

Color Personality



Yellow
(Phlegmatic)



Blue
(Sanguine)

- Motto: Let's be friends.
- Occupation: Teacher, nurse, counselor, therapist.
- Voice: soft and gentle.
- Dress; casual and comfortable.
- Strength: dependable, team player, patient, supportive and nurturing.
- Weakness: over-sensative, follower, not goal-oriented.
- Key Words: Team, Together, Relationship, Family.
- Dislikes: pushy people, bullies, conflict.

enthusiastic
open-minded
convincing
eloquent
hectic

- Motto: fun, fun, fun!
- Occupation: sales, entertaining, public speaking.
- Voice: loud and fast
- Dress: stylish, flamboyant, colorful
- Strengths: Promoter, persuader, passionate, innovative, energetic.
- Weakness: Talk too much, poor saver, poor follow-up, unorganized, exaggerate.
- Key Words: Fun, Excitement.
- Dislikes: Boring, facts and figures, loneliness.

careful
precise
considering
questioning
formal
reserved

Indirect

Direct

- Motto: Let's get the facts and figures.
- Occupation: account, engineer, researcher.
- Voice: soft and polite.
- Dress; formal and conservative
- Strength: organized, planner, accurate, persistent, follow through.
- Weakness: over-analytical, hard to please, depressed, lonely
- Key Words: Why, Graphs, Charts, Research, Exactly, Possibly.
- Dislikes: pushy people, no facts, being late.

trusting
encouraging
sympathetic
patient
relaxed
compliant

Green
(Melancholic)

demanding
determined
strong-minded
object-oriented
dominant

Red
(Choleric)

Self-contained

- Motto: get out of my way!
- Occupation: CEO, attorney, pilot, military colonel.
- Voice: forceful with volume.
- Dress: dress for success
- Strengths: focused, goal-oriented.
- Weakness: ego, short-tempered, impatient, unteachable.
- Key Words: Money, Power, Get to the point, Bottom line.
- Dislikes: hesitation, chit-chat, being out of control..

