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DESIGN • PRODUCTIVITY • EVENTS

# What Is True Colors?

True Colors™ is a model for understanding yourself & others based on your personality temperament. The colors of Orange, Green, Blue & Gold are used to differentiate the four central personality styles of True Colors™.



Identifying your personality and the personalities of others using True Colors provides you with insights into different motivations, actions & communication approaches.

Each of us has a combination of these True Colors that make up our personality spectrum, usually with one of the styles being the most dominant.

True Colors works because it is based on true principles & is easy to remember and use – in all kinds of circumstances – from personal relationships to professional success.



# WHERE TO EMBRACE DIVERSITY WITH TRUE COLORS?

The core of the True Colors system identifies:

LISTENING STYLES  
LANGUAGE PATTERNS  
NON-VERBAL RESPONSES

ETHICAL BEHAVIORS  
NEGATIVE MENTAL STATES  
RELATIONSHIP ORIENTATION

SOCIAL SKILLS  
LEARNING STYLES  
ENVIRONMENTAL MOTIVATORS

SELF-ESTEEM  
MOTIVATIONS  
INTRINSIC VALUES

CAUSES OF STRESS  
SOURCES OF DIGNITY  
COMMUNICATION STYLES

**DISORIENTED** **BEWILDERED**

# How is True Colors Different?

*The strength & power of True Colors* is that it takes the elaborate method of understanding personality theory & distills it into a user-friendly, practical tool that is fun & easy to apply.



Easy to integrate into your training initiatives

Highly interactive, engaging & easy to remember

It's easy to understand

Absolutely critical for any major shift

People get it at all levels of an organization

*"Successful people know who they are and what their True Colors are... when you know what your core values and needs are and feel good about them, you can perform at your highest potential in every area of life. And when you share a working, mutual understanding of other's core values and needs, you have the basis to communicate, motivate, and achieve common goals with utmost dignity, efficacy, and mutual respect." -Don Lowry, creator of True Colors.*

# WHAT DOES TRUE COLORS TRAINING PROVIDE?

\* A MORE HARMONIOUS & PRODUCTIVE ENVIRONMENT \* EASY INTEGRATION INTO EXISTING ORGANIZATIONAL FRAMEWORK \*

\* A UNIVERSAL LANGUAGE THAT ACCELERATES PROBLEM SOLVING \* INCREASE UNDERSTANDING OF SELF AND OTHERS \*

\* EXPANDED APPRECIATION FOR VALUING DIFFERENCES \* COMMUNICATION SKILL-BUILDING \*

## TRUE COLORS

a workshop of self-discovery

## TRUE COLORS

a workshop of self-discovery

### BLUE

A COLOR THAT HAS BEEN SHOWN TO SOOTHE THE CENTRAL NERVOUS SYSTEM. IT FOSTERS PSYCHOLOGICAL CONTENTMENT & PHYSICAL TRANQUILITY. THE FIGURE OF SPEECH REFERRING TO "TRUE BLUES" TAKES ON THE MEANING OF FRIENDSHIP, HELPERS, "THERE WHEN YOU NEED THEM" INDIVIDUALS THAT WILL GO THE EXTRA MILE FOR OTHERS.

### ORANGE

A COLOR OFTEN USED TO PROMOTE ACTION, MOTIVATION, & EXCITEMENT. ORANGE URGES YOU TO PAY ATTENTION—WAKE UP AND SEIZE THE MOMENT, MAKE QUICK DECISIONS...TAKE ADVANTAGE OF THE IMMEDIATE OPPORTUNITY AVAILABLE RIGHT NOW! ORANGE ENCOURAGES A PLAYFUL ATMOSPHERE OF ACTIVITY AND MOVEMENT.

### GREEN

A COLOR OF EXPRESSION OF LOGIC. THE SYSTEM OF EXISTENCE & THE ABUNDANCE OF THIS COLOR IN NATURE. GREEN IS CONCERNED WITH THE WORLD'S CHALLENGES. RESEARCH HAS SHOWN GREEN HAS A CALMING EFFECT & DEMONSTRATES A COMPOSED DEMEANOR USING MIND OVER EMOTION TO SOLVE THE MYSTERIES OF LIFE.

### GOLD

A COLOR WITH NUMEROUS METAPHORS ASSOCIATED WITH IT. IT REPRESENTS VALUE, STABILITY AND STRENGTH. THE EXPRESSION "SOLID GOLD WORK ETHIC" CONJURES UP AN IMAGE OF SOMEONE WHO IS VERY RESPONSIBLE... ON TIME, ORGANIZED, FULFILLS THEIR OBLIGATIONS WITH STELLAR DEPENDABILITY, EFFICIENCY AND THOROUGHNESS.



## Investment

*"People don't remember the pitch,  
they remember the experience."*

CORPORATE TRAINING  
TBD

PER PARTICIPANT MATERIAL  
\$38.50

NON PROFIT TRAINING  
TBD

PER PARTICIPANT MATERIAL  
\$27.50

WE STRIVE TO DELIVER  
A PROGRAM THAT WILL MEET  
YOUR GOALS & OBJECTIVES,  
INSURING A QUALITY  
PROGRAM EVERY TIME.

AVAILABLE FOR TRAVEL

## workshops

WORKSHOPS  
ARE 3-HOURS EACH

OR

CAN BE  
ADJUSTED  
DEPENDING ON THE  
# OF PARTICIPANTS, AND  
OBJECTIVES.

## INTRODUCTION TO:

TRUE COLORS (ADULT)  
TRUE COLORS (YOUTH)

## KEYS TO:

PERSONAL SUCCESS\*  
STUDENT LEADERSHIP  
SUCCESSFUL TEACHING  
SUCCESSFUL COUNSELING  
SUCCESSFUL BUSINESS LEADERSHIP

## GUIDANCE TO:

TEAMWORK  
PARENTING  
COACHING  
BETTER SELLING  
LEARNING STYLES  
COMMUNICATION

## OTHER:

ONLINE ASSESSMENT  
CUSTOMIZED LIVE SHOWS  
CUSTOMIZED WORKSHOPS

\*MOST POPULAR\*



# WHO USES TRUE COLORS?



THERE IS A TWENTY YEAR TRACK RECORD OF SUCCESS WITH HUNDREDS OF COMPANIES THOUSANDS OF SCHOOLS, HOSPITALS & GOVERNMENT AGENCIES HAVE USED TRUE COLORS TO BUILD TEAMWORK, IMPROVE COMMUNICATION & ENHANCE CUSTOMER RELATIONS.

