

Four Personality Styles: Strengths and Cautions



RED
Producers

RED Core Characteristics:

- Direct
- Driven
- Competitive

Value to the Team:

- Provides leadership
- Gives urgency to the future
- Demands results
- Works from business acumen
- Has strategic vision

CAUTION

RED Producers are powerfully opinionated people who will sacrifice relationships, quality, details and stability to “make it happen!”



BLUE
Planners

BLUE Core Characteristics:

- Integrity
- Dependable
- Task and detail orientation

Value to the team:

- Stores information and data
- Good with numbers, charts and graphs
- Insures quality work is completed
- Good at organizing projects
- Keeps policies and the rules

CAUTION

BLUE Planners can be overly critical (of others as well as of themselves), moody, and prone to depression. Their perfectionistic tendencies can make them over plan and over prepare.



YELLOW
Promoters

YELLOW Core Characteristics:

- Articulate and verbal
- Optimistic
- Energetic and enthusiastic

Value to the team:

- Use their social skills to persuade
- Has a positive outlook
- Thinks creatively—outside of the box
- Sees possibilities
- Becomes the cheerleader for the group

CAUTION

YELLOW Promoters can be superficial, impulsive, disorganized, and overly optimistic. They are great in the startup phase but tend to slow down once the challenge is under control. has passed.



GREEN
Peacekeepers

GREEN Core Characteristics:

- Patient
- Diplomatic
- Stable and steady worker

Value to the team:

- Is a methodical thinker
- Mediates conflict
- Listens carefully
- Encourages collaboration
- Is calm in the face of chaos

CAUTION

GREEN Peacekeepers have a tendency to be indecisive, be indirect in their communications, and hesitant to speak up. They need to be asked for their opinions.