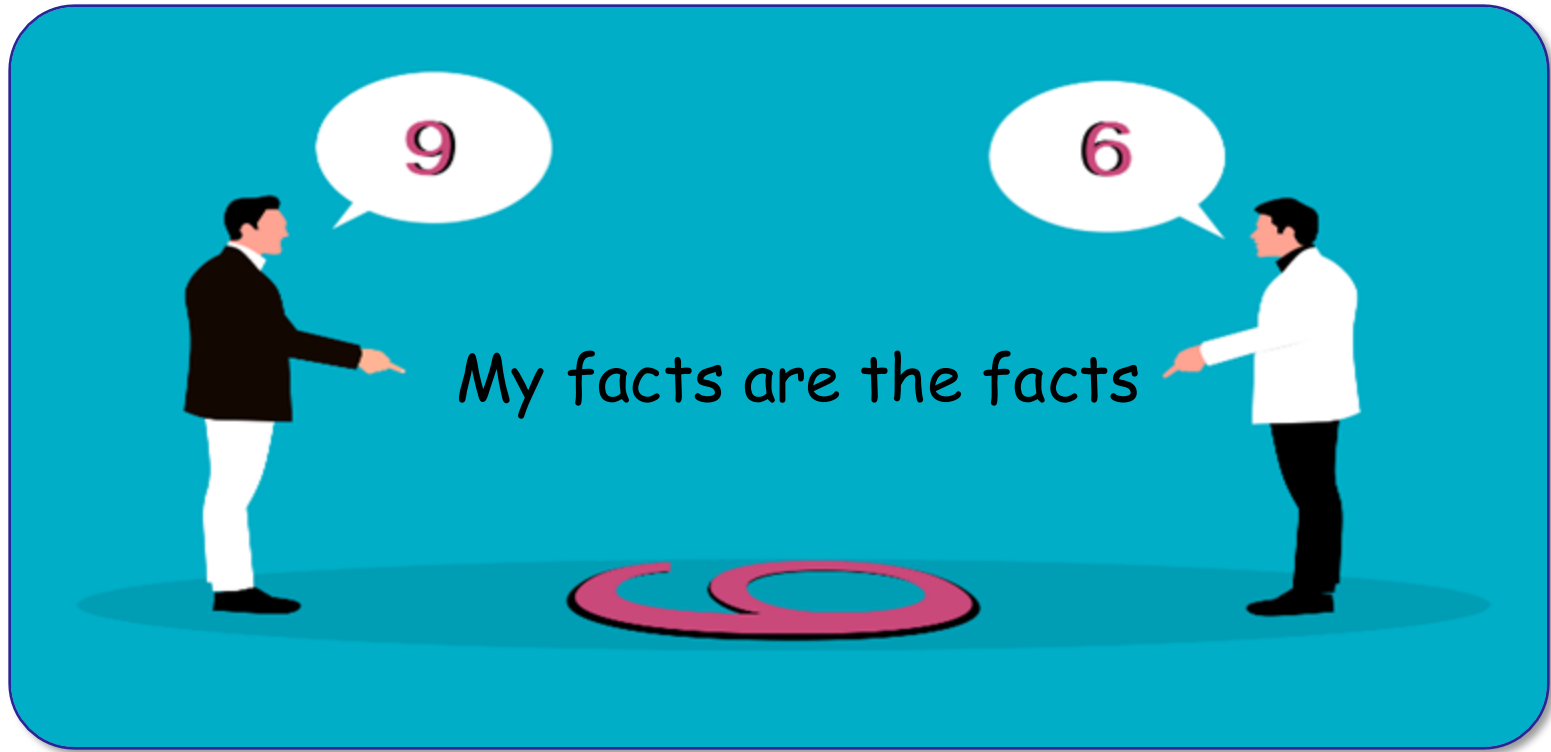
Which one do I give more weight?

- Myers Briggs?
- DISC profile?
- Color Personality?
- Keirsey Temperament sorter?

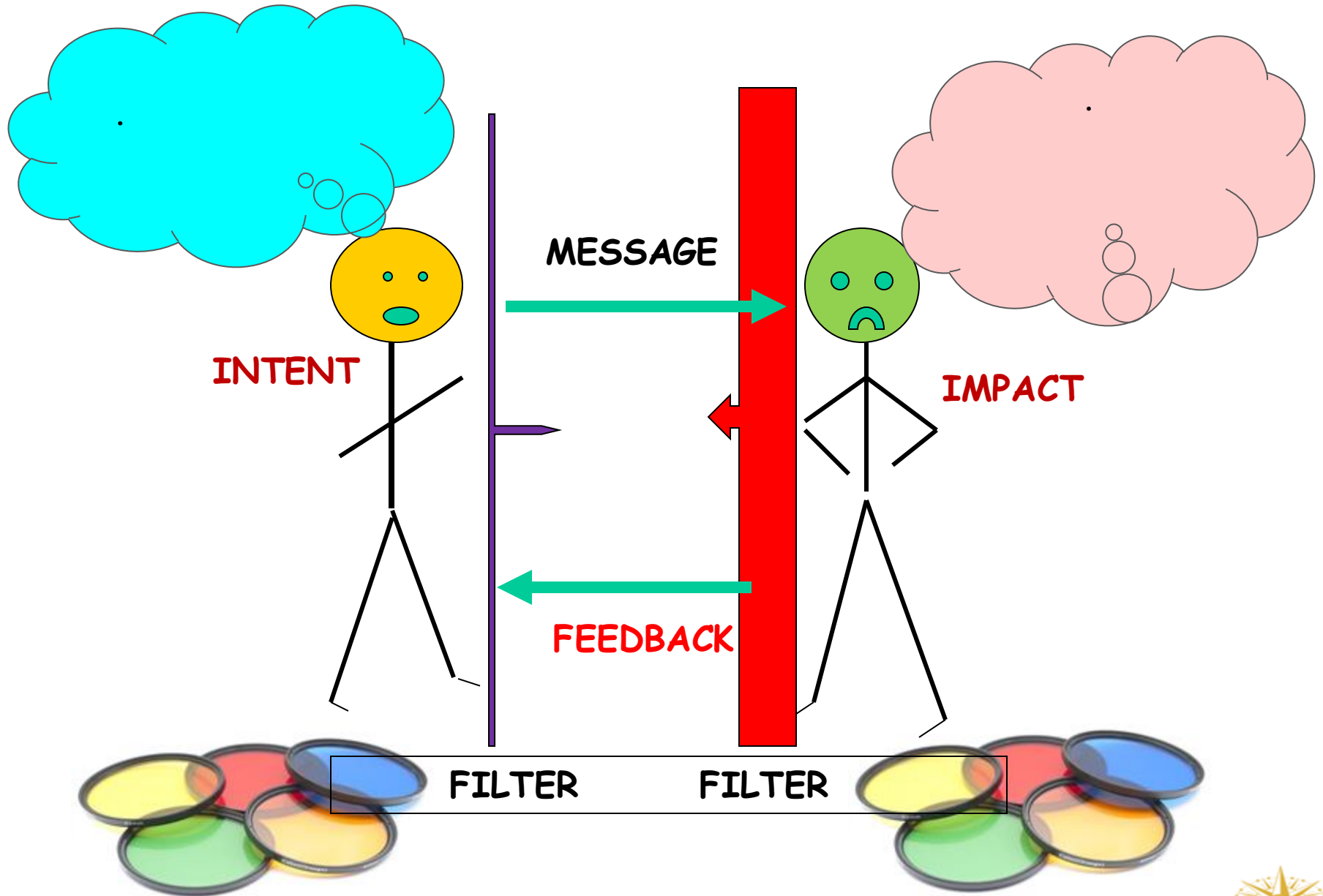


Use all of them, NOT just one, and they are all good TOOLS for you to use!

Viewing Facts Differently



Why can we use the same facts and still argue over them?



The Two Women and the Orange

- Read the story in your folder
 - (Two Women and the Orange)



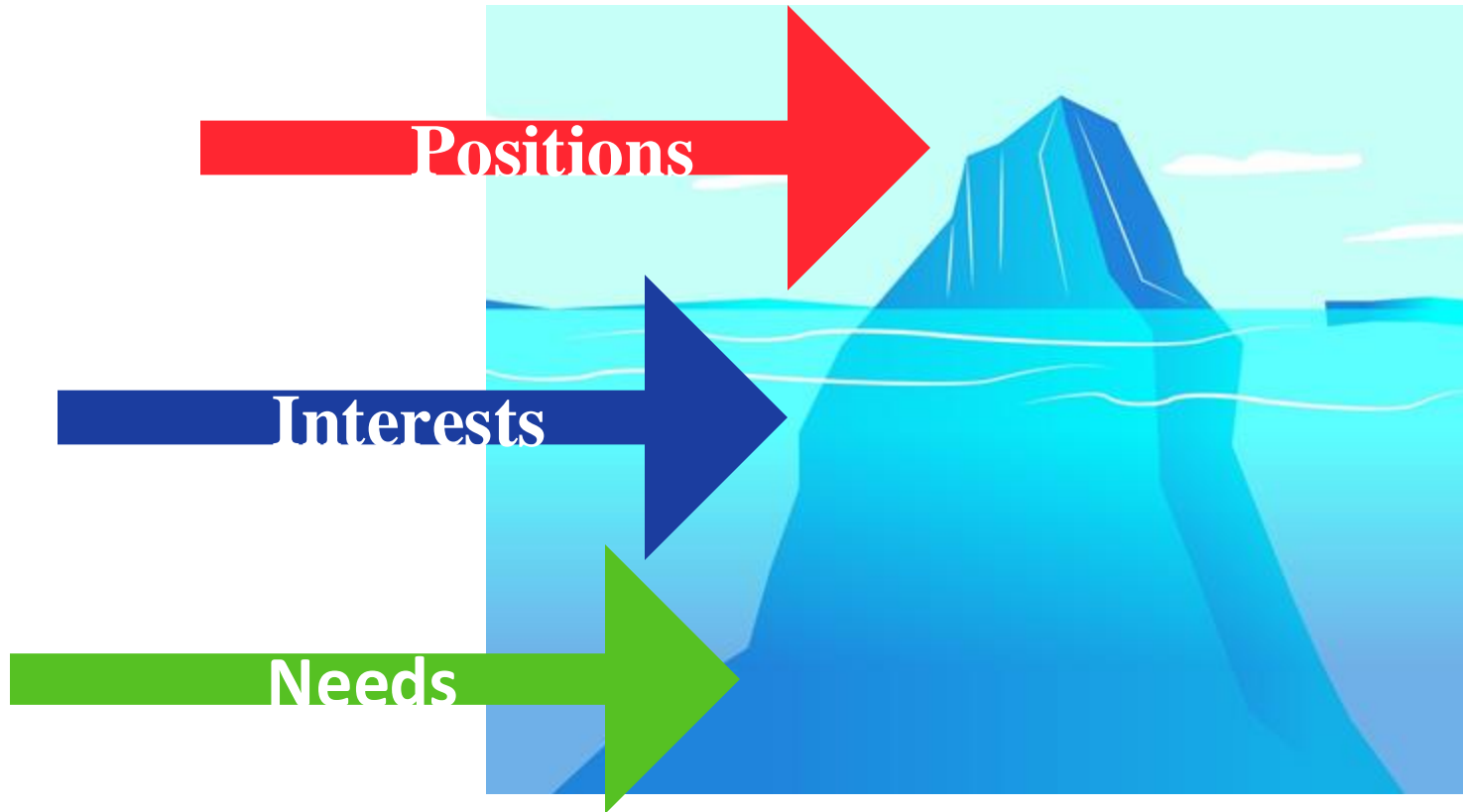
Debrief



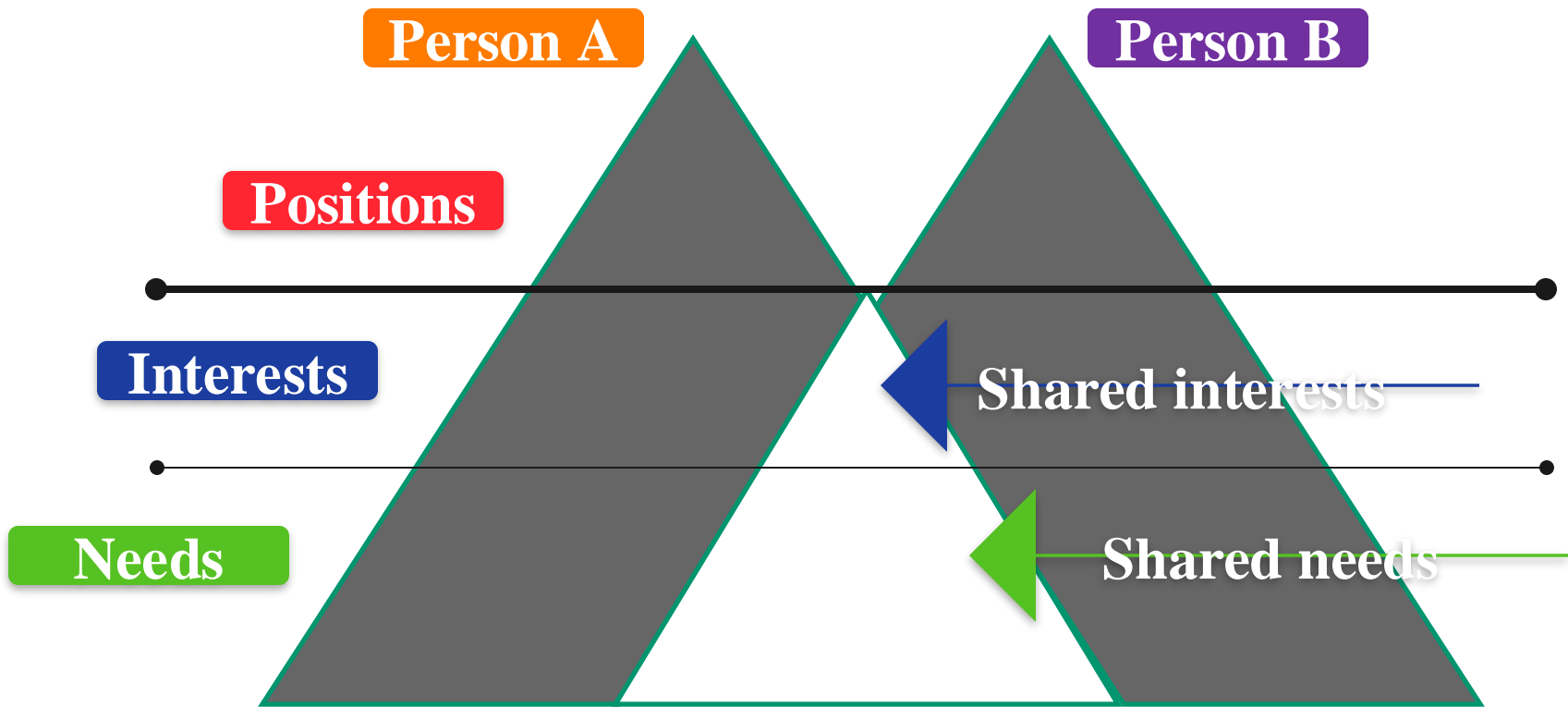
Let's Discuss:

- What is the moral of the story?
- What could the village chief have done to achieve a better solution?
- What are some other takeaways from this story?

Positions vs. Needs



Shared Interests and Needs





Divide into pairs.



Debrief



Blindfolded Directions



Provide instructions to your blindfolded partner so they “Draw a House”.

- Cannot say: Draw a house
- Cannot say: Draw windows
- Cannot say: Draw a door



Change partners – help your blindfolded partner “Draw a CAR”

- Cannot say: draw a CAR
- Cannot say: It’s a mode of transportation – or you DRIVE this.
- Cannot say: Draw wheels, etc.

Debrief



Questions



Call to Action

- Start with understanding the person coming to interaction with you, may have a different world view than you.





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