

4 PERSONALITY ASPECTS



GOLDS

Golds approach life in an organized, systematic way. To feel confident and competent (and sane!), they prefer a clear view of the goal and what they have to do with linear, step-by-step actions. They avoid risks, are slower to change, and do not usually appreciate surprises. They enjoy life through the “management” of it and are usually very organized, to-do-list planners, with a focus on how to get something done right the first time. They are usually high achievers, hard working, and focused people. They respect the hierarchy of things: if your title says you are “X”...then you better act like one! They also like their authority to be respected. They have high expectations of themselves and others to act according to the context and to the role.

COMMUNICATION:

Golds are usually good listeners. They are always ready to take notes because they like details and they choose when to speak, depending on the context and who is in the room. They sometimes come off as “unapproachable” because they keep it fairly “professional” and might keep personal stories and feelings under wraps. They can be direct and pointed when speaking to others—Oranges and Blues might feel like they can’t connect to a Gold well because they are looking for rapport and a Gold is looking for details to determine how to move forward. They are not fans of conflict but will be direct and honest to get the problem solved so don’t mince words or go on tangents!

TRIGGERS:

Golds are very punctual (often early!) and they are triggered by tardiness, missed or late deadlines, things changing too quickly, things that feel “chaotic”, people who talk or share too much, vague details, schedule changes, “laziness”, disrespect for authority, anything that gets in the way of achieving something on time and with precision, people doing things differently than them. Anything that feels chaotic!

STRENGTHS:

Keeping something on schedule/target, follow through, clear expectations, organization, task problem solving, precise work, following protocol/rules, reliable results, goal achievement, overall management, direct focus.

WEAKNESSES:

Inflexibility or rigidity, anxiety or stress over workload/process, hard to approach, not always friendly, inability to adapt quickly, resistance to change, has to do things their way, micromanaging, strict rule following, too formal.

BUZZWORDS:

Organized, systematic, process oriented, loyal, hardworking, managing, execution, professional, high achiever, goal oriented, perfectionist.

OBVIOUS COMMUNICATION TRENDS:

Speak when deemed appropriate, listen intently, expect to say things once, seem more “business-like”, want many details, ask for clarification, unreadable body language, be more formal in delivery, not focused on rapport as the goal, find office conflict inappropriate, be sensitive to errors, frustrated w/ chaotic conversation.



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ORANGES

Oranges approach life with a focus on themselves, and a strong desire to pursue what they want, when they want it. Freedom and autonomy are big deals—they need to be free to follow ideas and find creative ways to make it happen. Often the visionaries, Oranges are not afraid of risk or failing—they prefer changing environments—routine is a buzz kill! They are not usually traditionally organized, might show up late and leave early, and may have short attention spans—they are always on to the “next thing”! They are very sensitive to authority “over them” and with a healthy sense of ego, they may feel equal to those people—no matter what. When self-motivated, they’re work horses but may give little effort when it’s not their interest or vision. In groups, they like “calling the shots” and delegation—and they will be resentful of having to pick up the slack for anyone!

COMMUNICATION:

Oranges can be pretty gregarious. They like to talk (sometimes over people), many like to be the center of attention. They sometimes have “no filter” and will tell you things you didn’t need to know! They are comfortable sharing, telling stories, and are great at building rapport. They are not shy, nor afraid to make fools of themselves to get a laugh or entertain people. They “think out loud” and sometimes it might feel like a “stream of consciousness” to other colors. They are known to go on tangents, not finish thoughts, or quickly change their mind about something without telling someone. They can get angry, shout, even get combative—but get over it really quickly—even if others are “recovering” from the exchange!

TRIGGERS:

Tight deadlines/schedules, things that feel restrictive/constricting, authority figures and dictation, slow moving change, inflexibility/lack of adaptation, too many details at once, inauthenticity, people who don’t share their enthusiasm or buy into their ideas, being told “no”, conformity to someone else’s expectations, lack of creativity, lack of vision, lack of enthusiasm, the mundane, anything “boring”.

STRENGTHS:

Fearless, risk friendly, change capable, dynamic, rapport builders, energetic, enthusiastic, visionary, creative, idea generation, motivating, high influence potential.

WEAKNESSES:

Lateness/tardiness, flakiness, tough to “nail down”, reckless change, often changing mind (without telling anyone), muddled expectations, unclear communication, potentially erratic, no filter (swearing, insulting, harsh, when angry or animated), “my way or the highway” attitude, loves to be in charge...even if they aren’t!

BUZZWORDS:

Autonomous, energetic, courageous, visionary, unpredictable, unorganized, non-traditional, fast moving, friendly, rapport building, workhorse, very high self esteem, bossy-to-disengaged and “chill attitude”- to- frenzy activity depending on the person and the context.

OBVIOUS COMMUNICATION TRENDS:

Think out loud, talk over people, raise their voice, dominate conversation, have no filter, easily share their thoughts/feelings, be comfortable with conflict, potentially offend with honesty, fight + recover quickly, have big opinions, defensive when challenged, forget things/need reminding, go on tangents, be “all over the place”.



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GREENS

Greens approach life according to rationale, logic, and data, data, data. They pride themselves on their expertise, efficiency and contribution to the goal. They have a sense of curiosity, and often will play Devil's Advocate to make sure all things are considered. They're unbothered to go "off the beaten path" to get something done (unlike a Gold)-however it makes sense. Some Greens are very obvious (think Albert Einstein, Nikola Tesla or your local robotics club!) most Greens, however, blend in well: but they often challenge the status quo, are usually very competent and skilled, but show up to do a job and not necessarily make friends. They are big on common sense, problem solving, earnest work and don't quit until the job is done. They are independent people, not huge fans of emotional displays at work, and typically not impressed by authority or titles until they have determined you have earned it. Confident in their abilities, they often feel like they could do the job better than people they work under (and probably could)! Sometimes Greens are a little "wacky" personality-wise, but other Greens are more noticeable by their matter of factness, their sensible approach to everything and their steady confidence and competence.

COMMUNICATION:

A Green's communication skills comes in asking questions and challenging "accepted" norms/ideas. Most do it with professionalism-but those that are triggered by what they think is "irrational thinking", may be a bit sarcastic and blunt. Unless invested in a particular choice, they are usually great at staying neutral and going with what "makes sense" but if they think something is going against common sense, they will not get on board. Greens like to explore all angles of things to make sure nothing is overlooked and their statements can be unemotional and very factual, or "snarky", depending. They are often good listeners and quick connectors-but they may have already judged what you have said before you're done! Greens have been known to be a bit wounding and sometimes insensitive to the feelings of others.

TRIGGERS:

Having their work criticized or their expertise questioned, irrational/illogical ideas or actions, emotional displays at work that are distracting and unhelpful, the expectation to care about someone's emotions they deem "dramatic", having to work in teams (unless that's the nature of the job), having to get buy-in or approval for their work, playing "company games", the shutting down of ideas, forced to respect a title that is unearned.

STRENGTHS:

Innovation, idea-generation, challenging the status quo, honest and direct, expert, high expectations of themselves, problem solvers, critical thinkers, let people do "their own thing", asking "why".

WEAKNESSES:

Sarcasm, judgement, unsolicited criticism, stuck on their perspective, can be unsocial, could prefer to work in a "silo", may not be communicative, dry humor, potentially hard to relate to, "odd", lack of social cues, cold.

BUZZWORDS:

Competent, inquisitive, critical thinking, curious, imaginative, inventive, problem solver, "loner", independent, expert, deep thinker, analytical, cognitive, prideful in work

OBVIOUS COMMUNICATION TRENDS:

Ask "why"/questions, share only what's needed (Green/Gold) or more than you can handle (Green/Orange), challenge status quo, be sarcastic, cynical humor, Devil's Advocate, stubborn, irritated by emotional discourse, critiquing/judgmental, be a "know it all" or knows best, skeptical of authority, prefer to be kept "out of it".



REACH OUT TO TAKE IT TO THE NEXT LEVEL!

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BLUES

Blues approach life through the lens of their relationships with people. They are the ones in the group that are most influenced by their second color, but they are sensitive to the needs and sentiments of other people, almost always-this can work for them and against them! Blues usually see the value of working as a team and believe in relationship, teamwork, mutual respect, empathy and hopefully, harmony. They are not fans of conflict and can be easily offended or wounded by others if their "blue" is a little out of balance. They are the office "therapists" and people often feel comfortable talking to them. They usually genuinely care about other people, remember names, faces, stories and backgrounds and hoping to find friends wherever they go. They can be patient and understanding and as workers, tend to be loyal and hardworking in their own right-but also don't want to disappoint. Blues are often the heartbeat of a group or organization-but when triggered, they also can be the grudge holders, pot stirrers and drama makers! Much of their other strengths and triggers will be influenced by their second color to determine how they "show up" in other ways!

COMMUNICATION:

When "in the flow", Blues are great listeners, insightful, patient, encouraging, sympathetic and try to create harmony or find proactive conflict resolution for improved dynamics. They try to choose their words and their tone carefully and want to make sure to accurately express what needs to be said. When Blues are "out of flow", emotion can take over and the conversation can get more defensive or more delicate, depending on the context. If offended or angry, communication can break down as a result of their feeling the tension between them and the other person and once that wound is opened, it could be hard to mend. While seen by some (Greens, Golds) to be over emotional, this reaction is because they DO care about what people think and feel about them and how they interact with each other.

TRIGGERS:

Insensitive people or situations, conflict, not feeling accepted or part of the group, criticism, careless wording or framing, feeling like they aren't "liked", lack of teamwork/support (other triggers related to their second color).

STRENGTHS:

Loyal, good listeners, thoughtful, inclusive, welcoming, team player, emotionally intelligent, caring, enthusiastic, helpful, friendly, relationship building, ally-builder.

WEAKNESSES:

Drama, emotional, grudge-holding, gossip, may be too sensitive, defensiveness, intentional ally dividing, too much concern about other people's opinions/of them.

BUZZWORDS:

Advocate, empathetic, good listener, teammate, team builder, relationship driven, loyal, attentive, mindful, thoughtful, sensitive, emotionally intelligent, inclusive, supportive.

OBVIOUS COMMUNICATION TRENDS:

"Second color" influenced, considering other people's input/feelings, avoiding conflict, triggered by insensitivity, be offended or hold a grudge, be opposed to gossip, start gossip, afraid to "start trouble", try to articulate carefully, ask questions of others, be careful of tone, be inclusive in speech, "stir the pot" (triggered).

