

weaknesses. With this insight we can then develop a communication style that caters for the preferences and needs of others.

### So, who are we or who do we think we might be?

Historically people, from Hippocrates to Carl Jung, a Swiss psychologist, have sought to categorise the human psyche. Science has progressed, but the basics are still the same.

Many big corporate companies use the insights model which is based on Jung principals. It categorises the human personality into four colours to represent different energies that run within us - and we all have all four colour energies to differing degrees.

**Cool blue** - cautious, precise, deliberate, questioning, formal

**Earth green** - caring, encouraging, sharing, patient, relaxed

**Fiery red** - competitive, demanding, determined, strong-willed, purposeful

**Sunshine yellow** - sociable, dynamic, demonstrative, enthusiastic, persuasive

### Remember you may be a different colour or a mixture on different days of the week.

An awareness of the four types is important when people of different colours exchange thoughts or ideas. If we do not recognise a certain behavioural type then tension can manifest. It is all about recognition and adaptation, meeting the needs of the colour with which you come into contact. Here are some clues.

**Yellow** - Loves fashion, usually very stylish loves spontaneity and likes you to be outgoing in your sales delivery.

**Green** - Needs to feel loved, wants your full attention, prefers casual dress, and fears confrontation and likes you to be **pleasant**.

**Blue** - Dresses formally, loves accuracy, structure and precision and likes you to be **precise**.

**Red** - Businesslike and functional, fast and decisive, fears loss of control and likes you to be **brief**.

