



**Discovery** <sup>Insights®</sup>

**The most important single ingredient  
in the formula of success is knowing  
how to get along with people.**

Theodore Roosevelt



**Discovery** Insights<sup>®</sup>



# We have all 4 Colour Energies in us...



**...like the  
coloured  
paints of  
an artist's  
palette**



# The Four Insights Colour Energies

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**Cool Blue**

**Detailed, Objective,  
Formal, Reflective**

# The Four Insights Colour Energies



**Cool Blue**

**Detailed, Objective,  
Formal, Reflective**



**Earth Green**

**Caring, Empathetic,  
Calming, Patient**



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**Sunshine  
Yellow**

**Enthusiastic, Fun,  
Sociable, Positive**

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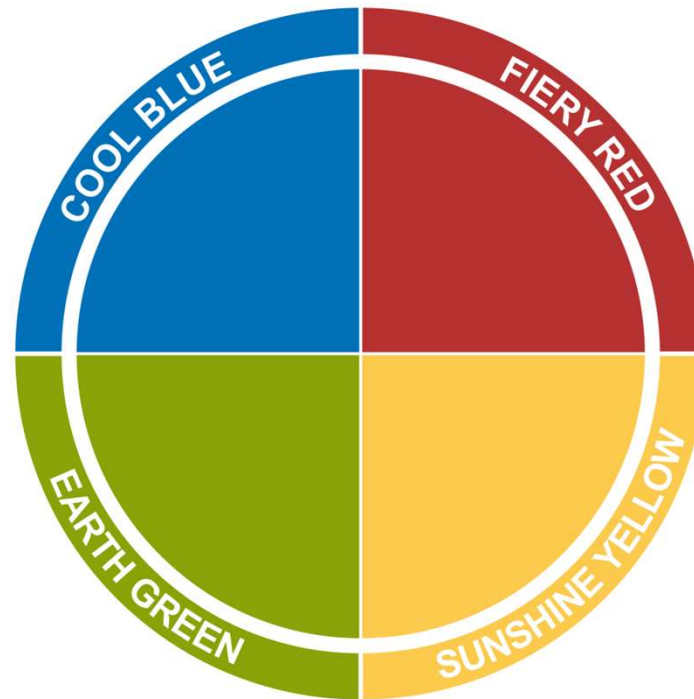
**Fiery Red**

**Determined, Assertive,  
Direct, Focused**

# The Four Insights Colour Energies



**We have all four  
Insights colour  
energies within us**



# The Four Insights Colour Energies



**Cool Blue**

**Detailed, Objective,  
Formal, Reflective**



**Earth Green**

**Caring, Empathetic,  
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**Sunshine  
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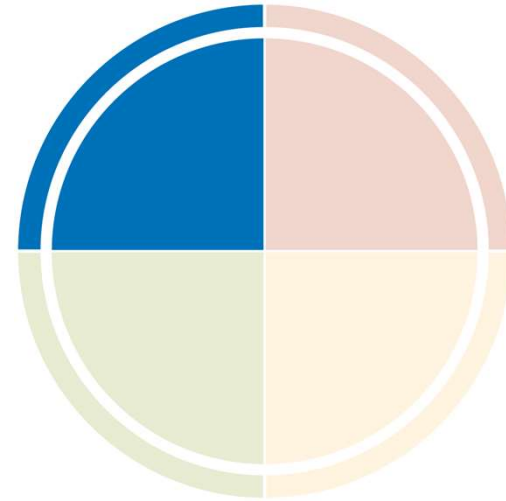
**Enthusiastic, Fun,  
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**Fiery Red**

**Determined, Assertive,  
Direct, Focused**

# How to Communicate With Cool Blue

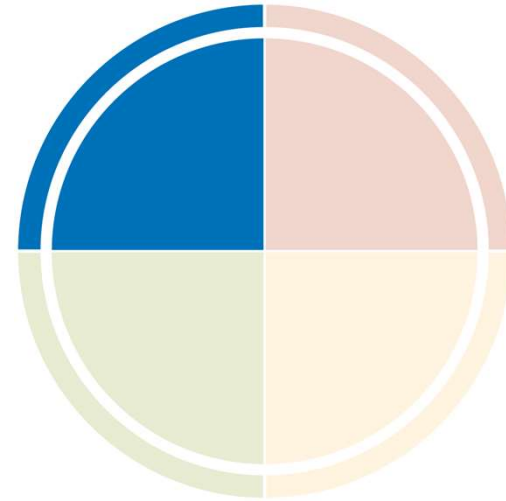


# How to Communicate With Cool Blue



## DO:

- Be well prepared and thorough
- Be formal, methodical
- Let them consider all the details



# How to Communicate With Cool Blue

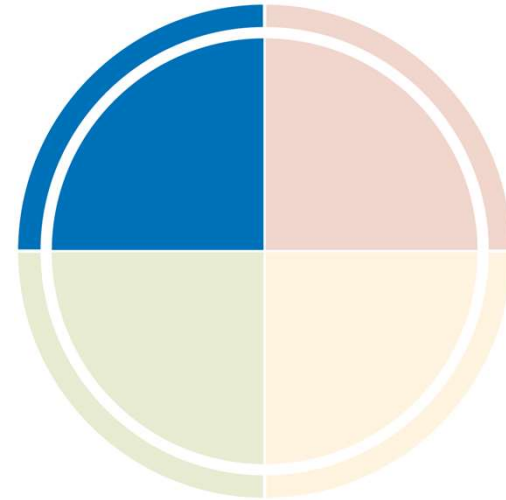


## DO:

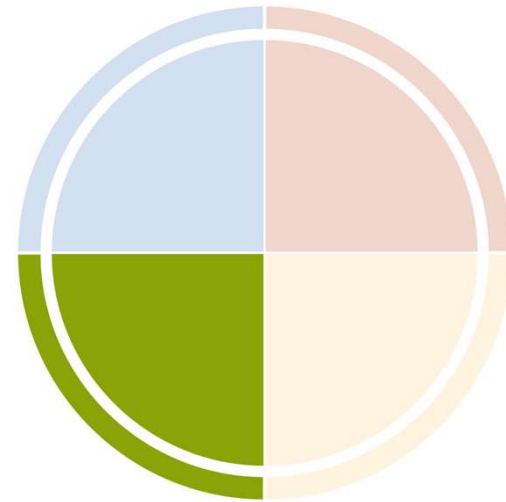
- Be well prepared and thorough
- Be formal, methodical
- Let them consider all the details

## DON'T:

- Exaggerate or be vague
- Be flippant on important issues
- Get too close or hug them



# How to Communicate With Earth Green



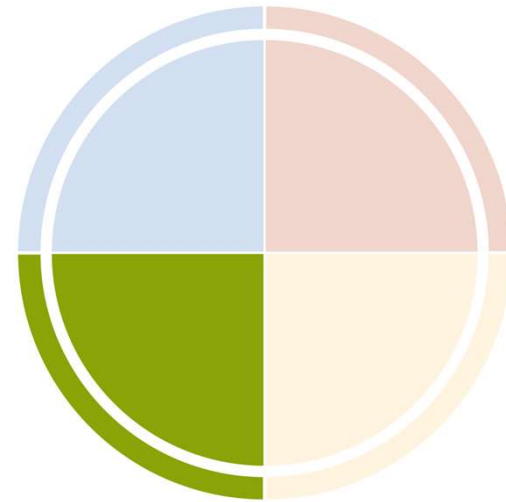


# How to Communicate With Earth Green



**DO:**

- **Be approachable and supportive**
- **Be considerate**
- **Ask their opinion and allow time for them to answer**



# How to Communicate With Earth Green

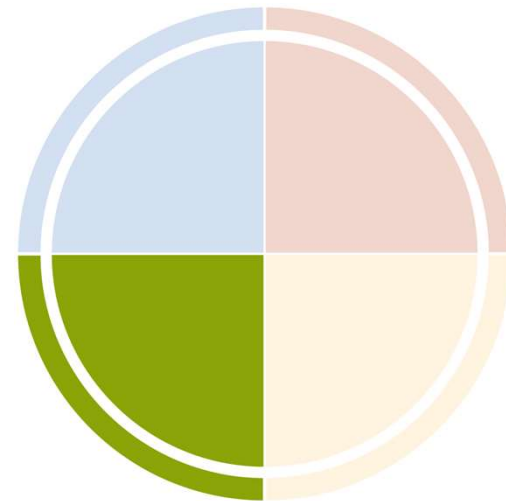


## DO:

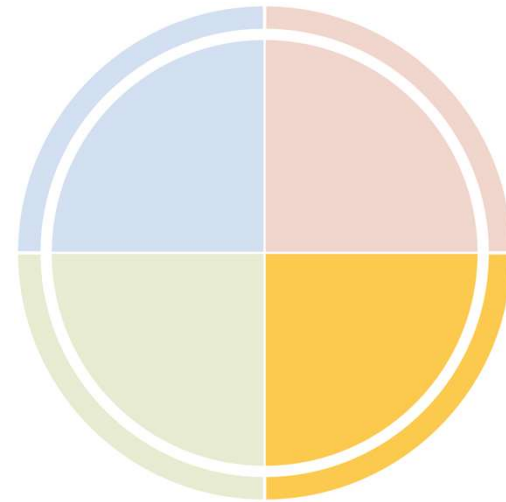
- Be approachable and supportive
- Be considerate
- Ask their opinion and allow time for them to answer

## DON'T:

- Take advantage of their good nature
- Be impersonal
- Be forceful or too direct



# How to Communicate With Sunshine Yellow

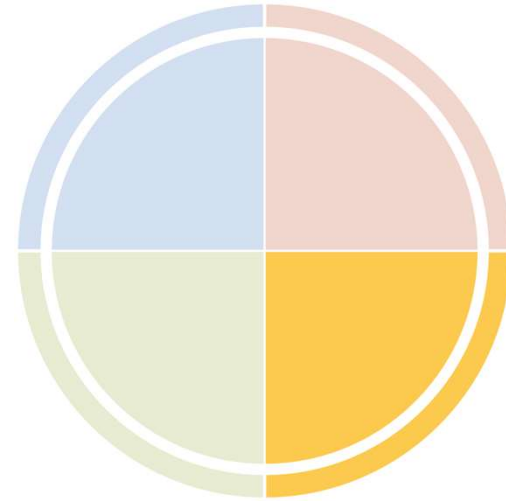


# How to Communicate With Sunshine Yellow



**DO:**

- **Be friendly and sociable**
- **Be engaging and stimulating**
- **Show an interest in them!**

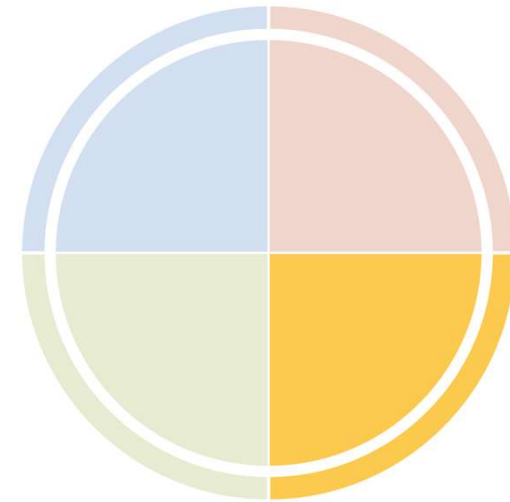


# How to Communicate With Sunshine Yellow



## DO:

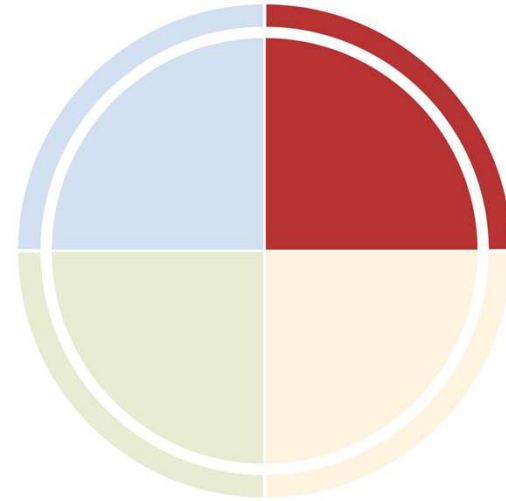
- **Be friendly and sociable**
- **Be engaging and stimulating**
- **Show an interest in them!**



## DON'T:

- **Bore them with details**
- **Be formal and methodical**
- **Ask them to work alone**

# How to Communicate With Fiery Red

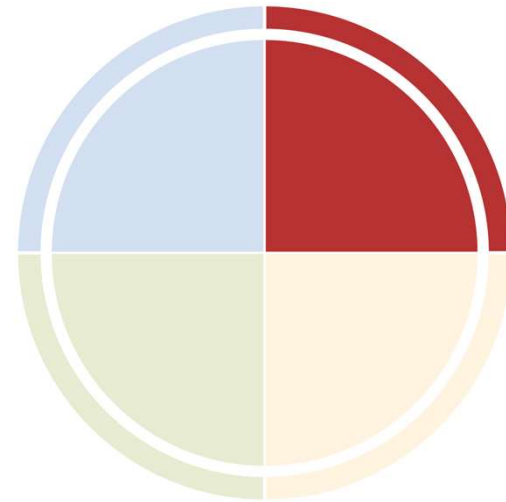


# How to Communicate With Fiery Red



**DO:**

- **Be direct and to the point**
- **Focus on results and objectives**
- **Be brief, be bright, be gone**



# How to Communicate With Fiery Red

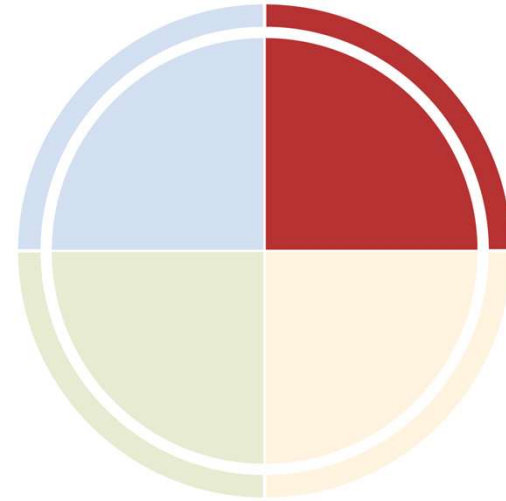


## DO:

- Be direct and to the point
- Focus on results and objectives
- Be brief, be bright, be gone

## DON'T:

- Hesitate or waffle
- Focus solely on feelings
- Try to take over







**Discovery** <sup>Insights®</sup>

# The Golden Rule



Do Unto Others as  
~~you~~ **THEY** would  
be done unto





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