

## The Color Code: A Summary

### Reds:

- are hungry for power
- want to be productive
- want to look good to others
- shouldn't be taken too seriously
- seek leadership opportunities

### Blues:

- are motivated by altruism
- seek intimacy
- crave being understood
- need to be remembered and appreciated
- are directed by a strong moral conscience

### Whites:

- are motivated by peace
- need kindness
- prefer quiet strength
- like to keep a low profile
- are independent
- are motivated by other people's desires

### Yellows:

- value play
- welcome praise
- need emotional connections
- want to be popular

	<b>RED</b>	<b>BLUE</b>	<b>WHITE</b>	<b>YELLOW</b>
<b>MOTIVE</b>	power	intimacy	peace	fun
<b>NEEDS</b>	to look good (technically)	to be good (morally)	to feel good (inside)	to look good (socially)
	to be right	to be understood	to be allowed their own space	to be noticed
	to be respected	to be appreciated	to be respected	to be praised
	approval from a select few	acceptance	tolerance	approval from the masses
<b>WANTS</b>	to hide insecurities (tightly)	to reveal insecurities	to withhold insecurities	to hide insecurities (loosely)
	productivity	quality	kindness	happiness
	leadership	autonomy	independence	freedom
	challenging adventure	security	contentment	playful adventure