



APPENDIX A: FOUR STRENGTHS PERSONALITY PROFILE

The **Four Strengths Personality Profile** is a tool used to identify characteristics and traits of an individual. The profile consists of 60 questions and tests in 3 categories: The Child, the Parent and the Adult. The Child represents how you feel under pressure. The Parent represents how you think you should act. The Adult represents how you act when you are doing what you prefer to do and feel most comfortable. Four colors (Red, Yellow, Blue, Green) represent aspects of personality. Here is a short list of characteristics that are represented by the four colors:

Red – Decision Makers, Goal Oriented, Results Driven

Yellow – Communicators, Participants, Adaptable

Blue – Patient, Problem Solver, Good Listener

Green – Accurate, Consistent, Analytical

Four Strengths Personality Profile **How To Identify Personalities**

<h1>Red</h1>	<p>Reds are results-oriented and driven. They are direct, to the point, confident and competitive. They are always in a hurry.</p>
<h1>Yellow</h1>	<p>Yellows are friendly, outgoing and emotional people. Their orientation is people first, results second. They like to combine food with talk, and they like to talk a lot! They are very spontaneous.</p>
<h1>Blue</h1>	<p>Blues are sincere people who are good listeners. They are problem solvers and peace keepers. They want to be appreciated for who they are, not what they do. They focus on how to make things better.</p>
<h1>Green</h1>	<p>Greens are cautious people that do it all “by the book.” They analyze any situation before they commit to it. They look before they cross the street and walk before they run. Their goal is to avoid making the same mistake twice.</p>

Four Strengths Personality Profile **Strengths, Weaknesses & Needs**

PERSONALITY TYPE	STRENGTHS	WEAKNESSES	NEEDS
Red	<ul style="list-style-type: none"> Get Results Decision Makers Achieve Goals Risk Takers 	<ul style="list-style-type: none"> Not Cautious Run Over People Focus On Short Term Results Focus On Wrong Thing 	<ul style="list-style-type: none"> Power Authority To Win Quantifiable Results
Yellow	<ul style="list-style-type: none"> Communicators Participants Adaptability Optimistic 	<ul style="list-style-type: none"> No Sense of Time Lack Follow-Up Lack Objectivity Chameleon 	<ul style="list-style-type: none"> Recognition Acceptance Influence Involvement Flexibility, Options
Blue	<ul style="list-style-type: none"> Good Listener Patient Problem Solver Evaluate Alternatives Improvements 	<ul style="list-style-type: none"> Avoids Conflict Procrastination Rationalize “Over-improve” 	<ul style="list-style-type: none"> Appreciation Time Freedom Alternatives
Green	<ul style="list-style-type: none"> Analytical Accurate High Standards Consistent Cautious 	<ul style="list-style-type: none"> Rigid Procrastinators Overly Critical Overly Cautious Focus On The Past 	<ul style="list-style-type: none"> Control Precise Work Time Consistency

Four Strengths Personality Profile **How To Communicate**

<h1>Red</h1>	<p style="text-align: center;">Tell them WHAT</p> <p>Be direct and concise. Reds think they should know what they are doing. Therefore, they like to work with people who know what they are doing. Tell them the WHAT and forget the rest of the story. These are “bottom line” people.</p>
<h1>Yellow</h1>	<p style="text-align: center;">Ask for their HELP</p> <p>They think they ought to be involved. They like a good time, they like coffee during a business meeting. Ask about THEM and their loved ones. Show your enthusiasm and excitement for them, your meeting, your product/service... everything! Avoid details. Look for common ground.</p>
<h1>Blue</h1>	<p style="text-align: center;">Ask what they THINK</p> <p>They want to have input. Provide alternatives and allow them the freedom to choose the best one. Show appreciation for their ideas and input. ASK them what they think about your idea. Give them a problem to solve—they think they should know how!</p>
<h1>Green</h1>	<p style="text-align: center;">Tell them HOW you want it done</p> <p>They need consistency, predictability and control. They want to see proof. Use testimonials. Lay the facts out early. Tell them the bad news first. Make a formal presentation and answer all the HOW questions.</p>