



Taylor Hartman, Ph.D.
Author of The Color Code

COLOR
Your
FUTURE

Using the Character Code
to Enhance Your Life

Color Code

Taylor Hartman

RED: Power



Strengths

▶ **As an individual**

- ▶ Excels with logical thinking
- ▶ Committed to a productive lifestyle
- ▶ Dynamic and direct
- ▶ Thrives on independence
- ▶ Natural leader
- ▶ Highly resourceful (strong survivor)
- ▶ Creative in crisis



As a friend

- ▶ Direct and quick with suggestions
- ▶ Great in emergencies
- ▶ Direct and quick to act with disasters
- ▶ Promotes group activities
- ▶ Engages in conflict comfortably and directly
- ▶ Productive in solving dilemmas



Limitations

▶ **As an individual**

- ▶ Generally seeks to serve self (what's in it for me)
- ▶ Promotes turmoil and conflict when a personal goal is to be gained
- ▶ Out of touch with own feelings
- ▶ Rationalizes and denies own failings
- ▶ Always has to be right
- ▶ Cannot relax and feel comfortable unless producing something
- ▶ Often arrogant and defiant of authority
- ▶ Inconsiderate of other's feelings (selfish)
- ▶ Inpatient with others



As a friend

- ▶ Insensitive and unemotional
- ▶ Doesn't like to admit the need for friendship
- ▶ Remains detached from sharing self completely
- ▶ Enters friendship asking “what's in it for me?”
- ▶ Listens only when convenient
- ▶ Maintains mostly rational friendships
- ▶ Tries to control group activities
- ▶ Expects friends to do things his or her way



-
- ▶ Won't admit inadequacies for fear of losing power and control
 - ▶ Negative, critical, and judgmental of others
 - ▶ Feels it is more important to be right than agreeable
 - ▶ Blunt or rude when angered
 - ▶ Boring
 - ▶ Expects to be entertained while waiting for action to begin
 - ▶ Stubborn
 - ▶ Denies any personal inadequacies of responsibility



How to Develop a Positive Connection with Reds

Do's

- ▶ Present issues logically
- ▶ Demand their attention and respect
- ▶ Do your homework!
- ▶ Be direct, brief and specific in conversation
- ▶ Be productive and efficient
- ▶ Offer them leadership opportunities
- ▶ Verbalize your feelings
- ▶ Support their decisive nature
- ▶ Promote their intelligence reasoning where appropriate
- ▶ Be prepared with facts and figures
- ▶ Respect their need to make their own decisions their own way

Don'ts

- ▶ Embarrass them in front of others
 - ▶ Argue from an emotional perspective
 - ▶ Always use authoritarian approach
 - ▶ Use physical punishment
 - ▶ Be slow and indecisive
 - ▶ Expect a personal and intimate relationship
 - ▶ Attack them personally
 - ▶ Take their arguments personally
 - ▶ Wait for them to solicit your opinion
 - ▶ Demand constant social interaction (allow for alone time)
-



WHITE: Peace



Strengths

As an individual

- ▶ Quiet, reflective, and peaceful
- ▶ Sincere and genuine lifestyle
- ▶ Appears to accept life comfortably
- ▶ Patient with others
- ▶ Kind to animals and people
- ▶ Blends into all situations
- ▶



As a friend

- ▶ Patient and enduring through good and bad times
- ▶ Tolerant of unkind behavior
- ▶ Supportive and accepting
- ▶ Listens with empathy
- ▶ Relaxed in most situations
- ▶ Likes most people
- ▶ Liked by most people
- ▶ Compatible with different personalities
- ▶ Enjoys observing others
- ▶ Non-demanding of friendships



Limitations

As an individual

- ▶ Boring because detached
 - ▶ Takes passive approach to life
 - ▶ Unresponsive or not openly excited about experiences
 - ▶ Has problems becoming intimate
 - ▶ Bashful and unsure of self
 - ▶ Easily manipulated into changing plans
 - ▶ Ambivalent about direction and goals to pursue
 - ▶ Often lazy and unwilling to take responsibility for self
 - ▶ Resists making commitments
-



As a friend

- ▶ Lacks creativity to make suggestions
- ▶ Easily led by others opinions
- ▶ Won't express honest perspective if controversial
- ▶ Passive
- ▶ Requests extra protection and a lot of support
- ▶ Easily hurt and defeated



How to Develop a Positive Connection with White

Do

- ▶ Be kind
- ▶ Be logical, clear and firm about the content you present
- ▶ Provide a structure (boundaries) for them to operate in
- ▶ Be patient and gentle
- ▶ Introduce options and ideas for their involvement
- ▶ Be simple and open
- ▶ Acknowledge and accept their individuality
- ▶ Be casual, informal, and relaxed in presentation style
- ▶ Look for nonverbal clues to their feelings
- ▶ Listen quietly



Don't

- ▶ Be cruel and insensitive
 - ▶ Expect them to need much social interaction
 - ▶ Force immediate verbal expressions; accept written communication
 - ▶ Be domineering and too intense
 - ▶ Demand conformity to realistic expectations/behaviors
 - ▶ Overwhelm them with too much at once
 - ▶ Force confrontation
 - ▶ Speak too fast
 - ▶ Take away all their daydreams
 - ▶ Demand leadership
-



BLUE: Intimacy



COURTESY: HARPO INC.



Strengths

▶ **As an individual**

- ▶ Sees life as a serious endeavor
- ▶ Appreciates beauty and detail
- ▶ Has a strong aesthetic sense
- ▶ Stable and dependable (plowhorse vs. racehorse)
- ▶ Sincere and emotionally deep
- ▶ Analytically oriented (concerned with why one behaves as she/he does)
- ▶ High achiever
- ▶ Deep sense of purpose



▶ **As a friend**

- ▶ Loyal forever once friendship is established
- ▶ Genuine concern for other person's well-being
- ▶ Remembers special holidays and promotes celebrations
- ▶ Encouraging in times of trouble
- ▶ Willing to commit time to the relationship



Limitations

As an individual

- ▶ Highly emotional
- ▶ Smug and self-righteous
- ▶ Controlling and/or envious of others' success when too easily obtained
- ▶ Strong perfecting and performance orientation



As a friend

- ▶ Highly insecure about other's and approval
- ▶ Feels rejected easily
- ▶ When depressed or depressive, feels it is friend's job to understand
- ▶ Can be revengeful and bitter if crossed or scarred emotionally
- ▶ Critical of friends' principles or activities if not similar
- ▶ Expects friends to maintain strong loyalty
- ▶ Wishes friends would communicate more often
- ▶ Rarely playful and spontaneous



How to Develop a Positive Connection with Blue

Do's

- ▶ Emphasize their security in the relationship
- ▶ Be sensitive and soft-spoken in your approach
- ▶ Be sincere and genuine
- ▶ Behave appropriately and well mannered
- ▶ Limit their risk level
- ▶ Promote their creativity
- ▶ Appreciate them
- ▶ Allow ample time for them to gather their thoughts before expressing themselves
- ▶ Be loyal
- ▶ Do thorough analysis before making presentations



Don'ts

- ▶ Make them feel guilty
- ▶ Be rude or abrupt
- ▶ Promote too much change
- ▶ Expect spontaneity
- ▶ Abandon them
- ▶ Expect them to bounce back easily or quickly from depression
- ▶ Demand perfection (they already expect too much from themselves)
- ▶ Push them too quickly into making decisions
- ▶ Expect them to forgive quickly crossed
- ▶ Demand immediate action or quick verbal bantering
- ▶



YELLOW: Fun



Strengths

As an individual

- ▶ Highly optimistic (rarely depressed)
- ▶ Likes self and accepts others easily
- ▶ Loves to volunteer for opportunities
- ▶ Sees life as an experience to be enjoyed
- ▶ Flashy (racehorse rather than plowhorse)
- ▶ Adventurous and daring



As a friend

- ▶ Exciting and fun to be with (never dull or boring)
- ▶ Often places friend before family
- ▶ Forgiving of self and others
- ▶ Lively and entertaining
- ▶ Vulnerable, innocent, and trusting
- ▶ Endearing
- ▶ Willing to free up schedule in order to play



Limitations

As an individual

- ▶ Needs to look good socially (high priority)
 - ▶ Irresponsible and unreliable
 - ▶ Self-centered and egotistical
 - ▶ Flighty and uncommon
 - ▶ Lots of talk with little action
 - ▶ Superficial and mostly interested in a good time
 - ▶ Unwilling to experience pain in order to produce quality
 - ▶ Undisciplined
 - ▶ Loud and obnoxious in public places
 - ▶ Exaggerates successes and omits unpleasant truths
 - ▶ Unable to confront or face issues
-



As a friend

- ▶ Spends most of time discussing own life
- ▶ Shows up at his or her convenience
- ▶ Undependable in a crisis
- ▶ Unwilling to commit to long-term needs of distressed friends
- ▶ Pursues one's life regardless of friend's situations or needs
- ▶ Uncomfortable in painful or distressing environments
- ▶ Makes new friends easily and without guilt, often at the expense of old friends



How to Develop a Positive Connection with Yellow

Do's

- ▶ Be positive and proactive with them in your life
- ▶ Adore and praise them legitimately
- ▶ Touch them physically
- ▶ Accept their playful teasing
- ▶ Remember they are more sensitive than they appear
- ▶ Value their social interaction skills and people connections
- ▶ Remember they hold feelings deeply
- ▶ Promote creative and fun activities for and with them
- ▶ Enjoy their charismatic innocence
- ▶ Allow them opportunity for verbal expression



Don'ts

- ▶ Be too serious or sober in criticism
- ▶ Push them too intently
- ▶ Ignore them
- ▶ Forget they have “down” time also
- ▶ Demand perfection
- ▶ Expect them to dwell on problems
- ▶ Give them too much rope, or they may hang themselves
- ▶ Classify them as just lightweight social butterflies
- ▶ Attack their sensitivity to be unforgiving
- ▶ Totally control their schedules or consume their time



Journal write

- What are 3 of your strengths?
- What are 3 things you would like to work on?
- List 3 Important people in your life, their color, and one thing you can do to improve your relationship with them.