

The Color Code: Detailed Summary

Reds

Reds are hungry for power

Simply stated, Reds want their own way. If they have been raised in environments where they were able to manipulate their parents and siblings, they become difficult to manage as they get older. When they have gotten their way for too long, Reds find it almost impossible to relinquish their power and freedom when they meet authorities in society (teachers, bosses, police, clergy, military officers) who refuse to grant them the total control they demand.

Reds want to be productive

Reds like to work—in school, in their careers, and in their relationships. Just don't expect them to attach the same importance to things other people care about—like other people's schooling, careers, and marriages. But give them a reason to produce, and watch them take off. Reds like to get the job done. They are often workaholics. They will, however, resist being forced to do anything that doesn't interest them.

Reds want to look good to others

Reds need to appear knowledgeable. They crave approval from others for their intelligence and insight. They want to be respected even more than they want to be loved. They want to be admired for their logical, practical minds. When you deal with a Red, be precise and factual. Reds are unmoved by tears and other displays of "weakness."

Reds shouldn't be taken too seriously

Reds are often just stating the facts as they see them, despite their antagonistic demeanor. They seldom say "in my opinion" before stating their opinions. I have seen too many Blues, Whites, and Yellows become greatly concerned over issues raised by Reds, only to discover later that the Reds were simply interested in debating. Reds enjoy a good power play. But once you get emotionally involved arguing issues, you may be disappointed and frustrated to find that a Red is no longer interested.

Reds seek leadership opportunities

Despite the rigidity of the military, many young Red men and women select it as a career in order to experience leadership. Reds are often called "control freaks." They like to be in the driver's seat. Red children are often frustrated in school because teachers (often Blue personalities) won't let them take charge. If a Red can get the upper hand, he or she will. Reds are willing to pay any price for an opportunity to lead.

Blues

Blues are motivated by altruism

Blues love to do nice things for others. They look for opportunities to give up something in order to bring another person happiness. Selflessness rather than selfishness is their guiding philosophy. Many Blues are uncomfortable doing things solely for themselves. They hold doors open for people, offer rides when someone's car breaks down, contribute to charities, even devote their entire lives to helping others.

Blues seek intimacy

More than anything else, Blues want to love and be loved. A true Blue will sacrifice a successful career to improve an important relationship. Once considered solely a female characteristic, this nurturing is more accurately understood as a Blue personality trait.

Blues crave being understood

Blues are gratified when they are listened to, when they feel understood and appreciated. They are notorious for revealing their inadequacies, because they value being known and understood so much. In the eyes of a Blue, being vulnerable is a small price to pay for the chance to connect emotionally. Blues may have their hearts broken more than most people, but they also spend much more time in love.

Blues need to be remembered and appreciated

With Blues, a simple pat on the back will not suffice. Blues expend such great effort in making the world a better place that sometimes they need to be told how wonderful they are. They need to be thanked and specifically remembered for their good deeds. They need sincere gratitude. They delight in being remembered on birthdays and other special days, especially if the remembrance is personal—a homemade anniversary card, a welcome home party, a special day that isn't on the calendar. Blues need tender loving care.

Blues are directed by a strong moral conscience

Blues are motivated to behave in a proper, appropriate manner. They have a moral code that guides them in their decision-making, their value judgments, even their leisure time. Blues enjoy being "good." Of all the personality colors, Blues come equipped with the strongest sense of integrity. A Blue would rather lose than cheat. Blues are trustworthy. Ethically, Blues are the people who should be in positions of power, but seldom are.

Whites

Whites are motivated by peace

Whites will do almost anything to avoid confrontation. They like to flow through life without hassle or discomfort. *Feeling* good is even more important than *being* good.

Whites need kindness

While Whites respond beautifully to thoughtfulness and amiability, they have a strong, silent stubbornness that surfaces when they are treated unkindly. They resent being scolded. They dislike harsh words. They open up instantly to people who are kind, but recoil from those who are hostile. They are motivated by kindness—and can't understand why other people are unkind.

Whites prefer quiet strength

Whites enjoy their quiet independence. What appears to some people as quiet desperation can show itself to be bullheadedness. Those who misinterpret the peace-loving nature of a White as an invitation to be demanding and bossy will soon meet a wall of passive resistance. Whites are tougher than people think.

Whites like to keep a low profile

Whites like to be asked their opinions. They won't volunteer them. They value the respect of others, but they rarely go out of their way to seek it. They need to be coaxed to talk about their skills, hobbies, and interests.

Whites are independent

Unlike Reds and Blues, who want to control others, Whites seek only to avoid being controlled. They simply refuse to be under another's thumb, especially when treated without the respect they feel they deserve. Whites want to do things their own way, in their own time. They don't ask much of others, and resent it when others demand things from them. They often comply with unreasonable demands—just to keep peace. They will express their anger and frustration only when they can no longer stand being bossed around. Whites don't like to be pushed, and they can be fearsome when they finally “blow up.”

Whites are motivated by other people's desires

Whites are open to the recommendations of others on ways to resolve any and all situations. White executives value new management ideas from employees. White children welcome help—they are receptive students. Whites make agreeable dates. They are interested in making sure the other person has a good time, and are willing to do whatever the other person wants. Whites, however, want suggestions—not demands.

Yellows

Yellows value play

Yellows consider life to be a party. And they're hosting. One father (Blue) was disappointed when his son (Yellow) preferred spending time with friends instead of with him. I reminded the father that his son was motivated by fun, and suggested that he should try to come up with activities that his son felt were exciting. It was the "better offer" principle—and it worked. Yellows just want to have fun.

Yellows welcome praise

Yellows need to be noticed. Little else improves a relationship with a Yellow more than praise. Yellows need to know they are valued and approved of. Yellows often act as though they have the world by the tail, but they do have their fears and frustrations—which they rarely confide until they know they are emotionally safe. Safety is most effectively evidenced to Yellows through praise.

Yellows need emotional connections

Yellows often appear so nonchalant that people think they don't care about anything. Nothing could be further from the truth. Yellows need a great deal of attention. They need to be stroked. Yellows enjoy touching. To them, physical contact is often the most direct, comfortable intimate connection.

Yellows want to be popular

Yellows like to be center stage. Social acceptance is very important to them. Friendships command a high priority in their lives because popularity answers one of their basic needs—the need for general approval. Yellows are highly verbal. They relish good conversation, but they can also simply go with the flow. Yellows can superficially chitchat with the best of them.

Yellows like action

Easily bored, Yellows seek adventure. They can never sit still for long. They choose friends who, like them, refuse to allow the "boring details" to get in the way of the most important thing in life—play. Ironically, numerous people are currently misdiagnosed as having ADD (Attention Deficit Disorder) when, in fact, they are merely Yellow personalities struggling with their innate inability to sit still very long and/or stay focused.