

Communicate in Color! "Untangling" Personality for Empowered Teams

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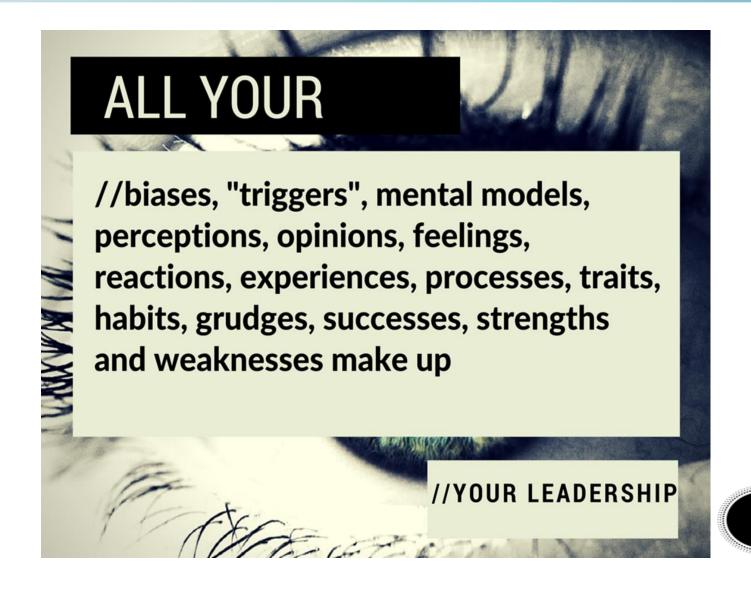
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"Untangle" Personality Dynamics!

- Patterns of Thinking
- Patterns of Decision Making
- Patterns of Behavior
- Patterns of Communication

We INFLUENCE through Communication Leadership IS Influence....







Take the test! BUT!!......

- 1. Tests are only "anchors"!
- 2. READ the directions!
- 3. Test taking is part of the exercise!
- 4. Please no picture taking or card stealing! (under copyright)
- 5. Take part 1 and 2-turn in cards, take part 3

YELLOWS

THE STRUCTURED ACHIEVERS

- -Structured & organized.
- -Likes clear direction/expectations.
- -Follows the rules, honors hierarchy.
- -Systematic process.
- -Likes details.
- -Likes order-does not do well in disorder.
- -Feels competent when directives are clear.
- -Keeps things professional.
- -Likes traditional organization & time -management.
- -May be varying degrees of "rigid".
- -May not be able to handle "other" ways.

THE PROCESS/STRUCTURE RULES







BLUES

THE "FEELERS"

- -Like harmony-not a fan of conflict.
- -Wants people to be happy.
- -High empathy-wants to be supportive.
- -Considers other people's perspective at all times.
- -Has a tougher time with difficult conversation but is NOT a pushover (usually).
- -May take things personally or have a higher need for acceptance.
- -May be certain degrees of "sensitive"
- -Likes emotional support.
- -Reliable and trustworthy-wants to do well (and doesn't want to disappoint.)

PEOPLE RULE







GREENS

THE CRITICALLY THINK-ERS

- -Analytical thinkers, logical, rational.
- -Enjoy working alone-often "in their head". Don't like "useless" talk.
- -Curious-Always wants to know "why".
- -Looks for continuous improvement.

 Don't need to "fit" in.
- -Deconstructive thinkers-great at finding gaps.
- -Often think against the grain.
- -May challenge to bring new perspective
- -Not a huge fan of emotional behavior.
- -It must make sense to THEM or they don't invest.

Not always social.

LOGIC/RATIONALE RULES







FLEXIBILITY & MOTIVATION RULES

- -Independent and "in their own space".
- -Work hard, play hard!
- -Likes adventure, not afraid of risk.
- -Competitive-wants to contribute-may "drop" interest if not invested.
- -Not always traditionally organized-may be chaotic or scattered.
- -Own "system" of organization.
- -Likes the limelight-likes to be a valuable contributor.



- -Can be direct-filter?
- -Can handle tough talk.
- -Best if they can "do their own thing."
- -May avoid total accountability-team mentality.







- 1. What do you want the group to "know" about your color?
- 2. What are the strengths & weaknesses of your color?
- 3. **What kind of behavior might your color demonstrate? (How do we KNOW you are a_____)
- 4. What color drives you the most crazy???
- 5. Discuss your second color..how does that make you different?