

Guide to Insights Discovery Color Types

<p style="text-align: center;">COOL BLUE</p> <p>Blue Characteristics</p> <ul style="list-style-type: none"> • Cautious, precise, formal, introverted • Prefer written communication, data and precision • Deep desire for analysis <p>Over-Use of Blue</p> <ul style="list-style-type: none"> • Indecisive, cold, and reserved when under stress • Over-analyzing and stuck in intellectual deadlock • Can become caught up in details and nit-pick <p>Communicating with Blue</p> <ul style="list-style-type: none"> • Be well prepared and thorough • Put important things in writing • Give them time to consider all the details • DON'T change routines without notice 	<p style="text-align: center;">FIERY RED</p> <p>Red Characteristics</p> <ul style="list-style-type: none"> • Extroverted and high in energy, action-oriented • Competitive, determined and courageous • May approach others in an authoritative manner <p>Over-Use of Red</p> <ul style="list-style-type: none"> • Overbearing and intolerant under stress • Can become overly direct and coercive • Can dismiss others' opinions and take over <p>Communicating with Red</p> <ul style="list-style-type: none"> • Be confident and assertive • Focus on results and objectives • "Be brief, be bright, and be gone!" • DON'T hesitate or waste time
<p style="text-align: center;">EARTH GREEN</p> <p>Green Characteristics</p> <ul style="list-style-type: none"> • Caring, encouraging, loyal, and relaxed • Focus on values and depth in relationships • Desire to understand others and be dependable <p>Over-Use of Green</p> <ul style="list-style-type: none"> • Indecisive and lose direction when under stress • Trouble taking a stand and try to please everyone • Can become bland, tedious and needy <p>Communicating with Green</p> <ul style="list-style-type: none"> • Be patient and supportive • Slow down and communicate at their pace • Ask for their opinion and provide time to answer • DON'T spring last minutes surprises 	<p style="text-align: center;">SUNSHINE YELLOW</p> <p>Yellow Characteristics</p> <ul style="list-style-type: none"> • Sociable, enthusiastic and persuasive • Extroverted and friendly • Positive and concerned with relationships <p>Over-Use of Yellow</p> <ul style="list-style-type: none"> • Can get distracted and lack focus under stress • May take on more work than they can handle • Can become frantic, indiscreet and hasty <p>Communicating with Yellow</p> <ul style="list-style-type: none"> • Be friendly and sociable • Be entertaining and stimulating • Be open and flexible • DON'T provide too much detail