



What's Your color?

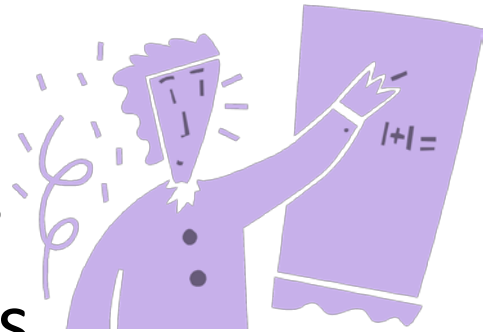


SYRACUSE UNIVERSITY

School of
Information
Studies

Whites - Analyticals

- Tendency towards perfectionism
- Deal with facts, data, logic, details
- Sometimes slow to make decisions
- May appear overly cautious and not good risk-takers
- Decisions and information provided are usually accurate and thoughtful
- Feelings and emotions kept inside



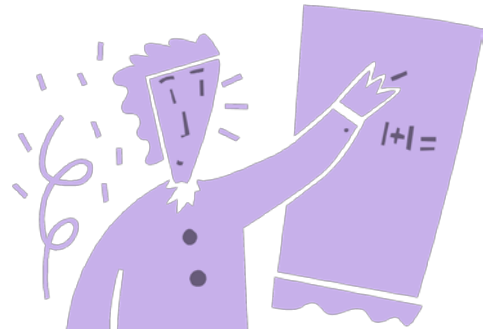
Working with Whites – Do:

- Be patient
- Be accepting and open
- Be supportive
- Look for non-verbal clues to their feelings
- Be precise and provide structure
- Give them time to think alone
- Listen to them



Working with Whites – Don't:

- Be aggressive
- Expect an immediate answer
- Be cruel or domineering
- Demand conformity
- Overwhelm them
- Force confrontation



Blues-Amiables

- “Warm and fuzzies”
- People and friendship are very important
- Like to get others involved in activities
- Good at juggling multiple tasks
- Concerned about feelings of others
- Less inclined to speak their mind openly
- Can get hurt feelings or be offended easily



Working with Blues – Do:

- Be Sincere
- Make Genuine Effort
- Be Understanding
- Appreciate them
- Be Kind
- Be Committed
- Be Loyal
- Limit their Risk Level



Working with Blues – Don't:

- Make them feel guilty
- Be rude or abrupt
- Promote too much change
- Abandon them
- Demand perfection
- Expect spontaneity
- Push them to make quick decisions



Red - Drivers

- Strong, decisive and results-oriented
- Provide strong guidance for others
- May appear pushy at times
- Demanding of themselves and others
- Highly self-critical
- Resent those who “waste” time with idle chit-chat



Working with Reds – Do:

- Be precise
- Be factual
- Be direct
- Present issues logically
- Demand their attention and respect
- Be productive and efficient
- Verbalize your feelings
- Do your homework



Working with Reds – Don't

- Show fear
- Ask if you really don't want to know
- Take abruptness personally
- Embarrass them
- Be slow and indecisive
- Be emotional
- Attack them personally



Yellow - Expressives

- Party people
- Love to have a good time
- Highly creative and enthusiastic
- Operate primarily by intuition
- Little tolerance for those who are not expressive
- Easily bored
- Difficult to keep on task
- Easily distracted



Working with Yellows -

- Be positive and upbeat
- Promote creative outlets
- Be fun and light-hearted
- Accept their playful teasing
- Allow for verbal expression
- Remember they hold feelings deeply



Working with Yellows – Don't

- Try to control them
- Tell them how to act
- Ignore them
- Demand perfection
- Classify them as lightweights
- Forget they have “down” moments
- Be unforgiving



Behavioral Styles

RELATIONSHIP

Blue

Yellow

ASK ←

→ TELL

Whites

Red

TASK

Matching styles

| | Expressives | Drivers | Analytics | Amiables |
|------------------------------|-------------------------|----------------|--------------------|-------------------------------|
| They need you to be... | Entertaining | Efficient | Accurate | Agreeable |
| They are interested in... | Ideas and possibilities | Outcomes | Facts | Relationships & communication |
| Their pace is... | Fast, spontaneous | Fast, decisive | Slower, systematic | Slower, relaxed |
| They seek... | Applause | Results | To be right | Acceptance |
| They want you to support... | Dreams | Conclusions | Process | Feelings |
| They want to save.... | Effort | Time | Face | Relationships |
| They have questions about... | Why? | What? | How? | Who? |

Toxic relationships

- Natural tensions occur between individuals whose orientations are dramatically different from one another:

Whites



Yellows

Reds



Blues



“Style flex”



- Versatility is the ability to communicate with someone else based upon the other person’s comfort zone, the way in which the other person wants to communicate.
 - Style flex involves tailoring your behavior so the way you work fits better with the other person’s style – like a baseball player swinging at different pitches...
 - Style flex is a temporary adjustment of a few behaviors at key times.

Source: *People Styles at Work: Making Bad Relationships Good and Good Relationships Better*, Robert Bolton and Dorothy Grover Bolton.

Temperament?

Two Kinds of Intelligence

- Intellectual (IQ)
 - Emotional (EQ)
 - IQ gets you the job, EQ makes you successful
- Emotional intelligence is twice as important as all other factors for success in jobs at all levels.
- 90% of the difference between outstanding leaders and average leaders is due to emotional intelligence.

Daniel Goleman