

## Exploring personality through colour coding

Based on the two axes defined by Carl Jung (introvert/extravert and thinking/feeling), *Insights Discovery* has defined 'the four colours of Insights Discovery', which are shown overleaf. Each colour has its own strengths and weaknesses.

**Red** are the extravert thinkers. Their strengths are thinking objectively, being able to separate tasks from the person, and they are competitive. Their motto is: 'Let's do it now' and on a good day, red people are determined to achieve results. They are good at managing a team based on instruction.

Stress situations for red people arise due to a lack of focus or when it takes a while before a decision is made. When red people experience stress, they get impatient, annoyed or even aggressive.

It is important to give them control when this happens by taking a decision (or even let them take it) or call a time out.

**Yellow** people are the extravert feelers. Compared to red people, they are more personally involved in the decisions they take and are good in motivating others. Their motto is: 'Let's do it together' and on a good day they know how to motivate others with their enthusiasm.

Yellow people experience stress when they are restricted in their flexibility, when there is no interaction or the possibility to have fun. Yellow people respond to stress by being over-responsive, or by trying to push their idea through with many arguments.

To get out of this situation, yellow people need to get space to move or to save face; or you can simply distract them by changing the topic.

**Green** people are the introvert feelers. They thrive in an informal setting and they are the colleagues that make sure relationships between team members are ok. Their motto is: 'Let's do it with care' and on a good day they are patient, relaxed, encouraging and like to share information.

Green people experience stress when people are treated unfairly, when values are at stake or when they are under time pressure. They respond to stress by being stubborn, resistant or by retreating from the conversation.

To help green people get out of the stressful situation you need to bring back the interpersonal trust using personal contact.

**Blue** people, the fourth and final personality type, are the task oriented introvert thinkers. They are strong in following processes and standards, and are usually strong in analytics, having an eye for the details. Their motto is: 'Let's do it correctly' and on a good day blue people are formal, precise, careful and ask a lot of questions.

Blue people experience stress when they think bad work is going to be delivered, information is missing or when tasks are being rushed. They respond to this stress by keeping on asking more questions, what can lead to discussions about a lot of minor details.

To help a blue person get out of the stressful situation, it is important to ask him or her for advice, and offer emotional support.

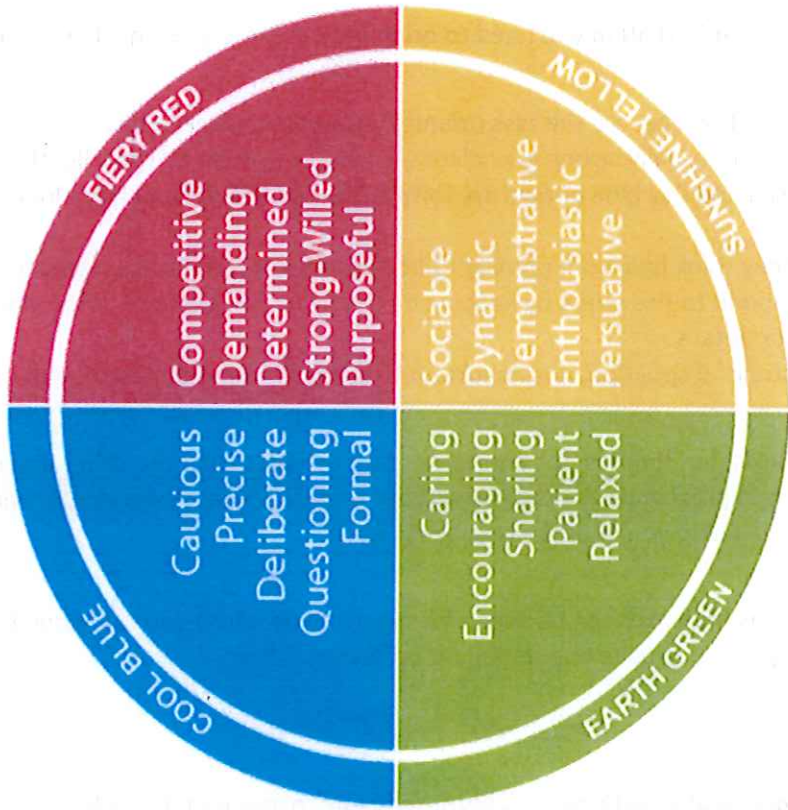
The best thing about these four colours is that **there is not one colour that is better than the other** and the best teams even have **all** of the colours represented. Knowing what your preferred way of working is, and the preferred way of your colleagues, can help you improve your team work.

Most people are **not** 100% one colour, as both axes can be seen as a spectrum on which you can move from one end to the other. However, most people do have one dominant preferred colour.

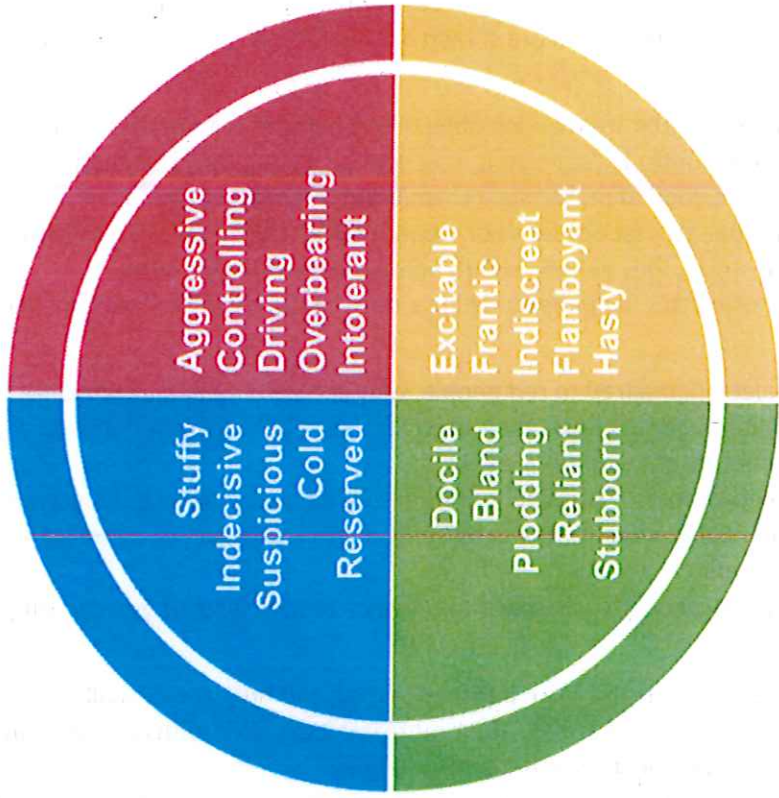
*For more information go to:*

<https://www.mudamasters.com/en/personal-growth-personality/insights-discovery-part-1-4-colors>

<https://www.insights.com/564/insights-discovery.html>



**On a good day**



**On a bad day**