At the end of a Real Colors session, participants will be able to:

• Recognize your own strengths and the strengths of others
• Build rapport quickly with clients, peers, family, and students
• Listen and speak in the language of other colors
• Understand how others process information
• Recognize the learning styles of others
• Modify your communication style to connect with others
The Agenda

Introductions / Icebreaker
Theory and History of Real Colors
Colorizing and Scoring
Brightening Exercise
Resources / Conclusion
Introductions/Icebreaker
Can We All Agree?

• To remain present and open-minded
• To participate at your highest level
• To turn off distractions
• To have fun and learn at the same time
• Learning about ourselves

• Learning about others

• Learning how to communicate more effectively

• NOT color bashing

• NOT stereotyping

• NOT putting you in a box or labeling
Theory and History of Real Colors
For centuries, people have searched for a convenient way to peek into the human mind. The Greek philosopher, scientist and physician, Hippocrates, wrote over twenty-three hundred years ago that all human beings could be divided into four distinct personality types. Evidence exists that a similar understanding of human nature may have existed among the ancient Egyptians.

In the early part of the 20th century, researchers such as Jung, Adickes, Kretschmer, Adler and Spranger rediscovered this philosophy. Jung and his colleagues developed their own rationale and names for the four personality types, but each closely corresponded with those identified by Hippocrates.

Personality theory was almost completely eclipsed by behavioral psychology during the 1930s and 1940s. It remained in obscurity until the 1950s, when Isabel Myers and Katharine Briggs used the work of Jung as the basis for the Myers-Briggs Type Indicator®. Their instrument gave personality type theory international recognition and acceptance. During this same period, David Keirsey developed his concept of temperament theory.

Temperament theory is a methodology for helping people understand human behavior. It helps people recognize, accept and learn to value the differences in others. It is a tool to increase understanding, empathy and communication.

In recent years, different approaches have attempted to make temperament theories accessible and useful beyond the domain of psychologist and specialists. This is the strength and power of Real Colors. It is an exciting, practical and enjoyable tool that brings temperament theory into real-life applications.
The Theory

**Hippocrates – 400 BC**
4 Character Types
Sanguine, Choleric, Phlegmatic, Melancholic

**Carl Jung – 1920s**
4 Psychological Types
Thinking, Feeling, Sensation, Intuition

**Isabel Myers/Katharine Briggs – 1950s**
16 Personality Type Indicators
ESTJ, ESTP, ENFJ, ENTJ, etc.

**Dr. David Keirsey – 1970s**
4 Temperaments
Guardian, Artisan, Idealist, Rational

**Real Colors – 1990s**
4 Temperament Colors
GOLD, BLUE, GREEN, ORANGE
Colorizing and Scoring
The Real Colors Instrument

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Recommendations for an Accurate Assessment:

• Answer the questions honestly
• Don’t answer with how you think you should respond
• Don’t answer with how you think you are perceived
### Cards – Pictures Scoring

<table>
<thead>
<tr>
<th></th>
<th>Blue</th>
<th>Gold</th>
<th>Green</th>
<th>Orange</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cards – Pictures</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

4 = Looks most like you
3 = Next looks most like you
2 = Next looks like you
1 = Looks least like you
Cards – Text Scoring

4 = Sounds most like you
3 = Next sounds most like you
2 = Next sounds like you
1 = Sounds least like you

Blue | Gold | Green | Orange
---|---|---|---
Cards – Pictures

Blue | Gold | Green | Orange
---|---|---|---
Cards – Text

C: D: B: A:

Total
The Color Survey

Color Survey

**INSTRUCTIONS:** Below are 10 incomplete sentences that describe people. Each sentence has two possible endings. Give four points to the phrase that is "most like you," three points to the phrase that is "next most like you," two points to the first phrase, and one point to the phrase that is "least like you.

Evaluate this page from your own perspective, not as you think others perceive you, or as you want to be perceived.

1. I like to:
   - Make quick decisions and impact people around me
   - Think about questions people usually don't ask and develop solutions
   - Show empathy for the needs of others
   - Have others depend on me

2. The best way for someone to show me they love me is:
   - To surprise me with something.
   - To allow me to be myself.
   - To spend time with me, talking, listening and sharing feelings.
   - To do the same things I've asked them to do.

3. In a relationship, I like to provide:
   - Encouragement and variety
   - Objectivity and independence
   - Love and compassion
   - Stability and security

4. I like to:
   - Be impulsive and act freely
   - Provide competent, intelligent input
   - Help maintain a sense of harmony and togetherness
   - Be responsible and dependable

---

Real Colors®

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The Color Survey

INSTRUCTIONS: Below are 10 incomplete sentences that describe people. Each sentence has four possible endings. Give four points to the phrase that is “most like you,” three points to the phrase that is “next most like you,” two points to the next phrase, and one point to the phrase that is “least like you.”

Remember to respond from your own personal perspective, not as you think others perceive you, or as you want to be perceived.

1. I like to:
   a. Make quick decisions and impact people around me
   b. Think about questions people usually don’t ask
   c. Show empathy for the needs of others
   d. Have others depend on me

2. The best way for someone to show they love me is:
   a. To surprise me with something
   b. To allow me to be myself
   c. To spend time with me, talking, listening and sharing feelings
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3. In a relationship, I like to provide:
   a. Enthusiasm and variety
   b. Objectivity and independence
   c. Love and compassion
   d. Stability and security

4. I like to:
   a. Be impulsive and act freely
   b. Provide competent, intelligent input
   c. Help maintain a sense of harmony and logicians
   d. Be responsible and dependable

5. The quality or strength I can be counted on to display is:
   a. Courage
   b. Intelligence
   c. Understanding
   d. Responsibility

6. When I look at things around me I seek:
   a. Excitement
   b. The reasons why/explanations
   c. Peace and harmony
   d. Order and structure

7. People who know me best would say I am:
   a. Excited and competitive
   b. Reserve and methodical
   c. Emotional and sensitive to feelings
   d. Dedicated and traditional

8. I have a great need (desired to be):
   a. Free and spontaneous
   b. Competent and logical
   c. Accepted and appreciated by others
   d. In control of my surroundings

9. When I am feeling discouraged, I most often:
   a. Become sad or blue
   b. Withdraw or become sarcastic
   c. Cry or feel sad
   d. Feel a lot of self-pity

10. In a social situation with friends or colleagues, I usually:
    a. Have fun and enjoy it
    b. Talk quickly with one or two people
    c. Make sure others are happy, accepted and having a good time
    d. Pitch in and do what is needed to ensure a successful event

Copy to page #3

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Scoring the Color Survey

<table>
<thead>
<tr>
<th></th>
<th>Blue</th>
<th>Gold</th>
<th>Green</th>
<th>Orange</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cards – Pictures</td>
<td>4</td>
<td>2</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Cards – Text</td>
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<td>2</td>
<td>1</td>
<td>4</td>
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= 100
# Color Spectrum

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<tr>
<th></th>
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<th>Green</th>
<th>Orange</th>
</tr>
</thead>
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<td>2</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td><strong>Cards – Text</strong></td>
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<td>2</td>
<td>1</td>
<td>4</td>
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<tr>
<td><strong>Color Survey</strong></td>
<td>C: 32</td>
<td>D: 27</td>
<td>B: 16</td>
<td>A: 25</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>39</td>
<td>31</td>
<td>18</td>
<td>32</td>
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</table>

= 120
## Primary/Secondary Colors

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<tr>
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<th>Blue</th>
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<th>Green</th>
<th>Orange</th>
</tr>
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</tr>
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<td><strong>Color Survey</strong></td>
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<td></td>
<td></td>
<td></td>
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<td>C:</td>
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</tr>
<tr>
<td>Total</td>
<td>39</td>
<td>31</td>
<td>18</td>
<td>32</td>
</tr>
</tbody>
</table>

**Primary Color**

**Secondary Color**
BREAK TIME!

TAKE A BREAK!

Continue with Your Assessment if Not Done
Did anyone have top 2 colors tie?
Did anyone have top 2 colors within 5 points?
Brightening Exercise
The Brightening Exercise

1.) Brainstorm the concepts/topics below. 2.) Create a visual aid that best represents your Primary Color.
1.) Brainstorm the concepts/topics below. 2.) Create a visual aid that best represents your Primary Color.

REPORT OUTS
VALUES
- Loyal
- Honest
- Trustworthy
- Service oriented
- Family
- Integrity
- Fairness
- High Expectations

STRENGTHS
- Punctual
- Hard Worker
- Organized
- Know and Follow the Rules
- Dependable
- Fair
- Reliable
- Thorough
- Consistent
- Saving Money
- Procedures

JOYS
- Accomplishments
- Mark things off the list
- Quality of work
- Get things done (outcomes vs. process)
- Serving others
- Praise/recognition (private is ok)
- Saving our favorite or best "taste" ("bite") for last

NEEDS
- Schedule
- Stability
- Direction
- The Bottom Line
- To Do List
- Respect
- Planning

STRENGTHS
- Dependable
- Organized
- Finish projects (on-time)
- Time mgmt.
- Structured
- Integrity

JOYS
- People to be dependable & reliable
- Follow through
- Deadlines
- For others not to drop the ball
- Order
- Calendars/planners
BLUE

LOYALTY
Attentive

Peace
Romance

fairness
tolerant

Understanding

HONESTY

loving

SINCERITY

communication

COOPERATIVE

PETS

pleasing others

FAITH

kind

Empathetic

needed

Friends

Supportive

Thoughtful

Nurturing Relationships

Selfless

Dependable

caring

Family

XXX

inclusive

compassionate

Creative
<table>
<thead>
<tr>
<th>VALUES</th>
<th>NEEDS</th>
<th>STRENGTHS</th>
<th>JOYS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Independence</td>
<td>Information</td>
<td>Curiosity</td>
<td>Challenge</td>
</tr>
<tr>
<td>Information</td>
<td>Time</td>
<td>Research Oriented</td>
<td>New Ideas</td>
</tr>
<tr>
<td>Credibility</td>
<td>Challenges</td>
<td>Logical</td>
<td>Debate</td>
</tr>
<tr>
<td>Logic</td>
<td>Independence</td>
<td>Intellect</td>
<td>Research</td>
</tr>
<tr>
<td>Time</td>
<td>Different. New Ideas</td>
<td>Usually Right</td>
<td>Big Picture</td>
</tr>
<tr>
<td>Questions</td>
<td>Ideas</td>
<td></td>
<td></td>
</tr>
<tr>
<td>New Ideas</td>
<td>My Questions</td>
<td></td>
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</tr>
<tr>
<td>Intellect</td>
<td>Answered</td>
<td>Cool</td>
<td></td>
</tr>
<tr>
<td>Time Alone</td>
<td>Space</td>
<td>Analytical</td>
<td></td>
</tr>
</tbody>
</table>

**VALUE:**
- Data
- Knowledge
- Answers - why?

**OUTCOMES**
- Truth
- Logic
- Time
- Collaboration/brainstorming
- When it impacts project successfully

**JOYS:**
- Sharing knowledge
- If someone gets it
- Trivia!
- Small inner circle
- Of deep bonds
- ALONE TIME:
- Independence
- Progress towards goofy/intelligent humor/wit

**NEEDS:**
- Alone - recharge
- Pet on the back
- But no touching!

**STRENGTHS:**
- Research
- Problem solving - "What if's?"
- Natural curiosity
- Sarcasm/cynical
- Producing quality work
- By detailed, successful, data driven
- Grammar/spelling
- Meet deadlines - funnel research end brainstorming

**Agenda/purpose**
ORANGE

- Party Down
- Fun!
- No Fear
- Challenges
- No Rules!
- Persuasive
- Just DO It!
- Attentive
- Courage
- Independence
- Change

WILD & FREE

- Spurki
- Adventur...
The Temperaments

GOLD
VALUES
- Organization
- Honesty
- Structure
- Schedule
- Consistency
- Hard Work
- Productivity
- Tradition
- Practicality
- Honesty
- Perfection
- Rules

NEEDS
- Schedule
- Stability
- Direction
- The Bottom Line
- To Do List
- Respect
- Planning

STRENGTHS
- Punctual
- Worker
- Organized
- Know and Follow the Rules
- Dependable
- Fear
- Reliable
- Thorough
- Consistent
- Saving Money
- Procedures

JOYS
- Task Completion
- Recognition for a Job Well Done
- Completing Tasks Early

BLUE
VALUES
- Loyalty
- Romance
- Fairness
- Tolerance
- Understanding
- Honesty
- Communication

NEEDS
- Information
- Time
- Knowledge
- Ideals
- Sincerity
- Ambition

STRENGTHS
- Creativity
- Research/Analysis
- Logical
- Independence
- Different
- Challenge

JOYS
- Challenge
- New Ideas
- Creative
- Research
- Big Picture

GREEN
VALUES
- Independence
- Innovation
- Courage
- Responsibility
- Excellence
- Ambition

NEEDS
- Information
- Time
- Knowledge
- Ideals
- Organization
- Support

STRENGTHS
- Creativity
- Research/Analysis
- Logical
- Independence
- Different
- Challenge Others

JOYS
- Challenge
- New Ideas
- Creative
- Research
- Big Picture

ORANGE
VALUES
- Persuasion
- Confidence
- Independence
- Attention
- Optimism

NEEDS
- Information
- Time
- Knowledge
- Ideals
- Organization
- Support

STRENGTHS
- Creativity
- Research/Analysis
- Logical
- Independence
- Different
- Challenge Others

JOYS
- Challenge
- New Ideas
- Creative
- Research
- Big Picture

Real Colors®

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County Government is made up of different departments, which means you likely are interacting with individuals who have different primary colors, and whose strengths allow them to perform well in their roles.

We will once again use 4 groups for this activity, based upon your primary color, as used in the Brightening Exercise. Each group will be assigned a different County Department:

- **Green** – Human Resources/Personnel
- **Gold** – Social Services
- **Blue** – Planning/Zoning
- **Orange** – Tax Department

Think about:

- What colors/strengths likely work in this Department?
- How might those strengths differ from your primary color strengths?
- In preparing for a conversation with a Department member about a Board of Commissioners’ Meeting Agenda Item, how would you prepare for that conversation based on the likely color strengths in the Department?
  - What strengths would you draw on from your primary color? What would you adapt/modify?

**Identify One Person To Take notes on The Flip Chart to Report Out**
Apply What You’ve Learned

Report Outs

What did you Learn?
It is our pleasure to answer your questions.