



Cool Blue



Earth Green



Sunshine Yellow



Fiery Red

Personality preference	Indirect Non-Emotive	Indirect Emotive	Direct Emotive	Direct Non-Emotive
Jung equivalent	Introverted Thinking	Introverted Feeling	Extraverted Feeling	Extraverted Thinking
Appears	<ul style="list-style-type: none"> Formal Conservative 	<ul style="list-style-type: none"> Casual Conforming 	<ul style="list-style-type: none"> Fashionable Stylish 	<ul style="list-style-type: none"> Businesslike Functional
Work preferences	<ul style="list-style-type: none"> Structured Organised Functional Formal 	<ul style="list-style-type: none"> Personal Relaxed Friendly Informal 	<ul style="list-style-type: none"> Stimulating Personal Cluttered Friendly 	<ul style="list-style-type: none"> Busy Formal Efficient Structured
Style	Slow/Systematic	Slow/Easy	Fast/Spontaneous	Fast/Decisive
Focus	The Task: the Process	Maintaining relationships	Interacting/ Relationships	The Task: the results
Fears	Embarrassment	Confrontation	Loss of prestige	Loss of control
Under tension will	Withdraw/Avoid	Submit/ Acquiesce	Attack/ Be sarcastic	Dictate/Assert
Likes	Accuracy	Attention	Recognition	Productivity
Is concerned with	<ul style="list-style-type: none"> How they justify the purchase logically How it works 	<ul style="list-style-type: none"> How it will affect their personal circumstances 	<ul style="list-style-type: none"> How it enhances their status Who else uses it 	<ul style="list-style-type: none"> What it does By when What it costs
Seeks security in	Preparation	Close relationships	Flexibility	Control
Wants to maintain	Credibility	Relationships	Status	Success
Help support	Analysis	Warmth	Relationship	Objectives
Seeks to achieve acceptance through:	<ul style="list-style-type: none"> Correctness Thoroughness 	<ul style="list-style-type: none"> Conforming Loyalty 	<ul style="list-style-type: none"> Playfulness Stimulating the environment 	<ul style="list-style-type: none"> Leadership Competitiveness
Likes you to be:	Precise	Pleasant	Outgoing	Brief
Wants to be:	Correct	Liked	Admired	In control
Is irritated by:	<ul style="list-style-type: none"> Surprises Unpredictability 	<ul style="list-style-type: none"> Insensitivity Impatience 	<ul style="list-style-type: none"> Boredom Routine 	<ul style="list-style-type: none"> Inefficiency Indecision
Measures personal worth by:	<ul style="list-style-type: none"> Precision Accuracy Activity 	<ul style="list-style-type: none"> Compatibility with others Depth of one to one relationship 	<ul style="list-style-type: none"> Recognition Applause Compliments 	<ul style="list-style-type: none"> Results Track record Measurable progress
Decisions are:	Paced and deliberate	Considered	Spontaneous	Quick and decisive