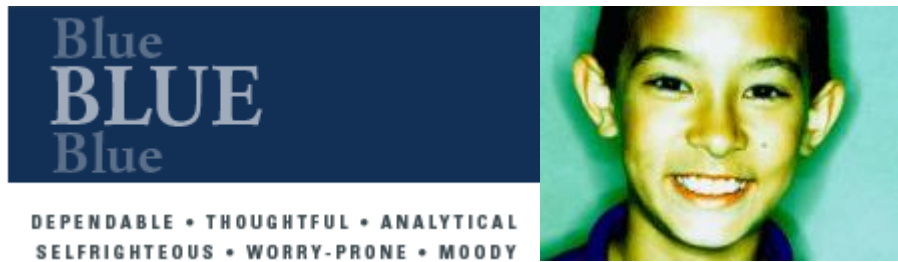


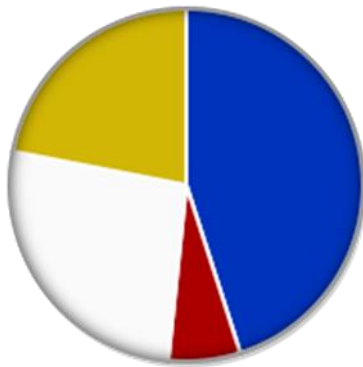
# The Color Code Personality Profile



**The Hartman Personality Profile** By Taylor Hartman, Ph.D.  
This report has been customized for John Doe, 2009-09-02 13:52:24

John Doe, you are a core **blue** motivated by Intimacy, with a **white** secondary color.

- blue** 45.06%
- white** 26.41%
- yellow** 21.95%
- red** 6.58%



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## Why Color Code your life?

When was the last time you saw yourself for who you really are? And, we're not talking about the typical mirror image of yourself, your likes and dislikes, your behavior in any given situation. No, we're talking about who you innately are, what drives you, what makes you who you are. Like an internal mirror, your Hartman Personality Profile reveals the truth about who you are inside. It reveals your innate strengths and limitations, your needs and wants, where you are best suited to excel and where you're blowing it. What's more, the cutting edge insights from your personal profile not only reveal who you really are, but they teach you how to leverage your unique personality to enhance the quality of your life.

While personality assessments only explain what you do, the Color Code delves deeper to determine *why* you do what you do by uncovering your driving core motive—the innermost reason why you do what you do. Instruments that describe simply what you do (behavior-based) aren't telling you anything you don't know already. In order to improve your life and relationships, you need to understand why you do what you do (motive-based).

Your results from the Color Code will add insight into your life. Your profile takes what scholars at Oxford University regard as the most revolutionary and correct personality theory in existence today—the Color Code—and uses it to provide you with a complete guide to enhancing the quality of your life with the gift of self-awareness. Your profile reveals who you innately are, enables you to understand why you choose certain behaviors, and teaches you how to leverage your unique personality to enhance the quality of your life—all in a single sitting.

Your profile is more than just a one time fix. With its insights into your driving core motive, your profile reveals why you do what you do and teaches you how to use that insight to improve yourself.

### Your Personality Profile will:

- Uncover the driving core motive behind your unique personality, allowing you to understand why you do what you do.
- Indicate which human needs and wants are most critical for you, and how to use them to your advantage in creating successful relationships with others.
- Delineate your innate strengths and limitations.
- Offer you insights into how to become a more effective person.
- Provide ways in which you can better connect with people whose driving core motives make them innately different from you.

All life is about relationships. The success of any endeavor, whether it be personal or professional, inevitably comes down to how you relate with the individuals involved. Harmonious marriages depend on it. Rewarding business partnerships relish it. The

quality of your life hinges upon it. And it all begins with getting yourself, by getting your driving core motive. Once you get yourself, you can work on getting others and creating successful and rewarding relationships. This personality profile not only teaches you how to get yourself, but it also teaches you how you can become the best person you can be, and gets you started on the path to successful relationships because of it.

Leveraging your personality profile results to improve yourself and your relationships requires dedication to the following principles, all of which are covered in this report:

1. Get Yourself: Fully understanding your driving core motive and how it influences your personality and behavior.
2. Get truth: Facing the brutal facts in light of who you are.
3. Get Over Yourself: Figuring out how to build character and enhance your personality with the strengths reflected in the other three driving core motives
4. Get Others: Learning how to use the strengths of your innate personality to create successful relationships and deal with other people on their own terms.

## Table of Contents

1. [Section I—Overview of the Color Code Theory](#)
  1. Introduction to the Color Code Personality Theory.
2. [Section II—Get Yourself](#)
  1. Your Driving Core Motive
  2. Your Unique Personality Style
  3. Your Strengths and Limitations
  4. Your Needs and Wants
  5. Getting Your Core
  6. Keeping Congruent
3. [Section III—Get Truth](#)
  1. Facing the Brutal Truths
4. [Section IV—Get Over Yourself](#)
  1. Do Your Work
  2. Building Character
  3. Personal Development Tasks
5. [Section V—Get Others](#)
  1. You are 100% Responsible for the Success of Your Relationships
  2. Conclusion

# SECTION I: Overview of The Color Code Theory

"Know Thyself." -SOCRATES

## The Four Basic Core Color Descriptions

When we see a photograph in which we are included, we typically will look first at ourselves. Once we have located ourselves in the picture, we will then look at the others with whom we were photographed. This tendency to look at ourselves first will also exist as you read this report. As you discover yourself, you will find it more intriguing to see how "photogenic" others are who play significant roles in your life. You will not be able to resist applying this new knowledge to your peers, boss, spouse, or children. The following is a very brief synopsis of what we all may look like so that you are better able to see all those included in the "photograph" of your life.

What follows is a description of the four personality colors. The characteristics outlined are based on the respective driving core motive of each personality color. (Incidentally, when a person is referred to as being a particular color, this should not be misinterpreted as a reference to race or color of skin. Each of us should be color blind in that regard.)

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### **reds (Motive: POWER)**

**reds** are motivated by POWER. They seek productivity and need to look good to others. Simply stated, **reds** want their own way. They like to be in the driver's seat and willingly pay the price to be in a leadership role. **reds** value whatever gets them ahead in life, whether it be in their careers, school endeavors, or personal life. What **reds** value, they get done. They are often workaholics. They will, however, resist doing anything that doesn't interest them.

**reds** like to be right. They value approval from others for their intelligence and practical approach to life, and want to be respected for it. **reds** are confident, proactive, and visionary, but can also be arrogant, selfish, and insensitive. When you deal with **reds** be precise, factual, direct, AND show no fear!

### **blues (Motive: INTIMACY)**

**blues** are motivated by INTIMACY. They seek to genuinely connect with others, and need to be understood and appreciated. Everything they do is quality-based. They are loyal friends, employers, and employees. Whatever or whomever they commit to is their sole (and soul) focus. They love to serve and give of themselves freely in order to nurture others' lives.

**blues** have distinct preferences and have the most controlling personality. Their personal code of ethics is remarkably strong and they expect others to live honest, committed lives as well. They enjoy sharing meaningful moments in conversation as well as paying close attention to special life events (e.g. birthdays and anniversaries). **blues** are dependable, thoughtful, and analytical, but can also be self-righteous, worry-prone, and moody. They are "sainted pit-bulls" who never let go of something or someone once they are committed. When you deal with **blues** be sincere and make a genuine effort to understand and appreciate them.

### **whites (Motive: PEACE)**

**whites** are motivated by PEACE. They seek independence and require kindness. They resist confrontation at all costs. To them, feeling good is more important than being good. They are typically quiet by nature, process things very deeply and objectively with great clarity. Of all the colors, **whites** are the best listeners. They respect people who are direct but recoil from perceived hostility or verbal battle.

**whites** need their "alone time" and refuse to be controlled by others. **whites** want to do things their own way and in their own time. They ask little of others and resent others demanding much of them. **whites** are much stronger than people think, but are not often seen for their strength because they don't easily reveal their feelings. **whites** are even-tempered, diplomatic, and the voice of reason, but can also be indecisive, unexpressive, and silently stubborn. When you deal with **whites** be kind, accept and support their individuality, and look for non-verbal clues to understand their feelings.

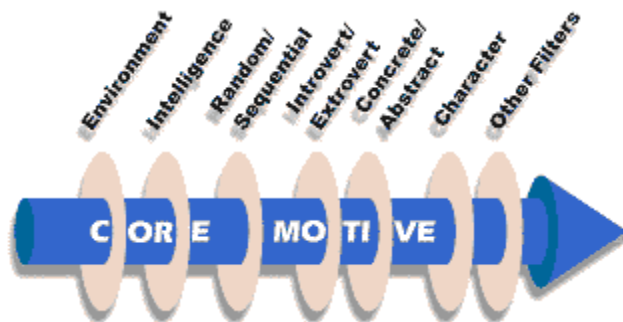
### **yellows (Motive: FUN)**

**yellows** are motivated by FUN. They are inviting and embrace life as a party that they're hosting. They love playful interaction and can be extremely sociable. They are highly persuasive and seek instant gratification. **yellows** need to be adored and praised. While **yellows** are carefree, they are sensitive and highly alert to others' agendas to control them. **yellows** typically carry within themselves the gift of a good heart.

**yellows** need to look good socially, and friendships command a high priority in their lives. **yellows** are happy, articulate, engaging of others and crave adventure. Easily distracted, they can never sit still for long. They embrace each day in the "present tense" and choose people who, like themselves, enjoy a curious nature. **yellows** are charismatic, spontaneous, and positive, but can also be irresponsible, obnoxious, and forgetful. When you deal with **yellows** take a positive, upbeat approach and promote light-hearted, creative, and fun interactions.

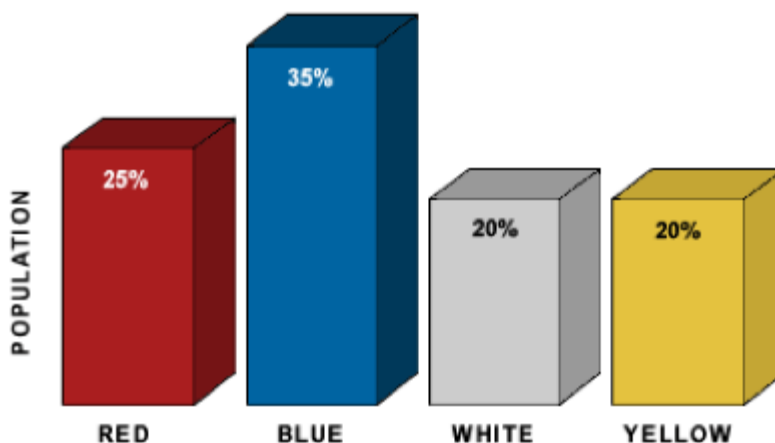
## Filters Impact Your Self-Expression

Despite the remarkable accuracy with which your driving core motive describes your personality, you will always remain uniquely yourself. Numerous "filters" affect self-expression within each of the four colors. For example, consider intro-versus-extroversion. Some **blues** are introverted (their best energy comes from being alone) while other **blues** are more extroverted (their best energy comes during interaction with others). Other factors, which are less significant than driving core motive, but are relevant in creating your unique personality include: intelligence, birth order, gender, family environment, and cultural forces.



## Demographics

Our studies indicate that while different cultures promote and value different colors (core personalities), the general population in each culture runs true to the following percentages:

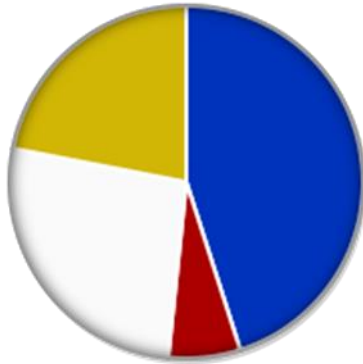


These percentages vary widely by profession because certain job responsibilities and performance expectations match better (or worse) with various personality types. People are naturally attracted to work that best suits their unique skills and personal preferences.

## Section II: Get Yourself

Congratulations John Doe, you're a core **blue** with a secondary **white**.

- Core Color: **blue**
- Driving Core Motive: Intimacy
- Secondary Color: **white**



Congratulations on identifying your core **blue** personality with secondary **white**. You will find yourself enjoying many of the tremendous **blue** gifts but not struggling with some of the challenging **blue** limitations. Often your **white** secondary softens how you engage people, thus freeing you of unnecessary heartache.

In order to see yourself for who you really are, you must look beyond your day-to-day behavior, to see what's driving your unique personality. Getting yourself is a proactive process in which you create an honest and accurate self-perception about who you innately are as defined by your driving core motive.

John Doe, your driving core motive forms the essence of who you are. It is the innermost reason for your behavior and, therefore, influences the way you see and interact with the world around you. Understanding your driving core motive is the key to getting yourself.

### Quick Lesson on Motives:

1. Motives are the innermost reasons behind your behavior and form your innate personality.
2. Your driving core motive influences your behavior and acts as the lens through which you see the world.
3. Driving core motive is not linked to heredity or environment.
4. You have only one core personality, driven by one singular core motive, though, you may have strengths and limitations from more than one color.

As a **blue**, you are motivated by Intimacy, or the need for deep, emotional connection. Because of that need, **blues** will often sacrifice a great deal of time, effort, and/or personal convenience to develop and maintain meaningful relationships throughout their lives.

While you may not possess all the intricate nuances of the **blue** personality—every **blue** is different—all **blues** share the same driving core motive—Intimacy—which determines how you see and interact with the world around you.

Only people with the same innate personality fully understand how central the driving core motive is to their very being. It is like breathing. It is innate and natural. No driving core motive is positive or negative in and of itself. Driving core motive simply reflects what is most crucial to every individual who shares the same color personality.

## Your Unique Personality Style

As a **blue**, you are primarily motivated by the need for Intimacy. The following table outlines your personality traits, according to your responses on the Color Code Personality Assessment. They are specific to you and only you, and make up your unique personality.

### Strengths

- |  |  |  |  |
|--|--|--|--|
| <ul style="list-style-type: none"> <li>• <b>blue</b></li> <li>• sincere</li> <li>• well-mannered</li> <li>• nurturing</li> <li>• caring</li> <li>• loyal</li> <li>• analytical</li> <li>• compassionate</li> <li>• respectful</li> <li>• dependable</li> </ul> | <ul style="list-style-type: none"> <li>• <b>white</b></li> <li>• clear perspective</li> <li>• self-regulated</li> <li>• non-discriminate</li> <li>• a good listener</li> </ul> | <ul style="list-style-type: none"> <li>• <b>yellow</b></li> <li>• forgiving</li> <li>• persuasive</li> </ul> | <ul style="list-style-type: none"> <li>• <b>red</b></li> </ul> |
|--|--|--|--|

### Limitations

- |  |  |  |  |
|--|--|--|--|
| <ul style="list-style-type: none"> <li>• <b>blue</b></li> <li>• emotionally intense</li> <li>• guilt prone</li> <li>• overly sensitive</li> <li>• moody</li> </ul> | <ul style="list-style-type: none"> <li>• <b>white</b></li> <li>• timid</li> <li>• indecisive</li> <li>• avoids conflict</li> <li>• unmotivated</li> <li>• reluctant</li> </ul> | <ul style="list-style-type: none"> <li>• <b>yellow</b></li> <li>• forgetful</li> <li>• self-centered</li> <li>• naive</li> <li>• an interrupter</li> <li>• afraid to face</li> </ul> | <ul style="list-style-type: none"> <li>• <b>red</b></li> </ul> |
|--|--|--|--|



- low self-esteem

facts

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## Your Personality Style as a **blue**

As a **blue**, more than anything else life can offer, you want to love and be loved. For you, life is far more about relationships and meaning than about creating empires, riches, and fame. You may even sacrifice a successful career to improve an important relationship. You are highly gifted in nurturing, mentoring, and developing others. Once considered predominately female characteristics, true nurturing and mentoring are more accurately understood as part of an innate driving core motive—more specifically, your innate driving core motive of Intimacy.

You crave being understood and will go to extreme measures to spark others' desire to know you and understand why you think and behave as you do. You feel gratified when others listen to your story. You are notorious for your candor and willingness to share—even to the tune of publicly revealing your inadequacies—because you value being known and understood so much. In your eyes, being vulnerable is a small price to pay for the chance to connect emotionally. Your heart may be broken more often than others' because of your depth, but you also spend more time in love.

As a **blue**, you are motivated by Intimacy and you love to do nice things for others. You tend to look for opportunities to give something up in order to bring happiness to others. "Selflessness rather than selfishness" is your guiding philosophy. You prefer doing for others more than solely for yourself. You may, for instance, hold doors open for people, offer a ride when someone's car breaks down, contribute to charities, or devote your entire life to helping others.

You need to be remembered and appreciated. With most **blues**, a simple pat on the back will not suffice. You expend such great effort in making the world a better place that you often need to be told and shown how much you are appreciated for your thoughtful gestures and what a difference you make in others' lives. You may feel somewhat awkward receiving praise, but always enjoy knowing at the end of the day that you truly are a wonderful human being and made a tremendous contribution. Sometimes you need this because you are so tough on yourself internally. You are the "hard-to-please" buddy, because despite your amazing care-giving and genuine commitment to bless the lives of others, you are terribly hard on yourself. You appreciate a sincere thank you, especially when genuinely linked to something or someone you value or have tried to assist. The key word here is "sincere." Anything less is hollow and lacks depth.

For you, life is best experienced with personal connections. You delight in being remembered on your birthday and on other special days, particularly if the remembrance is something personal. You need to care for others and have people in your life that care about you. Your life is measured more in people of substance than in material possessions. Only when you have been hurt too deeply will you (and your fellow **blues**) abandon your deep commitment to people and your own personal development. **blues** remain determined to experience life according to their powerful intuitive "gut instincts" and refuse to abdicate personal relationships for professional careers. Even at the office, they continue to cherish those who have mentored them as well as those they have been honored to mentor. In the end, not much more matters to **blues**.

As a **blue**, you tend to behave in a proper, appropriate manner. You have a personal moral code that guides you in your decision-making, value judgments, and your leisure time. You actually enjoy "being good." Of all the colors, you come best equipped with a strong sense of integrity. You would rather lose than cheat and are very trustworthy. If leadership were solely a function of ethics, you would always be in a position of power.

For you, loyalty is unquestionable. You thrive in committed relationships and can be counted on to perform your duties. You often exceed others' expectations in your job performance because the quality of your work is indicative of your loyalty to your peers, subordinates, boss, and self. Quality is your middle name and you struggle when others ask you to "cut corners" or produce an inferior product. You are highly dependable, often exceeding the hours expected in order to complete assignments.

You enjoy a tremendous advantage over other personalities in the area of empathy. When others share an experience with you, you are able to feel what they are, or were, feeling at that time. People often comment on how easy it is to open up to you because of how caring you are and your depth of understanding for them. Feeling compassion for others is not a difficult stretch, regardless of your own limited life experience. You tend to remember feelings and thoughts shared in conversation and you are usually willing to give conversations time to run their course. You frequently enjoy and often invite deep conversation.

Of course, as with all gifts, there is a dark side. With your great sensitivity comes your need for others to care when you share yourself. You have a tendency to personalize comments and actions, which you feel are insensitive. You are notorious for getting caught up in emotional "spin cycles." When you are unable to get a grip on your emotions, you should seek rational insight and advice from your more logical friends.

You are very exact in your work and find details an important aspect of your daily routine. It frustrates you when others refuse to take the time to be properly organized and live life on your "higher plane."

One of the more interesting paradoxes you exude comes in your tremendous sense of organization and attention to detail, while being strongly driven by your emotions. You are deeply emotional, as opposed to logical, but because of your tremendous analytical skills you often err in thinking of yourself as logical versus emotional. Nice try. You are, and forever will be, ruled by your heart—unless you foolishly cut off your "gut instincts" because of previous life trauma from personal relationships. Even then, your logical orientation becomes merely a mask hiding the true depth of your remarkable emotional aptitude.

You like to do the work "right" and can struggle with delegating to others who may not share your same enthusiasm for quality. You willingly sacrifice personal time in order to stick with a project until it is completed according to your specifications. Only then can you let it go and enjoy yourself without worry. Learning to delegate will be one of your life challenges. Embrace it early so you can breathe easier and enjoy life more abundantly.

### Your role as a heavyweight

As a **blue**, you are considered a "heavyweight" among the personalities. Weighing in equally heavy are the **reds**. To build effective relationships, you should be aware that **whites** and **yellow**s reflect the "lightweights." Both heavy and lightweights are critical to the balance in life. Remember, life is about relationships. Your ability to understand the roles played by each color will enhance your skill in building strong relationships with others.

The difference in being a "heavyweight" versus being a "lightweight" is simple. **reds** and **blues** as heavyweights go through their lives seeking to control others. Both feel more comfortable in situations where they are in charge, and can direct others to do what they feel is appropriate, than when they cannot control their circumstances or environment.

**whites** and **yellow**s, as lightweights, are the exact opposite. They spend their lives refusing to be controlled by others, and feel more comfortable taking life as it comes by allowing themselves and others the freedom to make their own decisions. Each role is invaluable to the game of life.

We would not be as successful without both "heavyweights" and "lightweights." Each requires the other. Both have strengths and limitations that enable them to survive as well as contribute. Each enhances the other's life. Each would be lost without the other. They give credibility to each other. Each serves as a role model for the others in specific areas of character building. Each color gives balance and perspective to the full spectrum of relationships.

### John Doe, Do You Have a Secondary Color?

It is essential to your life effectiveness that you embrace the powerful gifts of your driving core motive, and recognize that while you always have the ability to enhance it by developing new dimensions of yourself, you can never change it, or become another color.

It is possible, however, for people to have a secondary color that influences the way that they go about life. While the influence of a secondary color can be strong, it is still not nearly as significant as your driving core motive. Think of it this way, your driving core motive is like breathing, while a secondary color is like walking. Walking certainly is a very important element of people's lives, but not nearly as critical as breathing.

Your results indicate that you have a **white** secondary color by nature. There are advantages and disadvantages to this. The major advantage is that people with a strong secondary color can naturally work to develop character in the positive traits of that color. In your case, John Doe, you should pursue the development of the strengths of the **white** personality, as they will make you even more effective as a person. The disadvantage of possessing a secondary color is the challenge it presents to being true to your **blue** core—you may send mixed signals. One moment you will act **blue** while another moment you will act **white**. This behavior can confuse people and make it difficult for them to know how you will react to any given situation. In other words, you may appear to be more inconsistent than would a purist, or someone who does not possess a strong secondary color.

People like you. They find you easy to enjoy and can tell that you have legitimate substance. Your strength is rarely offsetting to others who find you personable but never pushy, interested but never demanding, quiet but never boring. It is a wonderful complementary blend of emotion and logic. You can empathize easily with people, yet seldom move into heavy judgment or criticism. You like being with others but find your own company easy to enjoy.

You have a keen sense of intuition and can feel what others are feeling or thinking while engaging them in conversation. You reach out to people up, down, and across an organization with relative ease and typically strike a strong balance between sharing and listening. You enjoy the **whites'** gift of egolessness and therefore can laugh at yourself (although you most certainly will be embarrassed!) and allow others to have the last word. You speak to the issues but enjoy hearing how others feel about any given topic.

You tend to live a rather common life, in that you let others stand in the limelight and don't find high risk a particularly enjoyable venture. You can subjugate your needs for those of more selfish individuals but always seem to find the time and the opportunity for self-expression when it is necessary. You are rarely disappointed like **blues** or emotionally ignored or abused like **whites**.

Your personality combination enables you to move fluidly through life with remarkable ease. You seek more gregarious and intense individuals socially and find them to be a positive force in creating options for you. You keep your self-doubts to yourself but freely reveal them when asked. You have difficulty speaking your mind in combative circumstances but remain solid in your beliefs regardless of others' expressed viewpoints to the contrary. Nonetheless, you are open to changing your perspective when provided meaningful data.

You value Intimacy but will miss opportunities if it requires conflict. You choose your battles intuitively and won't necessarily force issues when you deem it unnecessary. People find you to be honest and committed, but may have to ask you about specific issues to know where you stand. You are not particularly interested in gossip, especially when it is hurtful. Sometimes you speak your mind while other times you remain silent; it all depends on what you deem worthy of pursuing.

You are often amazed at your life and work success because you rarely give yourself the credit you deserve. You see your limitations much more candidly than your strengths. While others are enjoying your gifts, you are often wishing you were better. You are often remembered for your solid, unflappable nature. People find you to always be a welcome addition in any situation. You do your part, while forgiving others who neglect to do theirs. Typically you enjoy the best of both the **blue** and **white** worlds.

As a **blue** with **white**, you will find that you have a mixture of the natural needs and wants typical of both the **blue** AND **white** personalities. The following table lists the needs and wants of both:

### Your Needs as a **blue**

- To reveal insecurities
- To enjoy security
- To be autonomous
- To please others

### Your Wants as a **blue**

- To be morally good
- To be appreciated
- To be understood
- To receive acceptance

### Your Needs as a **white**

- To feel good (inside)
- To be allowed your own space
- To be respected
- To feel tolerance from others

### Your Wants as a **white**

- To withhold insecurities
- To be treated with kindness
- To have independence
- To enjoy contentment

## Application Activity

You may or may not feel that you necessarily possess all of the needs and wants listed above. Therefore, cross out the needs and wants that don't quite seem to fit you, and

circle the top two or three that you feel are most critical to you. Remember, even though there are only four major personality types, no two **blues** are alike, and needs and wants do tend to fluctuate somewhat from one person to the next, especially when a secondary color is present. It is a healthy practice to communicate your top needs and wants to those with whom you are interested in creating a more dynamic relationship.

## Getting Your Core

Before you can succeed at truly developing yourself, you must be sure that you understand, accept, and embrace your own driving core motive of Intimacy. To do this, consider the following:

1. Do you consistently act true to behaviors associated with your **blue** driving core motive?

This has to do with the level to which you value and accept yourself. Sometimes life, societal events, and/or our own biases can cause us to try to be someone we're not. For instance, being **blue** and acting otherwise is like being a runner who was told they could run faster racing in cowboy boots than their running shoes. No matter how hard they tried, they would not be nearly as fast as they could be by using the proper gear. While this may seem like a far-fetched example, it's not too distant from the truth: when we act like something we're not, we can never get as far as we would if we first accepted ourselves for who we innately are and then began to work on personal improvement.

2. If you still feel like your driving core motive doesn't fit, you need to find out why, because whether you believe it or not, your life will be limited if you don't.

Try to find powerful life events that could be influencing your perspective. For example, you may have had parents who didn't value **blue** or maybe you've been hurt by another **blue** and have made a conscious effort to not be like them. Remember that no one color is better or worse than another. They all have value and the power to influence others positively OR negatively. What's important is that you understand that **blue** is a great color to be and that it's ultimately up to you if you want to leave a positive legacy in life.

3. Another way of knowing if you are being true to your driving core motive is to ask others around you if they see you as being **blue**.

In this case, you must remember that it isn't necessarily as important that they see you as being true to your color as it is to know why they see you as they do. For example, let's say a **blue** was seen by her peers as being **red** because she

exudes wonderfully positive leadership capabilities. Assuming that the person from the example is still appropriately true to being a **blue** as well as exuding the positive **red** behaviors, she has become more characterized where leadership is concerned. Contrast that positive example with a **blue** who is seen as being **red** because she abrasively bosses people around, because that's what she thinks will make her look better in her employer's eyes. Whether or not she sees it, going against her nature to act negatively will cost her dearly.

## Keeping Congruent

Now that you know who you are, as defined by your driving core motive, you can focus on "being you" more consistently. This concept we call congruence—or "acting in harmony with who you innately are"—strengthens your self-awareness. When you get out of bed in the morning, isn't it nice to know that the sun is going to rise in the east? We value congruence and our knowing that some things - and people - remain constant. Part of your being effective with others is demonstrating consistency in who you are when you interact with them.

In the process of personal development, congruence comes first because you must first work on getting comfortable with "you" before you can move on to developing positive character traits that you don't naturally possess. Trying to grow without first coming into harmony with who you innately are would be like the Wright Brothers trying to fly without first understanding the laws of physics. Becoming a better "you" by adding to your personality is crucial, but don't forget the power of your core personality or minimize the value of who you are by giving up your core altogether. To do so would be extremely limiting to you and your life.

## Leveraging your Secondary **white** for Growth

The greatest amount of incongruence in your personality comes from the limitations present in colors other than your core. What this means to you specifically is that your **white** limitations are probably holding you back even more than your **blue** limitations. In fact, because your **white** limitations are so incongruent with your **blue** core, when they surface through your behavior they always make your strengths seem non-genuine to others. The bright side is that the strengths from your secondary **white** will always enhance your personality. The key is to continue to leverage those strengths (as well as those from your core color, of course), but to not be inhibited by the limitations. While minimizing the limitations of your secondary color may be more easily said than done, it is possible to do if you commit to always remaining vigilant of them and committing to the process of not exhibiting them.



## Section III: Get Truth

Now that you know who you are, as defined by your driving core motive, it is crucial that you know how you, as a **blue**, play into the game of life. How does your personality interact with the world around you?

In life, whether you like it or not, there are certain inalienable truths that you can either accept or ignore. More often than not, we cry "foul" when we feel a truth has been particularly painful or unfair, calling into question the validity of the truth, rather than looking at our own inability to accept it and act accordingly. In his well-researched book, *Good to Great*, author Jim Collins discovered that one of the keys to distinguished greatness was a company's willingness to confront the brutal facts. The same goes for life.

Success in life hinges upon accepting the truths in life, and acting accordingly. Wake up! Stop thinking that you are somehow special and therefore exempt from life's absolute truths. You can no more wish life to be different than a dreary traveler can wish away a mountain that may be impeding his or her path. It will never happen in this lifetime so give it up and accept that certain truths remain intact for every legitimate relationship.

One of those absolute truths is that we are NOT born equal. We have to realize that we all come in different packages and must learn to value the difference. Only humans find it necessary to compare themselves to others. It's great if you're using the comparison as a measure of what you could learn to do better or appreciate about what someone else brings to the relationship. All too often, however, that's not the case, and the comparison is forged out of insecurity and indelibly comes at someone's expense, including your own.

To confront the truth you must first face yourself. Your self-awareness is a critical component for seeing the truth and accepting its "absolute" nature in your life. Your ability to see yourself accurately requires an accurate self-assessment of your strengths and limitations as well as how they impact your life and the lives of those around you. Ironically, the more you like, value and accept yourself, the more willing you are to acknowledge your limitations as well as embrace your strengths.

This section will teach you how to accept your personality and use it to confront the truths of the world around you.

### Facing the Brutal Truths: Activity

"You get what you deserve in life." It's that simple, no matter how you spin it, you get what you deserve. The career you've chosen, the significant other you're with, and the life you lead are all results of the choices you've made and influenced by your driving core motive. The first step to facing the brutal truths in life is to confront your own.



The questions below are designed to help you take a step back and see the life-and the brutal truths-you are creating for yourself.

1. Do you believe your life is headed in the right direction, or have you gotten off on the wrong track?
2. If you were forced to pick up and leave your current life (family, friends, work, etc.) and start from scratch somewhere else, would your friends, family, and associates miss you more because of who you are or what you do?
3. What has been your greatest personal accomplishment this year?
4. What has been your greatest professional accomplishment this year?
5. List your three best life decisions and how they enhanced your life.
6. List your three worst life decisions and how they impeded your life.
7. Name someone with whom you are trying to improve your personal relationship. What are you doing to improve your relationship with that person?
8. Name someone with whom you are trying to improve your business/professional relationship. What are you doing to improve your relationship with that person?
9. What are the two most brutal facts you must face in order to be more successful in your personal relationships?
10. What are the two most brutal facts you must face in order to be more successful in your professional relationships?

## Section IV: Get Over Yourself

The key to getting over yourself can be found in one powerful phrase: Do your work. Doing your work requires paying attention to what about you needs fixing (what inadequacies are limiting you, what limiting characteristic traits do you need to overcome, etc.) and spending the time and effort to make those fixes.

More often than not, people do not see who you are inside, they see you for what you are on the outside-your work.

Doing your work is vital to getting over yourself because it entails accepting that being a **blue** isn't necessarily the standard that everyone should seek to attain. You must develop the discipline to value the strengths of the other colors and seek to cultivate them yourself, if you want to achieve true success in life.

This section will teach you why getting over yourself is so vital to achieving unforeseen success in your life and your relationships.

The key to doing your work is building character.

### Building Character

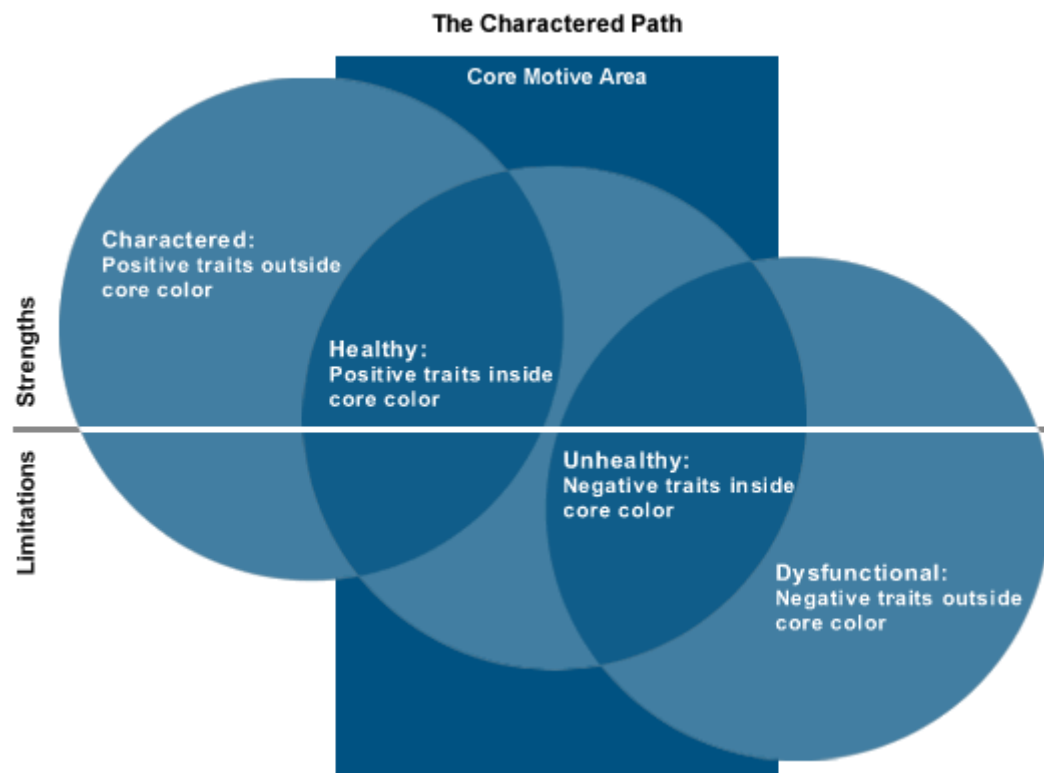
Personality is a gift. Character is a victory!

Once you have mastered self-awareness, fully integrating the concept of congruence (you feel and are seen by others as being who you say you are), you are ready to move on to developing positive character.

## The Charactered Path

People behave in four basic patterns. They are Charactered, Healthy, Unhealthy, or Dysfunctional. If people fall under the Charactered pattern, they are exhibiting positive traits outside of their core color. In the Healthy pattern, they are exhibiting positive traits inside their core color. In the Unhealthy pattern, they are exhibiting negative traits inside their core color. In the Dysfunctional pattern, they are exhibiting negative traits outside their core color. In other words, Charactered and Healthy individuals seek to build on the strengths of their personality, while Unhealthy and Dysfunctional individuals let their limitations dictate their lives.

While we may operate in all four patterns at any given time, most people commonly find themselves in one of three blends of these basic patterns. They live predominantly in the realm of Charactered-Healthy, Healthy-Unhealthy, or Unhealthy-Dysfunctional. The following is an illustration of this concept and an indication of where your natural personality traits are plotted:



Charactered Traits	Healthy Traits	Unhealthy Traits	Dysfunctional Traits
<ul style="list-style-type: none"> <li>• clear perspective</li> <li>• self-regulated</li> <li>• non-discriminate</li> <li>• a good listener</li> <li>• forgiving</li> <li>• persuasive</li> </ul>	<ul style="list-style-type: none"> <li>• sincere</li> <li>• well-mannered</li> <li>• nurturing</li> <li>• caring</li> <li>• loyal</li> <li>• analytical</li> <li>• compassionate</li> <li>• respectful</li> <li>• dependable</li> </ul>	<ul style="list-style-type: none"> <li>• emotionally intense</li> <li>• guilt prone</li> <li>• overly sensitive</li> <li>• moody</li> <li>• low self-esteem</li> </ul>	<ul style="list-style-type: none"> <li>• timid</li> <li>• indecisive</li> <li>• avoids conflict</li> <li>• unmotivated</li> <li>• reluctant</li> <li>• forgetful</li> <li>• self-centered</li> <li>• naive</li> <li>• an interrupter</li> <li>• afraid to face facts</li> </ul>

When you look at the chart above, it is important that you remember that your profile does NOT put you in a box. It only creates self-awareness, the starting point of positive change. Also, the traits that you see listed under each category were what you came with innately (your nature). You may have already begun to change some or even many of them (nurture).

Here are some important principles for you to remember:

1. It is NEVER wise to give up your driving core motive. While it is essential to move away from the limitations of any color, it is just as important to keep “the good stuff” as well. In other words, be true to your **blue** core, but seek to develop the strengths of the other three colors as well.
2. Whether people around you are familiar with the Color Code or not, they will sense that something is not right about you when your actions stem from limitations outside of your core color. Work on eliminating these limitations first.
3. Get feedback from others, because they typically will see you more accurately than you see yourself.
4. This is a process, not an event. Do not expect to change overnight. Think about it in terms of dieting mentally. The best way to be successful is to consistently work at making progress, no matter how small it may seem. You can get there if you want to!
5. The more Charactered you become, the more valuable you are to yourself, your employer, and to other significant people in your life.
6. The journey is definitely worth it.

### Personal Development Tasks to Consider as a Core **blue**

The following list includes action items for you to pursue in your personal life that will help you improve who you are en route to better relationships. Identify what you

should START doing, STOP doing, and CONTINUE doing as a **blue** to reap more happiness and success in your life.

### **Start**

- Taking time to do the activities you enjoy most in life
- Risking more by trying new experiences (e.g. food, people, travel)
- Believing that you really are as good as everyone sees you

### **Stop**

- Being so self-critical
- Worrying about the events or problems that may never happen
- Thinking you have to make everyone else happy

### **Continue**

- Maintaining your friendships by calling and connecting with people
- Your quest for personal development
- Doing the things that you know you should be doing

## **Section V: Get Others**

Discovering who you are means nothing if you leave it at that. The key to a successful life is leveraging your **blue** core with a thorough understanding of the other three colors to lift the lives of others and create rewarding relationships. It can mean the difference between making the big deal in business and coming in second (again). Or, it can determine whether the relationship with your love interest goes the distance or ends prematurely because the two of you had a hard time working things out (again).

In other words, all life is about relationships, and understanding who you are is only beneficial if it is applied with sincerity in that context.

### **100% Responsibility**

You are 100% Responsible for the Success of Your Relationships

We live in - and consequently have been taught by - a victim society where accepting responsibility and blame for our shortcomings has become increasingly more uncommon. We have learned that we can always let ourselves off the hook by offering excuses or blaming others who didn't do their part. In this section of your report, the standard way of thinking (victim society) will be challenged. It will be asserted that you are 100% responsible for the level of success you experience in life, based on each and every one of your relationships.

In other words, you are 100% responsible for every relationship. The other person is irresponsible. This is not a 50-50 proposition. It is not 100-100, both equally and fully responsible in order for the relationship to work. It is solely and always 100-0%. If there is any blame, it is yours. No excuse is legitimate, sought, or accepted. You are 100% responsible for creating what you get. And you get exactly what you deserve.

By taking 100% responsibility for every relationship, you expand your options to succeed. You increase your control over yourself and all factors that have an impact on your relationships. Take anything less than 100% and you limit your options to create high performance and get the results you desire. Wouldn't you rather be in charge of your destiny than have someone else direct your life? Trust yourself to make good choices and seek proactive resolutions for solving problems and building legitimate relationships.

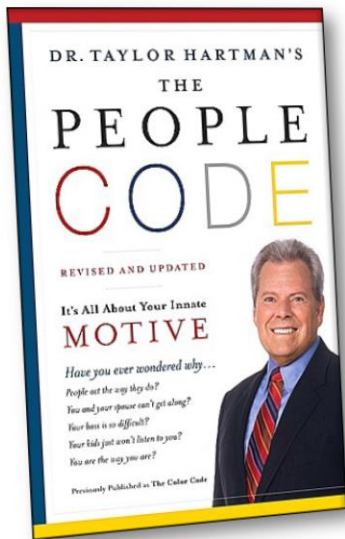
Being 100% responsible frees you to act ... to create solutions... to win! As long as you give any percentage of responsibility away to someone else, they can hold you hostage. If they don't behave as you want them to or can't meet your expectations, they can own you.

## Conclusion

You have just finished reading a detailed report about yourself that highlights some of the most important information you will ever read. You have taken the first step to building stronger self-awareness and are now able to embark on a journey of continual self-improvement if you so desire. It is important to remember that you, and only you, are 100% responsible for the success in your life and in every relationship you create. With the information you now possess, you have the truth and power to create stronger relationships with people both personally and professionally, starting with the relationship you have with yourself.

To recap, you have learned that your driving core motive came with you at birth, and that you personally are motivated by Intimacy. You identified your innate strengths and limitations as a core **blue** and evaluated your secondary motive traits as a **white**. You learned that to experience the most fulfilled life, and to embark on your journey of self-improvement, you must first become congruent with yourself by identifying and acting in harmony with your innate personality. You know that once you have mastered the concept of congruence, you are ready to move on to developing your character, or further developing strengths outside of your core **blue**.

Keep in mind that self-improvement is a process, not an event, and takes time to master. With persistence, 100% responsibility, and assistance from those around you who care about you, you can soon walk the Charactered path and embrace more meaningful relationships. Best of luck to you on the journey of personal development, John Doe, and congratulations on completing the first step!



### About Dr. Taylor Hartman, Ph.D., Psychologist, Author, Leadership Coach

Dr. Taylor Hartman is the author of the internationally acclaimed, ground-breaking work *The Color Code*, (recently republished as *The People Code*), as well as its successors *Color Your Future* and *Playing Life to Win*. Dr. Hartman founded Color Code International with the single purpose of educating people from all walks of life about themselves and how they can most effectively enhance their personal and professional relationships. Dr. Hartman is a critically acclaimed author, lecturer, personal coach, and consultant. His accolades also include appearances on the TODAY Show, The Home and Family Show, The View with Barbara Walters and hundreds of syndicated radio programs.

Above all, Dr. Hartman cherishes his life with his wife (to whom he has been married for over 38 years), his five children, and his growing number of grandchildren. He adores his family, his opportunities to teach true relationship principles, and his personal free time. He craves adventure (cattle drives and whitewater rafting), tennis, community enrichment, and good books. He is an ardent supporter of human rights, good mental health, and "embracing the moment." He is a creative consultant, charismatic lecturer, and caring personal coach.

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### About Van and Tammy Benson, Founders of Motive Matters, LLC

Van and Tammy Benson are Executive Motive Trainers, licensed by Color Code International, and founders of Motive Matters. They present MOTIVE from an interesting and fascinating perspective of personal experience in applying the tools of Motive and The People Code.

The Bensons have enjoyed a rewarding career in business as entrepreneurs for the past 30 years. They have been married for over 35 years and have 4 amazing daughters, and 10 incredible grandchildren.

"When you have experienced the powerful combination of *The People Code* and Van and Tammy Benson, you can never see life or any relationship the same again. They are terrific emissaries of this inviting message because they have personally witnessed its transforming gift in their own lives. Whether you are looking for professional or personal development, the remarkable combination will soon inspire you toward excellence. I wholeheartedly recommend them to you. Once you experience both their message and their passion, you will certainly begin to appreciate the gift you gave yourself by bringing them into your life."

-Dr. Taylor Hartman, Ph.D., the author of *The People Code*

