



THE COLOR CODE

Excellence-In-Communications

A Peak Performance Program

~ By Larry Bonino of *Excellence-In-..., LLC* ~

The Color Code: Excellence-In-Communication

The Color Code:

Four Core Motives That Influence Personality, Drive Behavioral Styles and Affect Communications

By Larry Bonino of *Excellence-In-..., LLC*

Two of the most critical elements of becoming a highly valued, productive, and successful professional, both in your field and within your organization, are *Trust and Respect*.

We define *Trust* as: *Reliance on, and confidence in, another person or entity. It involves accepting the responsibility for taking care of somebody or something. Trust is created when we develop belief in the competency of another person; and their reliability to be depended upon to always fulfill their promises and the expectations that others have come to rely upon; and*

We define *Respect* as: *Showing thoughtfulness and consideration in relation to another person. Being polite and courteous. Demonstrating deference toward someone by placing their interest ahead of our own (adapted from Encarta World English Dictionary).*

In creating trusting, respectful relationships, it is necessary to develop an understanding of how to correctly interpret the driving core motives, actions and intentions of others. Our *Excellence-In-Communications* workshop and coaching program are designed to help individuals learn the art and skills of effective communication and methods for better understanding and respecting others. The workshop also fosters healthy development of increased trust among employees throughout an organization as well as with your organization's clients.

Effective communication is built upon the foundation of *Trust and Respect*. It is only through the creation of trusting, respectful relationships that we can develop the necessary understanding required to correctly interpret the driving core motives, actions, and intentions of others. To enhance an individuals' interpersonal relationship skills, we utilize a program called **The Color Code** to help them better understand the four basic personality types and behavioral styles, and the driving core motives associated with each individual. Every individual interprets the world around them differently. They also have differing interpretations and perceptions of the events which they have prioritized as important to themselves, their families, and their business activities. And each person reacts differently, in a manner consistent with their driving core motive, to what they have perceived. These reactions take the form of what we observe as a person's behavior which is an outward expression of their individual personality.

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The Color Code (continued)

The Color Code program provides us with a method for understanding **WHY** we do the things we do. Underlying everyone's personality is a set of Driving Core Motives that influence their values, priorities, the choices they make, their behaviors, habits, lifestyle, AND communication style. Therefore, understanding a person's Driving Core Motives is the key to understanding their personality, and gaining insights to their behavior, what they value, and why they say the things they say.

The Color Codes identifies four personality types: **Red**, **Blue**, **White**, and **Yellow**. Each personality type is directly associated with the following: 1) A primary Core Motive; 2) A set of Natural Strengths; and 3) Potential Limitations.

The Color Code is designed to help us better understand these four personality types and their associated behavioral and communication styles. Most importantly, The Color Code helps us to respect another person's point of view and understand what motivates the things they say and the actions they take.

In brief, The Color Code is a method for understanding **WHY** we do the things we do, which in turn increases interpersonal respect and trust and improves our ability to communicate more effectively.

Here are brief descriptions of each personality type:

- **Red: Core Motive – Power** – These individuals are the power wielders. Power and control (the ability to move from point A to point B and get things done) are what motivate and drive **Red** personality types. Their primary motivation is maintaining control over events and situations to keep projects moving in a positive direction. They strive to get things done in the most effective and efficient manner. They bring great gifts of vision and leadership and generally are responsible, decisive, and assertive. Their potential limitations may include being insensitive to the feelings of others, argumentative, overly demanding, and impatient.
- **Blue: Core Motive – Intimacy** – These individuals are the good Samaritans of our communities and businesses. Intimacy and relationships (connecting and having purpose) are what motivate and drive **Blue** personality types. Their primary motivation is developing meaningful connections with others in order to create quality relationships. They bring great gifts of quality and service and are generally loyal, sincere, and thoughtful. Their potential limitations may include being overly sensitive, perfectionists, suspicious of others, and worry prone.
- **White: Core Motive – Peace** – These individuals are the peacekeepers. Peace and consensus-building (the ability to stay calm and find common ground) are what motivate and drive **White** personality types. Their primary motivation is maintaining their ability to stay calm in the midst of chaos and finding solutions that will help create unity. They bring great gifts of clarity and tolerance and are generally kind, adaptable, and good-listeners. Their potential limitations may include being indecisive, silently stubborn, unexpressive, and detached.
- **Yellow: Core Motive – Fun** – These individuals are the fun lovers. Living in and enjoying the moment is what motivates and drives **Yellow** personality types. Their primary motivation is enjoying the process, keeping things light, and finding ways to infuse some fun into their work. They bring great gifts of enthusiasm and optimism and are generally charismatic, spontaneous, and sociable. Their potential limitations may include being uncommitted, disorganized, unfocused, and impulsive.

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The Color Code (continued)

As we begin to better understand the Driving Core Motives of other people and gain insights to their behavioral styles we give ourselves the greatest opportunity for developing genuine respect for others and successfully interacting with our colleagues, clients and customers. As the quality of our interactions increases, the effectiveness of our communications will also increase. Therefore, increasing the effectiveness of our communications is the expected outcome of The Color Code Workshop.

Effective workplace communication happens when people:

1. Trust each other to behave honestly;
2. Feel safe to express their opinions;
3. Consistently provide and receive reliable information;
4. Have confidence in the competence of their co-workers;
5. Share common organizational goals;
6. Know that their opinions are valued and meaningful; and
7. Engage in active listening.

All of these elements of effective communication are enhanced by The Color Code.

Developing a thorough understanding of our own Driving Core Motive and communication style are critical aspects of learning to effectively communicate with others. In addition, we must also develop an understanding of the Driving Core Motives and communication styles of our peers, the people who report to us, our supervisors and perhaps most importantly – our clients and customers. The better we understand what motivates the people we work with and those we serve, and how they prefer to approach discussions (their behavioral and communication styles) the more effective we will become at presenting our thoughts and ideas in ways that will capture and maintain their attention, increase their level of comprehension, and enhance the quality of their responsiveness.

To summarize this thought, effective communication is significantly enhanced when we develop a thorough understanding of:

- Ourselves;
- Our Teammates, Staff Members and Supervisors;
- Our Company Leaders and Owners; and
- Our Clients and Customers.

As we begin to better understand the Driving Core Motives of other people, and gain insights to their behavioral styles, our level of trust in them and our respect for their point of view will increase as will the quality of our interactions and the effectiveness of our communications.

One of the most essential qualities of effective communication is the inclination toward seeking first to understand, before attempting to be understood. This is the *Golden Rule* of establishing *Excellence-In-Communications*; as well as developing meaningful, valuable, lasting relationships; and creating trusting, respectful interactions with other people.

Valued leaders who earn the respect of the people they work with are those who have mastered the ability to understand what motivates other people and how they communicate. From this foundation, respected leaders are able to develop meaningful, valuable, and lasting relationships built upon the qualities of character, trust and respect.

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