

Intro to Insights

Quick Reference

*Color Energies, Jungian Preferences,
Profile Graphs, and The Wheel*

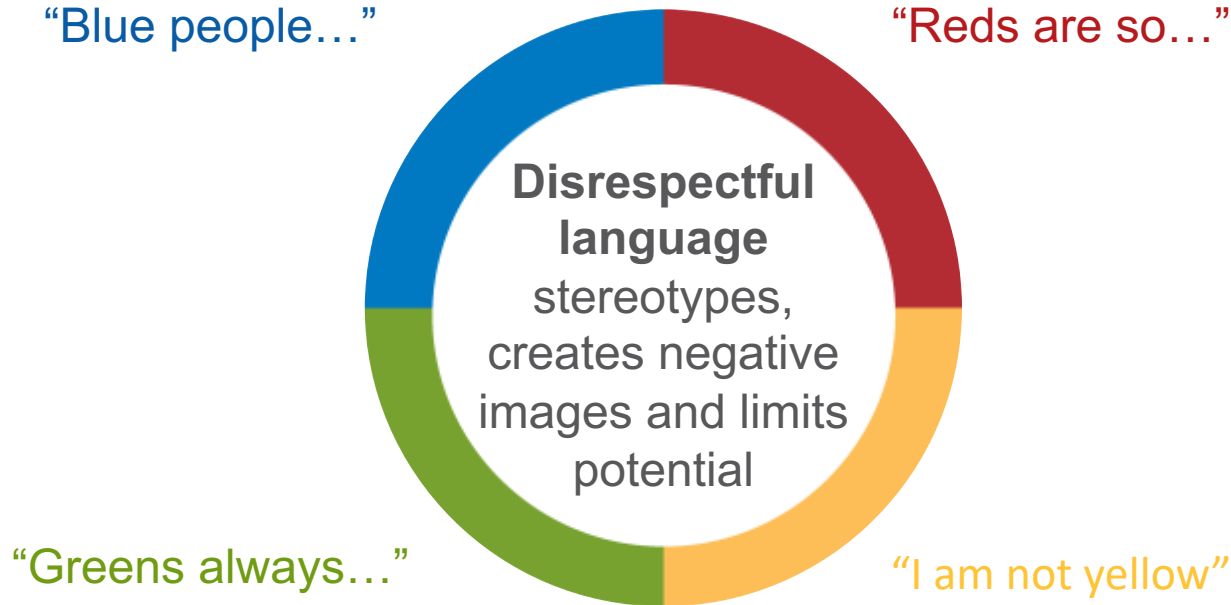
The Bottom Line: What You Need to Remember to Use Insights Successfully

- We are a combination of all four color energies, not a singular color!
- The best way to talk about color preferences is to ask yourself and others:
 - 1) What does the person I'm building a relationship with need from me, and/or what does the project require?
 - 2) Does my particular four color preference mix align with those needs or not?
 - 3) If the person or project needs a style that's not a natural preference for me, will it be difficult for me to flex or adapt my style?
- Each color is a preference, not a skill or competency. If you have a higher preference for one or more colors, that does not necessarily mean you are perfectly skilled or competent at every trait and characteristic associated with that color.
- All color energies get results, they simply get their results in different ways.
- Don't allow yourself to use your color energies as an excuse for bad behavior.
- Never label with the color energies, for instance there are no "Red People."
- Check yourself on respectful use of language. The best way to use the Insights color language is to always put a verb before the color. Say things like, "I am leading with Red right now." "I want to leverage Yellow in this meeting." "I think I should turn down my Blue when I communicate with X."

Respectful use of language

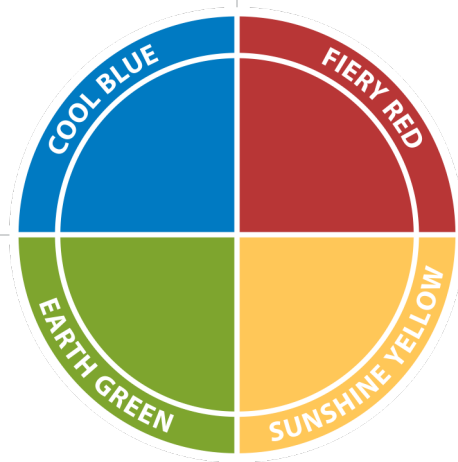


Disrespectful use of language



accurate
tactful
concise
factual
cautious
structured
calculating

diplomatic
logical
conventional
consistent
analytical
correct
exact



challenging
determined
strong-willed
objective
purposeful
firm
courageous

assertive
well-argued
driving
daring
forceful
decisive
realistic

loyal
calm
accommodating
reflective
steady
constant
patient

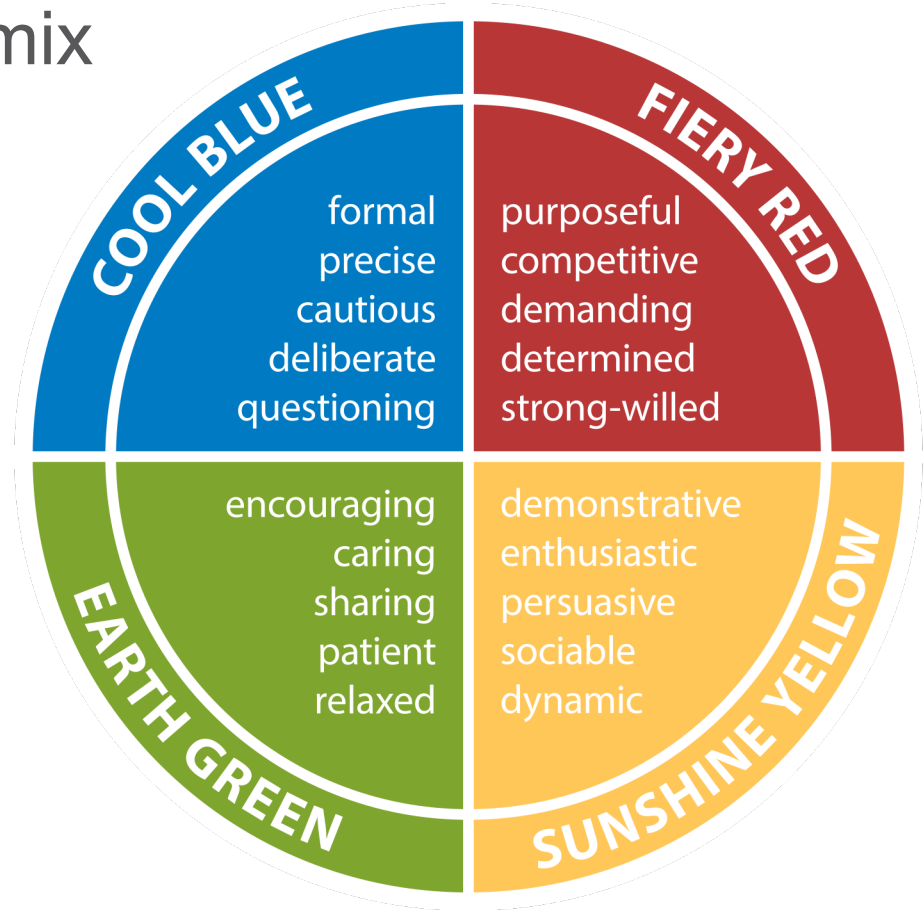
co-operative
caring
reliable
sensitive
stable
harmonious
amenable

sociable
engaging
optimistic
cheerful
enthusiastic
active
fun

persuasive
outgoing
mobile
friendly
impulsive
convincing
influencing

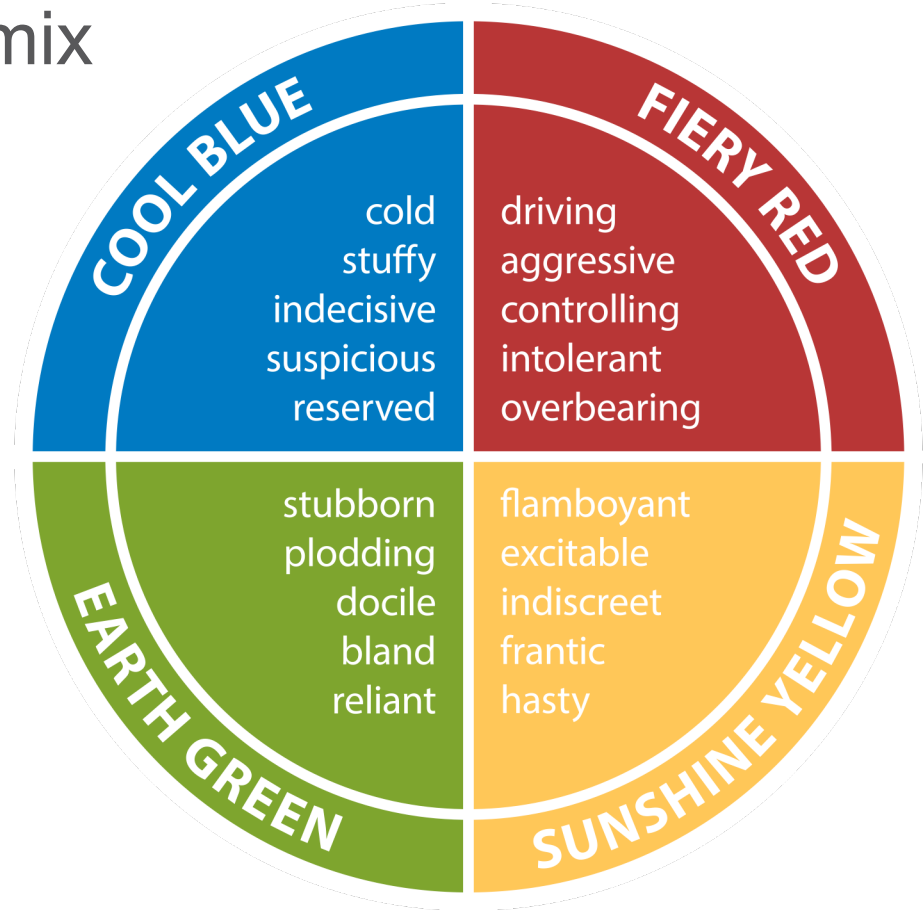
Your colour energy mix

On a good day ...



Your colour energy mix

On a bad day ...



**Individuals with
a preference for
Cool Blue
energy ...**

Desire to know and
understand the
world around them

Maintain a
detached and
objective
standpoint

Value
independence and
intellect

Think things
through before
committing to
action

Like information to
be accurate and
complete before
proceeding

**Individuals with a
preference for
Earth Green
energy ...**

View the world
through what they
value and what is
important to them

Seek harmony and
depth in
relationships

Defend what they
value with quiet
determination and
persistence

Prefer democratic
approaches that
respect the
individual

Ensure all individual
perspectives are
heard and
considered in making
choices or decisions

**Individuals with a
preference for
Sunshine Yellow
energy ...**

Radiate
enthusiasm and
encourage
participation

Enjoy and seek the
company of others

Approach others in
a persuasive,
engaging and
inviting manner

Have a desire to
be involved

Like to be noticed
and appreciated for
their contributions

**Individuals with
a preference for
Fiery Red
energy ...**

Are active and
move in a positive
and firm direction

Have a strong
determination that
influences those
they interact with

Are single-minded
and determined in
their focus on
results

Approach others in
a direct and
straightforward
manner

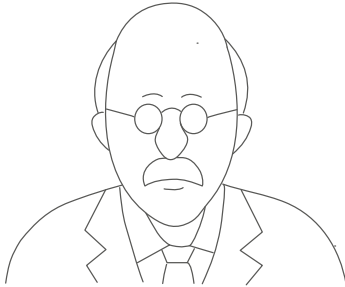
Seek an outcome
that is specific and
tangible

Summary of Jung's Psychological Preferences

How we are oriented to the environment (to the object)

Introversion – Internally, through observation and reflection

Extraversion – Externally through engagement, involvement and taking action



How we make decisions

Thinking – With our 'head' using analysis and a logical rationale

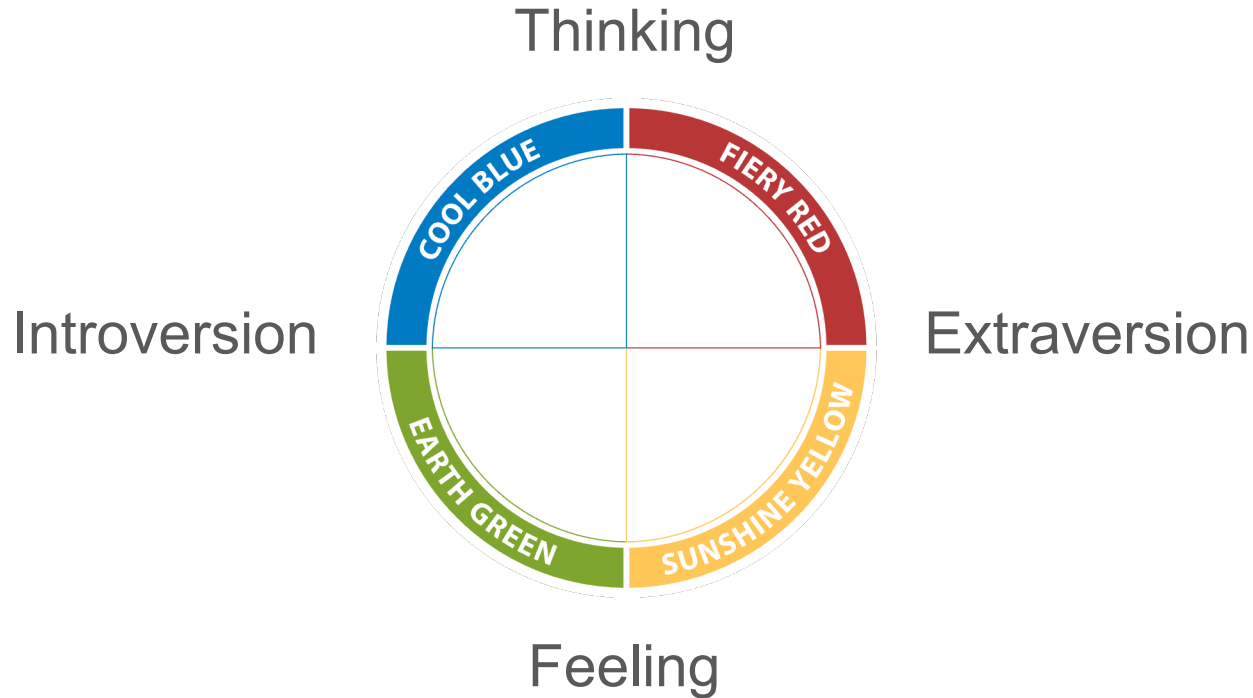
Feeling – With our 'heart' deciding on what something is worth, using our personal values

How we take in and process information

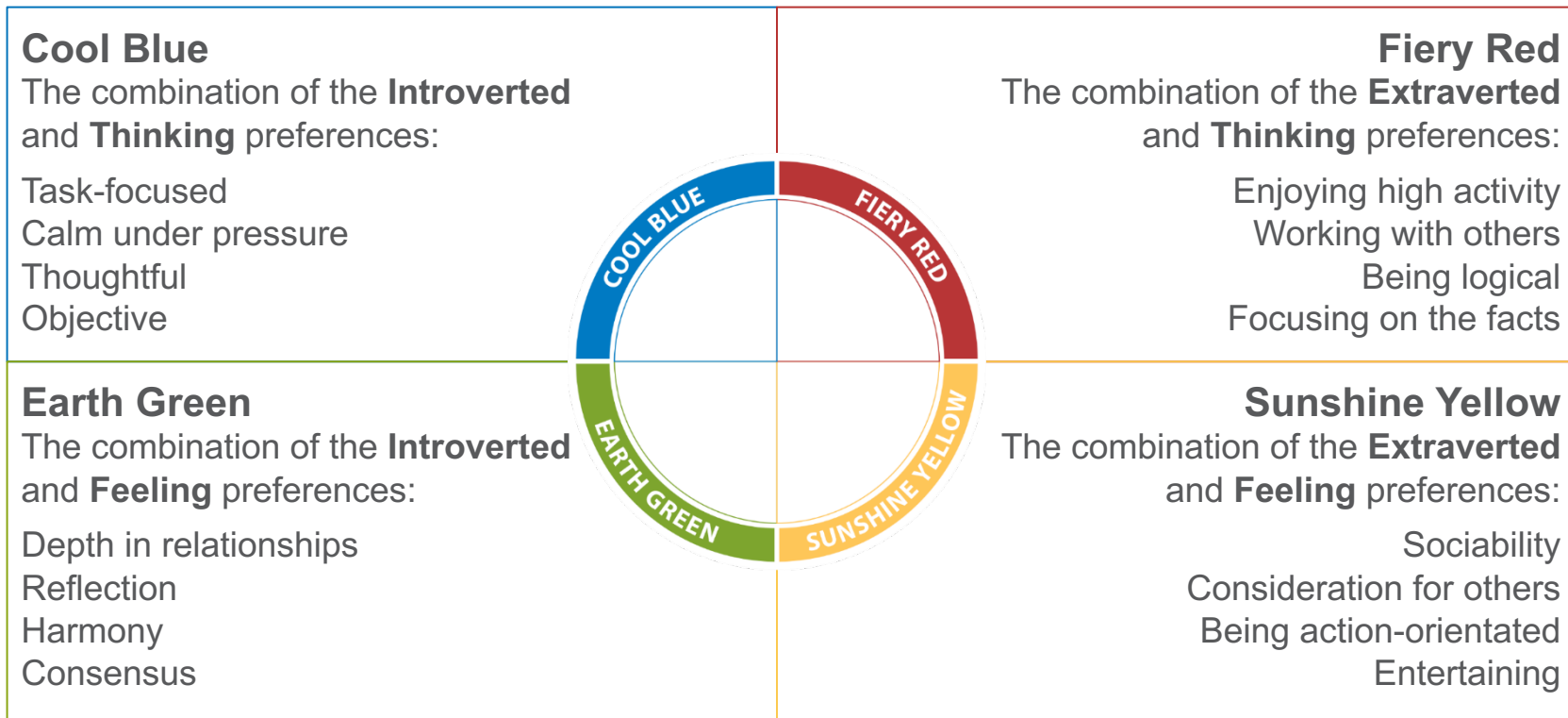
Sensation – In a concrete, realistic and tangible way, grounded in the present

Intuition – Finding meaning through interpretation, and future possibilities

Jungian preferences and the colour energies



Jungian Preferences and the Colour Energies



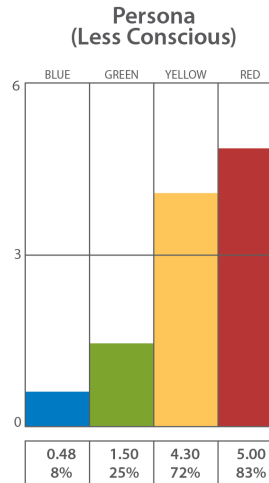
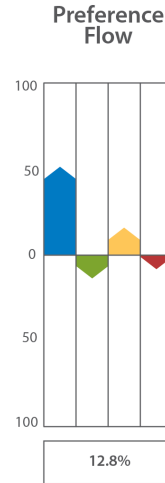
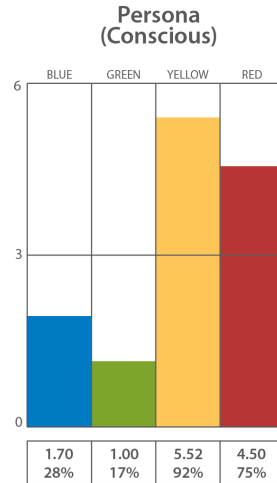
Colour Energy graphs – dynamics

The **direct** responses to the evaluator.

Your intentional self. Combines;
- how you show up
- who you want to be and
- who you believe you're expected to be.

How you **"ACT"**.

The portrait picture of you



The **indirect** responses to the evaluator.

Less aware of these energies. Suggests your more instinctive behavior.

Highlights possible blind spots.

How you might **"REACT"**.

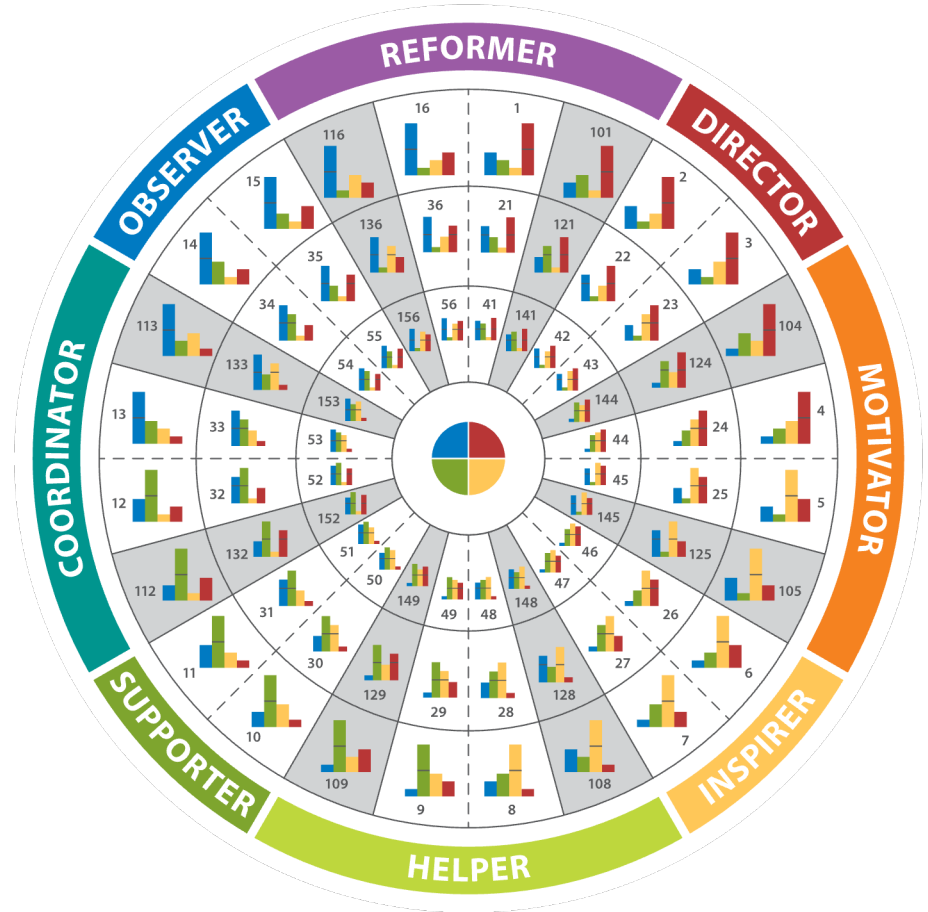
The candid photograph

Preference Flow: Highlights which colour energies you might be putting a conscious effort into adjusting, to meet the needs of your environment

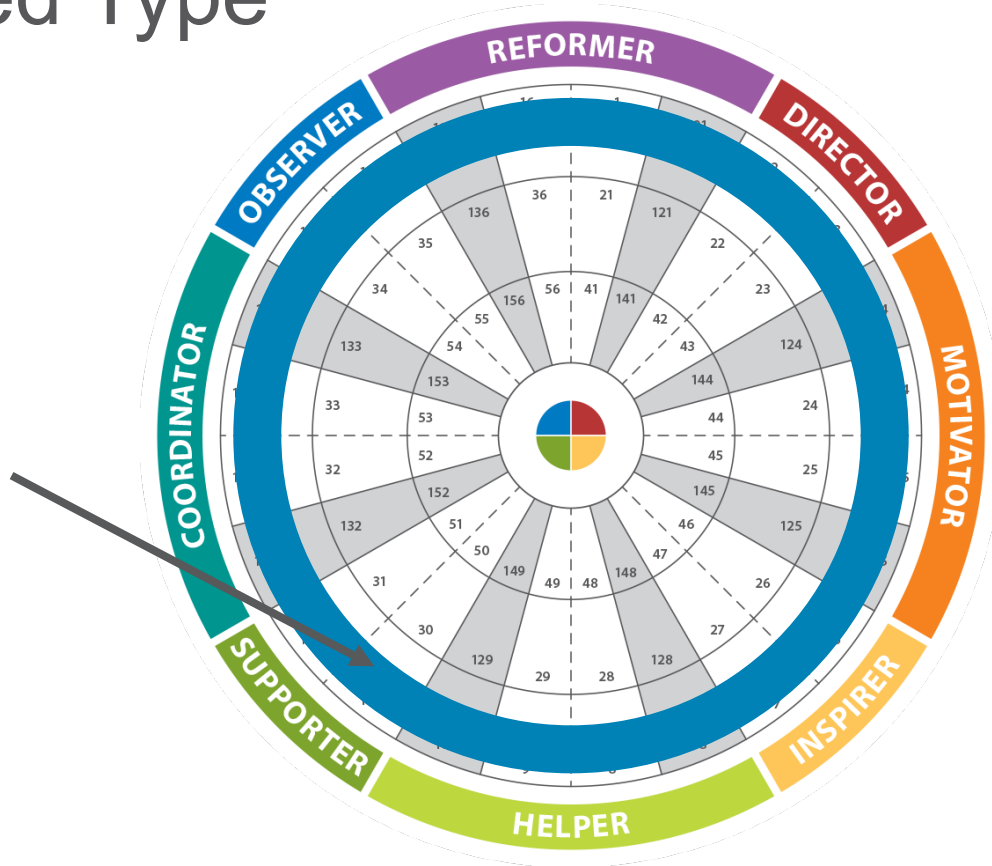
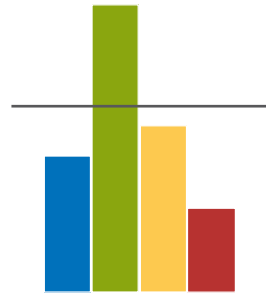
Insights Discovery 72-type wheel

Wheel position
determined by:

- Order of colour energies
- Number of colour energies above the midline

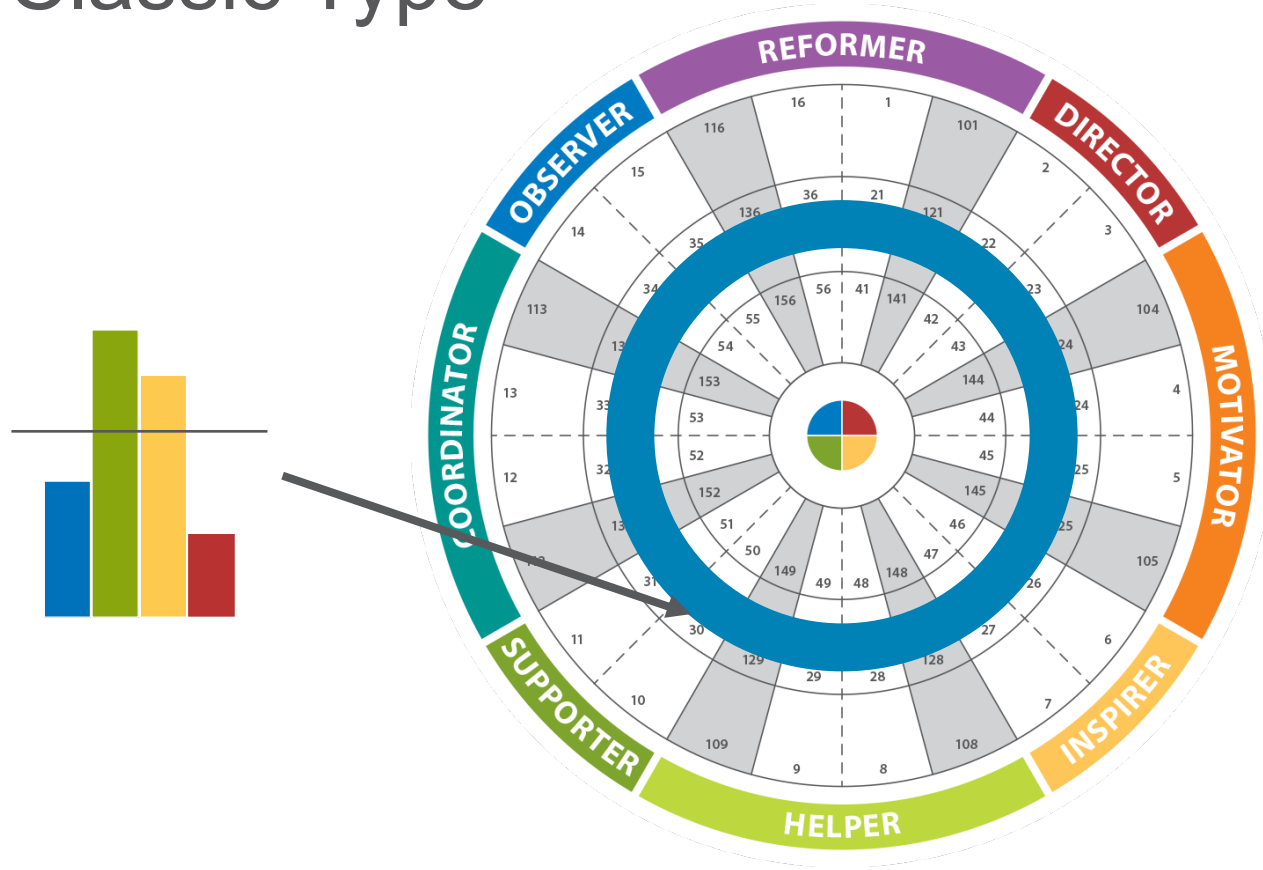


Focused Type



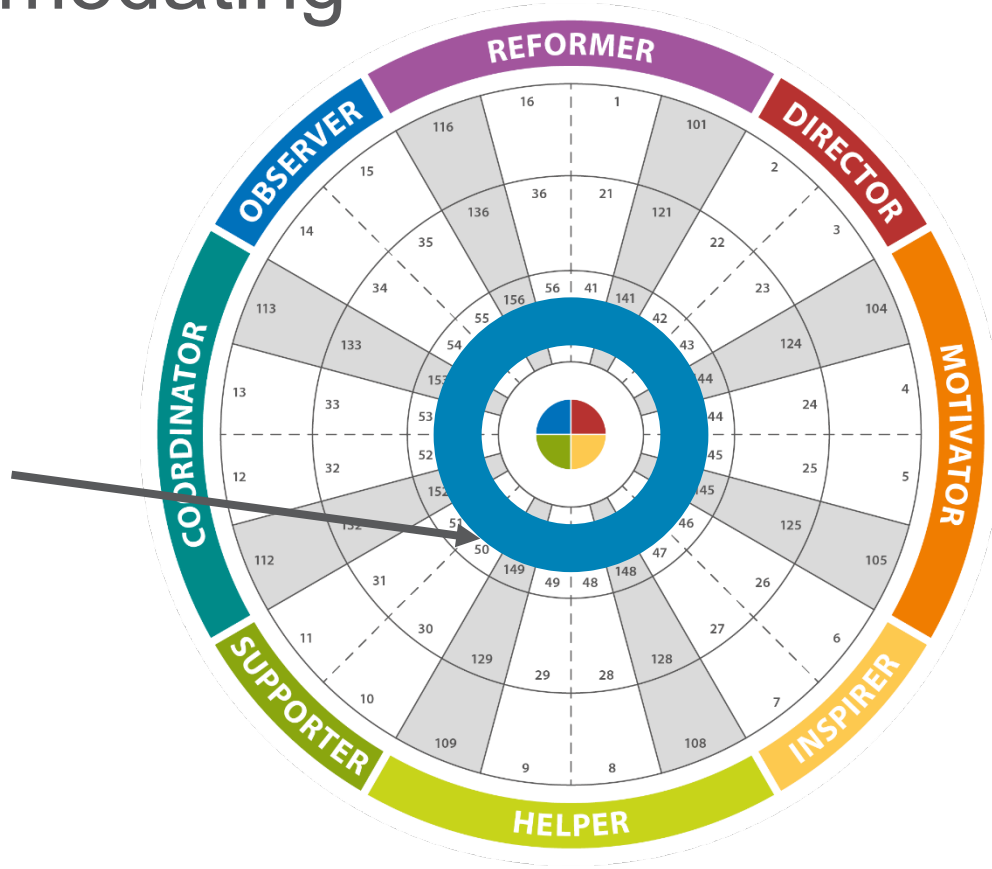
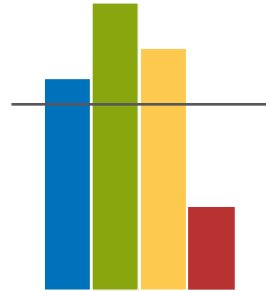
Focused ring = 3% of population

Classic Type



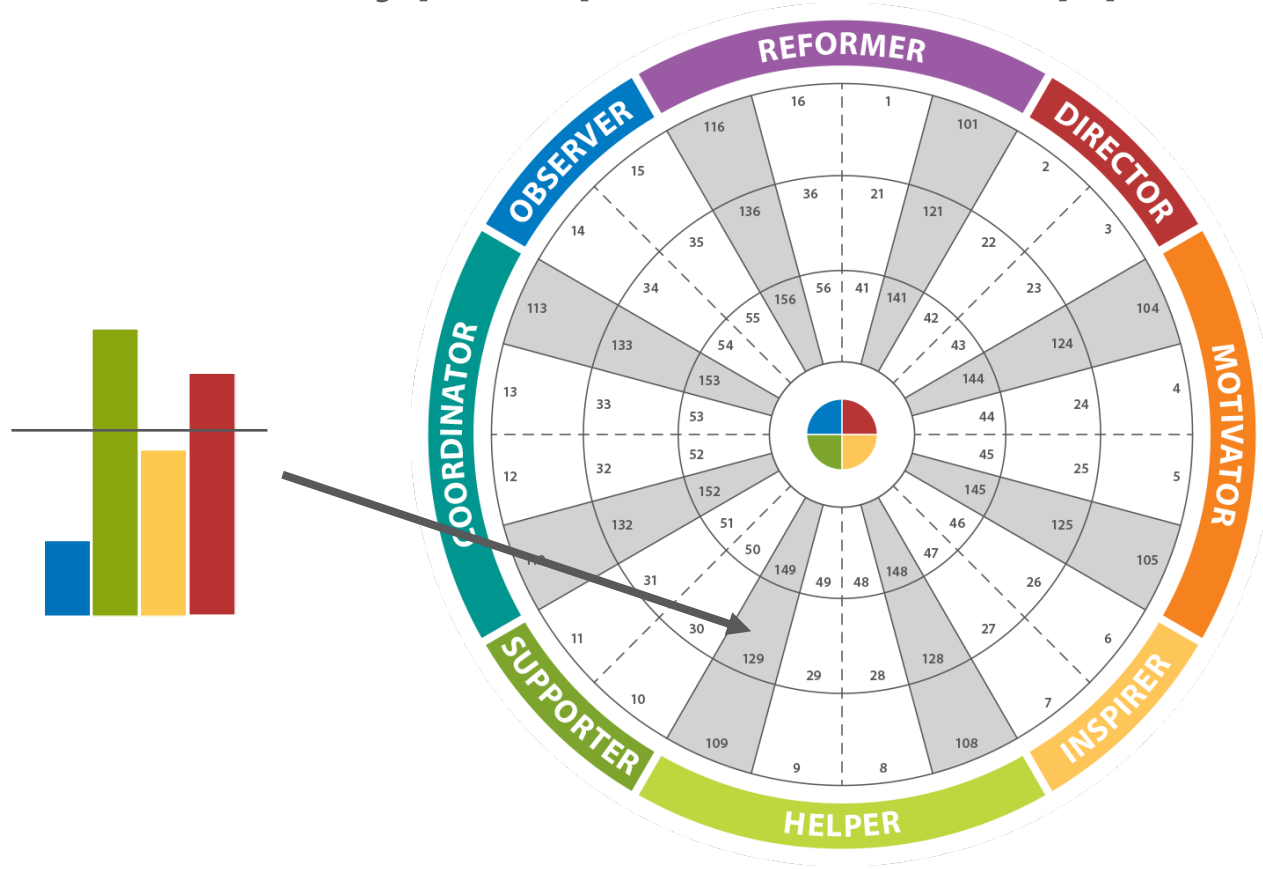
Classic Ring =
54% of population

Accommodating Type



Accommodating
Ring = 43%
of population

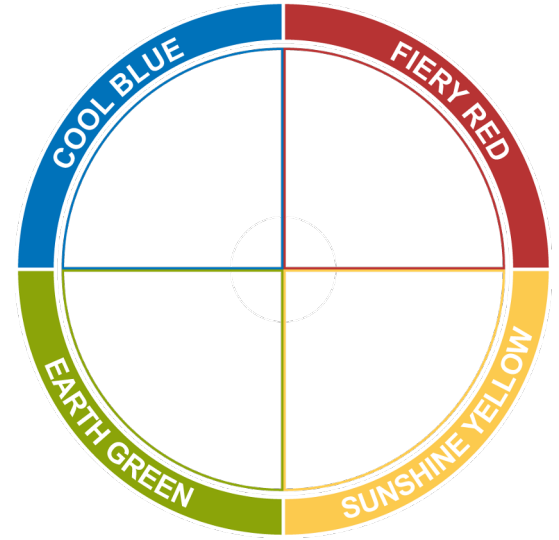
Creative types pull on two opposing energies



Creative positions
= 9% of population

The ways you **talk about** and **use** Insights will influence the culture that will develop around the tool.

- All of the color energies are strengths.
- Everyone can access each color energy.
- Insights does not create preferences in the individual.
- No one should not be "boxed in" by their color energy preferences.
- Insights is not an excuse for behavior.
- Insights cannot be used in formal decisions, like hiring.



Questions?

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