

# What's your **TRUE** Type?

How can understanding variations in personality help us build a successful staff (and successful publication)?

# TRUE COLORS

- Based on research of psychologists Isabel Briggs-Meyers, Katherine Briggs and David Keirsey as well as Keirsey student Don Lowry
- Bases application and understanding on four primary colors associated with four general personality types
- The more we understand ourselves, the better we can understand others (result = less conflict)

# TAKE A QUICK QUIZ

Compare each of the four boxes in each row. DO NOT analyze each word; just get a sense of each box. Score each of the four boxes in each row from most to least as it describes you:

- 4 = most like you
- 3 = a lot like you
- 2 = somewhat like you
- 1 = least like you

# ROW 1

A

- Active
- Variety
- Sports
- Opportunities
- Spontaneous
- Flexible

B

- Organized
- Planned
- Neat
- Parental
- Traditional
- Responsible

C

- Warm
- Helpful
- Friends
- Authentic
- Harmonious
- Compassionate

D

- Learning
- Science
- Quiet
- Versatile
- Inventive
- Competent

## ROW 2

**E**

- Curious
- Ideas
- Questions
- Conceptual
- Knowledge
- Problem Solver

**F**

- Caring
- People-oriented
- Feelings
- Unique
- Empathetic
- Communicative

**G**

- Orderly
- On-time
- Honest
- Stable
- Sensible
- Dependable

**H**

- Action
- Challenges
- Competitive
- Impetuous
- Impactful

## ROW 3

I

- Helpful
- Trustworthy
- Dependable
- Loyal
- Conservative
- Organized

J

- Kind
- Understanding
- Giving
- Devoted
- Warm
- Poetic

K

- Playful
- Quick
- Adventurous
- Confrontive
- Open-minded
- Independent

L

- Independent
- Exploring
- Competent
- Theoretical
- ‘Why?’  
Questions

# ROW 4

M

N

O

P

- |                |              |                 |                    |
|----------------|--------------|-----------------|--------------------|
| • Follow rules | • Active     | • Sharing       | • Thinking         |
| • Useful       | • Free       | • Getting along | • Solving problems |
| • Save Money   | • Winning    | • Feelings      | • Perfectionist    |
| • Concerned    | • Daring     | • Tender        | • Determined       |
| • Procedural   | • Impulsive  | • Inspirational | • Complex          |
| • Cooperative  | • Risk-Taker | • Dramatic      | • Composed         |

# ROW 5

Q

- Puzzles
- Seeking Info
- Making Sense
- Philosophical
- Principled
- Rational

R

- Social Causes
- Easy-going
- Happy endings
- Approachable
- Sympathetic

S

- Exciting
- Lively
- Hands-on
- Courageous
- Skillful
- On-stage

T

- Pride
- Tradition
- Do things right
- Orderly
- Conventional
- Careful



# ADD IT UP

- Total **ORANGE** score = A, H, K, N, S
- Total **GREEN** score = D, E, L, P, Q
- Total **BLUE** score = C, F, J, O, R
- Total **GOLD** score = B, G, I, M, T

TRUE

Profiles

# ORANGE

- Free & spontaneous
- Impulsive risk-takers
- Active
- Optimistic
- Resist commitment
- Can become virtuosos
- Thrive on crises
- Are drawn to tools
- Like to be the center of attention
- Have great endurance
- Are drawn to action jobs
- Need variety
- Are dynamic, animated communicators
- Are competitive
- Deal with the here & now
- Bold in relationships
- Generous
- Have difficulty finding acceptance
- Like to live in a casual atmosphere
- Bring excitement to society

# GREEN

- Innovative & logical
- Seek to understand the world
- Need to be competent
- Require intellectual freedom
- Curious
- Question authority
- Push themselves to improve
- Seek perfection in play
- May become intellectually isolated
- Slow to make decisions
- Value concise communication
- Look for intellectual stimulation
- Enjoy intriguing discussions
- Sometimes oblivious to emotions
- Detached
- Believe work is play
- Drawn to technical occupations
- Analyze & rearrange systems
- Focus on the future
- Bring innovation to society

# BLUE

- Are in search of themselves
- Need to feel unique
- Must be true to themselves
- Look for symbolism
- Value close relationships
- Encourage expression
- Desire quality time with loved ones
- Need opportunities to be creative
- Compromise & cooperate
- Nurturers
- Look beyond the surface
- Share emotions
- Make decisions based on feelings
- Need harmony
- Are adaptable
- Are drawn to literature
- Are drawn to nurturing careers
- Get involved in causes
- Are committed to ideals
- Bring unity in society

# GOLD

- Dutiful & stable
- Need to be useful
- Want to be self-sufficient
- Value organization
- Desire punctuality
- Schedule their lives
- Make & keep commitments
- Measure worth by completion
- Goal-oriented
- Value rules
- Prepare for the future
- Are inclined to join groups
- Believe work comes before play
- Safeguard tradition
- Prefer order & cleanliness
- Are responsible & dedicated
- Drawn to respected occupations
- Enjoy positions of authority
- Desire structure
- Bring stability to society

# I KNOW MY TRUE NUMBERS ...NOW WHAT?

- Take a look at the color profiles
- How much of each color do you have?
- Which color is dominant? Of which do you have the least?
- What's cool about your primary color?
- What about your color might get you into trouble?
- How can adding other colors help you?

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