

(Phlegmatic)

**Yellow 35%**



- ◆ Motto: Let's be FRIENDS!
- ◆ Occupation: Teacher, Nurse, Counselor, Therapist
- ◆ Voice: Soft and Gentle
- ◆ Dress: Casual and Comfortable
- ◆ Strengths: Dependable, Team Player, Patient, Supportive and Nurturing
- ◆ Weakness: Over-Sensitive, Follower, Not Goal Oriented
- ◆ Key Words: Team, Together, Relationship, Family
- ◆ Dislikes: Pushy People, Bullies, Conflict

**Open**

(Sanguine)

**Blue 15%**



- ◆ Motto: FUN, FUN, FUN!
- ◆ Occupation: Sales, Entertainment, Public Speaking
- ◆ Voice: Loud and Fast
- ◆ Dress: Stylish, Flamboyant, Colorful
- ◆ Strengths: Promoter, Convincing, Enthusiastic, Creative, High Energy
- ◆ Weakness: Talk Too Much, Poor Saver, Poor Follow-Up, Unorganized, Exaggerates
- ◆ Key Words: FUN, Excitement
- ◆ Dislikes: Not Having Fun, Facts and Figures, Being Alone, Not Having FUN!



**Indirect**



**Direct**

- ◆ Motto: Let's Get the Facts and Figures
- ◆ Occupation: Accountant, Engineer, Research
- ◆ Voice: Soft and Polite
- ◆ Dress: Formal and Conservative
- ◆ Strengths: Organized, Planner, Accurate, Persistent, Follow Through
- ◆ Weakness: Over-Analytical, Hard to Please, Depressed, Lonely
- ◆ Key Words: WHY, Graphs, Charts, Research, Exactly, Possibly
- ◆ Dislikes: Pushy People, No Facts, Being Late



**Green 35%**

(Melancholy)

**Self-Contained**

- ◆ Motto: Get Out of My Way!
- ◆ Occupation: CEO, Attorney, Pilot, Military Colonel
- ◆ Voice: Forceful with Volume
- ◆ Dress: Dress for Success
- ◆ Strengths: Focused, Goal Oriented
- ◆ Weakness: Ego, Short-Tempered, Impatient, Un-teachable
- ◆ Key Words: MONEY, Power, Get To the Point, Bottom Line
- ◆ Dislikes: Indecision, Chit-Chat, Losing Control



**Red 15%**

(Choleric)