

**YELLOW (AMIABLE) 35%**

**KOALA BEAR**

***“We all need to get along - let’s be friends”***

Occupations – Teachers, Nurses, Counselors

Givers – Donates their time for the benefit of others!

Likes to be a part of a TEAM!

HELPER! Let’s put on the west wing of the hospital!

Indecisive

FOLLOWERS - Often times feels Guilty

Don’t show this group a CHECK!

They are NOT \$ MOTIVATED.

**Voice:** Soft and Gentle

**Dress:** Casual and Comfortable

**Strengths:** Dependable, Team Player, Patient, Supportive & Nurturing

**Weaknesses:** Over-Sensitive, Followers, Not Goal Oriented

**Key Words:** Team, Together, Relationship, Family

**Dislikes:** Pushy people, Bullies, Conflict

**BLUE (EXPRESSIVE) 15% “FUN, FUN, FUN!!!” MONKEY**

Occupations – Sales, Entertainment, Public Speakers

Tend to be BIG THINKERS!

Loves to tell stories to get point across!

Will INITIATE the team AND be the LEADER of the team!

Often talks with their hands!

RISK TAKER!

No Regrets!

MONEY MOTIVATED.

**Voice:** Loud and Fast

**Dress:** Stylish, Flamboyant, Colorful

**Strengths:** Promoters, Convincing, Enthusiastic, Positive, High Energy

**Weaknesses:** Talk to much, Poor follow-up, Unorganized, Exaggerate

**Key Words:** FUN, Excitement, Freedom, Life Style

**Dislikes:** Not Having Fun, Facts and Figures, Bored

**GREEN (ANALYTICAL) 35%**

**OWL**

***“LET’S GET THE FACTS AND FIGURES”***

Occupations – Accountants, Engineer, Research

SKEPTICAL!

Always need ‘More Information’

Always Asking Questions!

Don’t round #'s:

Be Specific!!

More Details are better for them

ORGANIZED AND NEAT

**Voice:** Soft and Polite

**Dress:** Formal and Conservative

**Strengths:** Organized, Planners, Accurate, Persistent, Great Follow Through

**Weaknesses:** Over-Analytical, Hard to please, Depressed, Lonely

**Key Words:** Why, Graphs, Charts, Research, Exactly

**Dislikes:** Pushy people, No Facts, Being Late, Lazy People

**RED (DRIVEN) 15% “GET OUT OF MY WAY” SHARK**

Occupations – Attorney’s, Airline Pilot’s, CEO’s, Politicians

‘Bull in a China Shop’

Their way or the Highway!

Make a decision!

Do it and live with it!!

THEY ARE ALWAYS RIGHT!

NOT VERY COMPASSIONATE

In Command

LIVE BY COMPARISON

**Voice:** Forceful with Volume

**Dress:** Dress for Success

**Strengths:** Focused, Goal Oriented, Intense

**Weaknesses:** Ego, Short Tempered, Dominating, Impatient, Un-teachable

**Key Words:** MONEY, Power, Control, To the Point

**Dislikes:** Indecision, Chit-Chat, Losing Control