

COLORS PREFERRED COMMUNICATION STYLE ASSESSMENT

Learning Objectives

After completing this section, you will be able to:

- Describe where your communication strengths are and where you have room to grow
- Identify how your communication style is perceived by others

Leadership Competencies:

The following leadership competencies are included in this section:

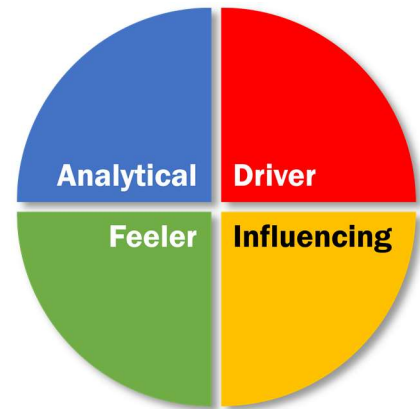
- Communicates Effectively

UNDERSTANDING AND LEADING ACROSS STYLES

What Color is Your Preferred Communication Style?

The Colors assessment helps identify your preferred communication style. Understanding your preferred style is one of the foundations to effective communication.

When you clearly understand your preferred style, you can begin to identify other people's preferred styles and lead them in a way that is more effective. Also, in leading teams, understanding WHY team members see things and behave differently and leading them to understand and utilize these differences to meet the team's objectives is essential to success.



How Leaders Leverage Difference in Their Teams

To effectively lead teams, it's essential to understand that every style has its own strengths and challenges.

When considering differences between people, it's important not to stereotype individuals. Each person is complex and have many aspects to their behavioral choices. People's communication preferences do **NOT** define the whole of who they are.

Resist the temptation to stereotype others (or yourself!) and work to understand each person's strengths and how to capitalize on the strengths for the good of the team.



Colors: Descriptive Meanings

Accurate: Precise, correct, careful

Alloof: Standoffish, doesn't initiate with others

Bold: Courageous, fearless

Cautious: Careful, guarded, wary

Charming: Appealing, engaging

Colorful: Distinctive, lively, spirited

Competent: Qualified, capable, skilled

Competitive: Ambitious, striving, determined

Confident: Self-assured, unafraid, secure

Content: Satisfied, comfortable, happy

Conventional: Typical, traditional

Creative: Innovative, clever, stimulating

Daring: Bold, willing to try new things, courageous

Devout: Faithful, sincere, genuine

Direct: Candid, straightforward

Easy mark: Easily misled, pushover

Emotional: Sensitive, demonstrative

Evaluative: Assesses, determines, judges

Even-tempered: Calm, level-headed

Experimental: Innovative, pioneering

Forceful: Powerful, effective, strong

Gentle: Nice, pleasant, kind

Good listener: Attentive, patient

Good mixer: Works easily with others, sociable

Gregarious: Sociable, outgoing

High-spirited: Lively, eager, energetic

Humble: Modest, respectful

Impatient: Intolerant, easily irritated

Impulsive: Enthusiastic, unrestrained

Intelligent: Smart, knowledgeable

Law-abiding: Conscientious, honorable

Loyal: Trustworthy, dedicated, faithful

Mature: Developed, seasoned, ready

Moderate: Balanced, reasonable, even

Neighborly: Friendly, sociable

Obliging: Agreeable, accommodating

Optimistic: Positive, hopeful, trusting

Outspoken: Blunt, candid, unrestrained

Passionate: Excited, enthusiastic, intense

Passive: Uninvolved, disinterested

Patient: Tolerant, understanding

Perfectionist: Demands excellence and precision

Persuasive: Convincing, seeks to influence

Playful: Spirited, fun-loving, good-natured

Popular: Generally liked, admired

Practical: Sensible, reasonable, solid

Predictable: Consistent, does the expected

Quick: Abrupt, brief, brisk

Respectful: Polite, considerate

Restless: Impatient, anxious, unsettled

Restrained: Moderate, controlled

Risk taker: Adventurous, daring, not cautious

Self-directed: Independent, not requiring a lot of supervision

Self-reliant: Comfortable depending on oneself and not needing much support from others

Self-promoting: Assertive, political

Serene: Peaceful, calm, tranquil

Stable: Reliable, consistent, predictable

Stubborn: Rigid, determined, inflexible

Systematic: Methodical, organized

Talkative: Outgoing, communicative



DIRECTIONS

1. Read the rows of words across horizontally, from left to right. Use a ruler or piece of paper to make this easier.
2. Assign each word a numerical priority indicating the degree to which it describes you, using the following scale: **4 = Most like you** **1 = Least like you**
3. Use each numeral, 1, 2, 3, and 4 only **once per row**, e.g.:

2 Accurate
1 Patient
3 Gregarious
4 Direct

Word meanings appear on the previous page.

<u> </u> Accurate	<u> </u> Patient	<u> </u> Gregarious	<u> </u> Direct
<u> </u> Systematic	<u> </u> Loyal	<u> </u> Persuasive	<u> </u> Daring
<u> </u> Aloof	<u> </u> Passive	<u> </u> Impulsive	<u> </u> Stubborn
<u> </u> Mature	<u> </u> Stable	<u> </u> Confident	<u> </u> Self-reliant
<u> </u> Conventional	<u> </u> Serene	<u> </u> Self-promoting	<u> </u> Forceful
<u> </u> Restrained	<u> </u> Even tempered	<u> </u> Charming	<u> </u> Quick
<u> </u> Practical	<u> </u> Predictable	<u> </u> Emotional	<u> </u> Bold
<u> </u> Competent	<u> </u> Intelligent	<u> </u> Colorful	<u> </u> Creative
<u> </u> Devout	<u> </u> Evaluative	<u> </u> Passionate	<u> </u> Risk taker
<u> </u> Humble	<u> </u> Gentle	<u> </u> Optimistic	<u> </u> Self-directed
<u> </u> Perfectionist	<u> </u> Easy mark	<u> </u> Talkative	<u> </u> Impatient
<u> </u> Law abiding	<u> </u> Good listener	<u> </u> High spirited	<u> </u> Outspoken
<u> </u> Respectful	<u> </u> Content	<u> </u> Playful	<u> </u> Experimental
<u> </u> Obliging	<u> </u> Neighborly	<u> </u> Popular	<u> </u> Restless
<u> </u> Cautious	<u> </u> Moderate	<u> </u> Good Mixer	<u> </u> Competitive

Total each column below. Total of all answers should equal 150.

1

2

3

4



ASSESSMENT RESULTS

- 1. Plot each column total from the previous page onto the table below. For each column, place a large dot in the row representing the range for your total. Each column represents one of the styles.
- 2. Draw a line connecting your dots from Blue to Green to Yellow to Red.

	Blue (1)	Green (2)	Yellow (3)	Red (4)
>51				
46 – 50				
41 – 45				
36 – 40				
31 – 35				
26 – 30				
<25				



Color Preferences: Key Characteristics & Tips for Communicating

