

# **Improve Communication by Understanding Different Behaviours**

**To understand others, you must  
start with yourself**

**Seeing Red**

**Feeling Blue**

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# Freud, Jung and all that

- **What follows will give you a better insight into how you and your colleagues might think and behave.**
- **You will hopefully value the difference this makes in understanding others.**
- **For the next few minutes be selfish and think only of yourself.....**

Peter Best  
Consultant and Trainer



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**Task**

**Thinking**

**Doing**

**Introverted**

**Extroverted**

**Feeling**

**Relationships**

**Saying**

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<p><b>Cool</b> <b>BLUE</b> Cautious Precise Deliberate Questioning Formal Analytical</p>	<p><b>Fiery</b> <b>RED</b> Competitive Demanding Determined Strong-willed Purposeful Driver</p>
<p><b>Earth</b> <b>GREEN</b> Caring Encouraging Sharing Patient Relaxed Amiable</p>	<p><b>Sunshine</b> <b>YELLOW</b> Sociable Dynamic Demonstrative Enthusiastic Persuasive Expressive</p>

***‘The  
Jubilee Party  
was a disaster!’***

**Cool**  
**BLUE**  
Cautious  
Precise  
Deliberate  
Questioning  
Formal  
Analytical

**Fiery**  
**RED**  
Competitive  
Demanding  
Determined  
Strong-willed  
Purposeful  
Driver

*Which colour is best?*

**Earth**  
**GREEN**  
Caring  
Encouraging  
Sharing  
Patient  
Relaxed  
Amiable

**Sunshine**  
**YELLOW**  
Sociable  
Dynamic  
Demonstrative  
Enthusiastic  
Persuasive  
Expressive

***Which colour is best?***

***Using it to your advantage.***

***Red-driving force***

***Green-what about the workers***

***Yellow-engagement activities***

***Blue-check and double check***

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# Next Steps

- This is a repeatable exercise
- Knowing what to do next is the key

# THANK YOU FOR YOUR TIME

Please feel free to ask questions  
Don't forget to take my card

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