Your Color is RED

Characteristics:
• Power and Dominance
• Heroism
• Avoidance of Shame

Benefits:
• Powerful
• Fast
• Command Authority
• Division of Labor

Examples:
• Street Gangs
• Mafia
• Tribal Militia

Sample Quote:
• “I’m gonna make him an offer he can’t refuse”

Key words and phrases to try out and listen for:
• Not cutting it; superstar; get rid of them; my way or the highway
Your Color is AMBER

Characteristics:
- Conformist
- Authority
- Absolute Truth

Benefits:
- Stable
- Reliable
- Strong Processes
- Long Term View

Examples:
- Public Schools
- Governments
- Traditional Religions

Sample Quote:
- “Trust the Process”

Key words and phrases to try out:
- Right and wrong; best practice; trust the process; above my pay grade; not for me to decide.
Your Color is **ORANGE**

**Characteristics:**
- Achievement
- Pragmatic
- Results Oriented

**Benefits:**
- Innovation
- Meritocracy
- Effective
- Successful

**Examples:**
- Large Corporations
- Public Universities
- Scientific Research

**Sample Quote:**
- “Show me the money”

**Key words and phrases to try out and listen for:**
- Show me the data; I’m all about the evidence; I want to get ahead; beat the competition; innovation is key
Your Color is **GREEN**

**Characteristics:**
- Pluralistic
- Relationship Driven
- Equality

**Benefits:**
- Caring
- Friendly
- Empowerment
- Stakeholder Balance

**Examples:**
- Agile Movement
- Southwest Airlines
- Ben & Jerry’s

**Sample Quote:**
- “Culture eats Strategy for Breakfast”

**Key words and phrases to try out:**
- Culture, engagement, fairness, team, multiple perspectives
Your Color is **TEAL**

**Characteristics:**
- Evolutionary
- Purpose Driven
- Integrates all value cultures

**Benefits:**
- Effective in Complexity
- Integrates multiple views
- Achieves purpose
- Sees the good in others

**Examples:**
- Morning Star Tomato Processing
- Buurtzorg health care
- Evolutionary leaders (Gandhi, MLK, etc.)

**Sample Quote:**
- “Be the change you wish to see in the world.”

**Key words and phrases to try out:**
- Aligned with my purpose, shared values/goals, there's some truth in what everyone is saying