

Platinum rule: do unto others as **THEY** would be done by

Cool Blue	Give me the details
Natural traits Cautious Precise Deliberate Questioning Formal	Communication tips Do: Be well prepared and thorough Put things in writing Let me consider all the details Don't: Be overemotional or exaggerate Be careless or casual with important issues Keep changing things without good reason
Preference Introverted/Thinking	

Earth Green	Show me you care
Natural traits Caring Encouraging Sharing Patient Relaxed	Communication tips Do: Be patient and supportive Slow down and work at my pace Ask my opinion and give me time to answer Don't: Take advantage of my good nature Push me to make quick decisions Spring last minute surprises
Preference Introverted/Feeling	

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Fiery Red	Be brief, be bright, be gone
Natural traits Competitive Demanding Determined Strong-Willed Purposeful	Communication tips Do: Be direct and to the point Focus on results and objectives Be confident and assertive Don't: Hesitate or be indecisive Focus on feelings Try to take over
Preference Extraverted/Thinking	

Sunshine Yellow	Involve me
Natural traits Sociable Dynamic Demonstrative Enthusiastic Persuasive	Communication tips Do: Be friendly and sociable Be entertaining and stimulating Be open and flexible Don't: Bore me with details Tie me down with routine Ask me to work alone
Preference Extraverted/Feeling	