

# Insights Colour Energy Guide – Recognizing Type

Good Day



Bad Day



	Cool Blue Energy	Earth Green Energy	Sunshine Yellow Energy	Fiery Red Energy
<b>Body Language</b>	Few gestures, intermittent eye contact, body more rigid, avoids physical contact, less facial expression, and sometimes rubs forehead/chin when thinking.	Quiet, reserved, calm movements, intermittent deep eye contact, body relaxed, approachable, gentle handshake.	Impatient, uses more gestures, full eye contact, casual nature, more physical contact, more facial expression.	Businesslike, leans forward, assertive, firm handshake, intent eye contact, uses more abrupt gestures, more formal style.
<b>Verbal Style</b>	Questioning, monotone, thinks first, keeps to self, controlled speech, quiet tone, minimal no small talk, detailed questions, search for accuracy & completeness	Reflective style, quieter tone, diplomatic, ask style, strives for harmony, relaxed, a calming tone, pauses before replying, slower speech/pace, expresses support.	Animated, faster paced, more emotional, asks personal questions, playful, spontaneous, conceptual, fluctuations in tone, laughs, responds quickly, flippant.	Direct, to the point, tell style, little emotion, businesslike, could be blunt or critical, fills silence, limited small talk, and louder tone than others and they may interrupt.
<b>Interactions</b>	Task-focused, punctual, independent, analytical, pragmatic, non-aggressive, systematic, keeps to self, needs detailed info before accepting change.	Good listener, flexible, considerate, cooperative, focus on relationships, easygoing, moderate, supportive, accommodating, calm under pressure.	Outgoing, focus on future, talks about feelings, small talk, friendly, less patient, creative with possibilities, imaginative, optimistic, articulate, dynamic.	Forthright, likes to be in control, evaluating, direct, challenges facts, little patience, task focused and resourceful, dynamic negotiator.
<b>Working Environment</b>	Formal, possibly cold, organized, systematic, text books, piles of paper and files, information at hand, may be untidy yet will know where everything is.	Family photographs, warm and friendly, comfortable, lived-in, plants, piles of paperwork, team photos and plaques, symbols of nature, man/home-made things.	Random displays of recognition (plaques/trophies) group photographs, unstructured, lots going on, examples of humour and mastery in something.	Orderly, businesslike, correct tools for job, time-saving gadgets, personal organizer, prefers tidy office, prefers to have an assistant keep things in order.
<b>Management Style</b>	Brings order and structure to the organization, gets the job done and done right, is disciplined and precise, sets strong and consistent principles, quietly supportive, keeps control in a crisis, does not accept second best, considers pros and cons, must reflect/analyze before decisions made, considers impacts on the whole system.	Makes time for people and their problems, diplomatic when called for, values differences, not easily flustered, gives and receives trust, skilled at diffusing tense situations, may be slow to approach, senses the needs of the group, helps others achieve their goals, prefers a hands-on approach to problem solving, strong sense of duty	A visionary generating infectious enthusiasm, sees the big picture, forges into new areas, develops new possibilities, inclusive of the team, strong personal and interpersonal skills, "can do" attitude, inspired & inspiring to others, presentations have "style", brings boundless energy, grasps opportunities quickly, dynamic innovator, creative thinker	Acts with decisiveness, takes control, shows inner certainty, focuses on own goals, "tell" style, constantly strives for improvement, embraces change, sense of urgency, drives for results, action oriented, rises to the challenge, finger always on the pulse, challenges convention, maintains high standards in self and others, rapid organizational skills



# Insights Colour Energy Guide – Communication Strategies

Good Day



Bad Day



	Cool Blue Energy	Earth Green Energy	Sunshine Yellow Energy	Fiery Red Energy
<b>Approaching/ Beginning meeting or interview</b>	Send agenda in advance. Be accurate, systematic, more formal, organized and thorough. Focus on business Slow down. Allow time to think, put requests in writing.	Send agenda in advance. Talk more slowly, quietly. Be open and patient. Talk about your interests, relationships, Don't be pushy or interrupt, build the relationship.	Send a brief agenda. Allow more time than you think you will need. Be open, casual enthusiastic, sociable, self-confident. Focus on them. Keep them on topic, gently.	Send a bulleted agenda and ask for agreement. Be direct and assured, confident, don't waffle or hesitate. Be well organized and factual, fast paced, direct and certain.
<b>Questioning/ Identifying needs</b>	Show your expertise. Use open-ended questions. Seek facts. Be methodical & structured. Take notes. Get them talking. Paraphrase to check for understanding then confirm details in writing.	Ask their opinion & listen carefully, pause before speaking. Don't interrupt, avoid conflict or sarcasm. Paraphrase, and then ask if they agree with your understanding of the needs.	Not too many details, explore big picture. Be demonstrative. Let them exaggerate/interrupt. Take notes. Listen and paraphrase succinctly. Get agreement on needs before moving on.	Use probing questions to get to the heart of their need. Listen for key words. Watch for impatience; follow his or her pace. Let them interrupt. Paraphrase succinctly to confirm agreement on needs.
<b>Presenting/ Proposing a solution</b>	State practical options based on their needs. Just the facts stated sequentially. Show numbers, data. Demonstrate your knowledge. Support your statements with proof. Check for understanding.	Present practical options based on their stated values, needs. Give real life examples. Be patient, calm. Watch your body language. Let them reflect quietly before asking for feedback.	Get them involved. Focus on future benefits, Give options, and brainstorm. Be patient with their tangents. Give real life examples instead of data. Use exclamation marks! Stay open, interactive!	Direct, fast-paced certain, Give specific details <u>only</u> on what they asked about. Prove how it helps them achieve their goals. Let them think out loud, Move at their speed. Be brief, be bright, be gone.
<b>Handling Objections/ Dealing with resistance</b>	Ask searching questions to highlight concerns. Don't misinterpret probing questions as critical/ insensitive. Provide options. Stay cool. Appreciate their need for silence/to think.	Don't push. Check carefully for concerns, especially client/personnel impacts. To confirm understanding of the issues, paraphrase compassionately. Be patient, calm, and quiet while they think.	Ask questions. Encourage them to express themselves. Listen attentively, paraphrase and get agreement about objections before moving forward. They will likely solve on their own, if kept positive.	Listen, paraphrase succinctly, Be formal, direct. Acknowledge issues, discuss benefits/ options. Don't challenge the validity of their complaints/ objections. Don't get into conflict re their assertive style.
<b>Gaining Commitment</b>	Focus on benefits with concrete data, charts, State logical alternatives. Stick to the facts, leave out emotions use their key words. Stay focused, cool, and professional.	Focus on client/employee/ team benefits. Let them know you can provide many options. Ask for commitment in a gentle, sincere, calm and friendly way. Don't rush.	Focus on future benefits and prestige, share their dreams. Give lots of options and be optimistic. Be a team! Get agreement in the moment, confirm agreement soon after.	Be patient. They will want to lead and reach their own conclusions. Give data only as needed and be brief. Stay focused on the bottom-line. Confirm agreement.
<b>Follow-up &amp; follow- through</b>	Ensure all data, facts, prices presented completely, logically, sequentially and correctly. Summarize and confirm details/ prices in writing or email. Be warm professional, thoughtful.	Summarize everything in writing. Focus on benefits to others, deliver on your promises. Be helpful, sensible and authentic. Be trustworthy. Make yourself always available.	Summarize everything in writing including all facts, data, dates, actions. They will appreciate it. Be clear and direct; focus on the future but with lots of ideas and options. If possible, drop in informally.	Take good notes. They appreciate you sharply remembering their bottom-line issues. Keep them in the loop on need-to-know data on their issues. Summarize in writing. Be formal, succinct and correct.