

Thinking About A Career In Direct Care?

Already Chosen A Career In Caring But Looking For Ways To Enhance Communications With Co-workers?

What is the Color Code™ Personality Assessment™?

Taylor Hartman, PhD, of Color Code International, Salt Lake City, developed The Color Code Personality Assessment™, and his best-selling book, The People Code (originally titled, The Color Code) in 1987. Their purpose is to educate people from all walks of life about how they can most effectively enhance their personal and professional performance. The Color Code™ shows people how to improve their personal and working relationships by teaching them WHY they do what they do, not just WHAT they do. Understanding this motivation is a powerful first step toward understanding our behavior as well as the behavior of family, co-workers, friends, clients, and others.

Since its inception in 1987, The Color Code Personality Assessment™ has enabled millions of people to use its powerful insights to improve personal and business performance.

How You Can Use and Benefit From the Color Code™?

The Color Code™ is a fun way to identify and better understand what drives you. Knowing your core motive and the core motive of others can enhance relationships and communication with family, friends, co-workers, and others. There are four primary colors: Red, Blue, Yellow, and White. There are no bad colors! Each is driven by difference core motives. Generally people have a primary color and a certain percentage of secondary colors.

Take a free online Color Code™ Personality Profile by [clicking here](#) to learn what your primary color and core motive are. The survey will take about 30 minutes after which you will receive a free print out that explains your primary personality color and motive. For an additional cost you can receive a detailed analysis which will provide a breakdown of your colors and motives and how they work for you. The more extensive profile analysis provides more in depth information about relationships, suitable careers/jobs, and other information.

■ FREE and FUN Online Color Code™ Personality Profile May Provide Some Insights Into Your Questions?

The Iowa CareGivers Association (ICA) used to conduct Color Code™ Programs via a Certified Color Code Instructor. Today you can access many of the same resources and analysis online. There are a number of books, tapes, cards, and other resources available through Color Code™ International.

We do not endorse this program as an official or scientific analysis to determine whether you are suited to a career in caring. We simply provide it as one of many resources that some people have found to be helpful in a number of ways including:

- ✓ Better understanding of self and how and why you react the way you do.
- ✓ Better understanding of whether a career in caring may be good for you.
- ✓ Better understanding of how you and others react and perform under stress.
- ✓ Better understanding of others in your life (family, friends, co-workers).
- ✓ Better communication and teamwork among co-workers.
- ✓ Enhanced acceptance of all colors and the talents that each color or personality brings to the table.



Iowa CareGivers Association

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The Color Code™ Relationship Model

Developed by Dr. Taylor Hartman and Color Code International
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www.ColorCode.com

■ “Our agency participated in The Color Code program. It was a lot of fun and interesting to find out how people interact. With your new knowledge from The Color Code you can communicate more effectively.”

— Judy Haberman, Home Care Aide and Home Care Aide Supervisor,
Buena Vista County Public Health and Home Care

Experience the most insightful personality test in existence. Are you a RED, BLUE, WHITE, or YELLOW?

<p>NATURAL CORE RED WORK STYLE: Teamwork, Authoritative, Delegating</p> <p>UNDER STRESS REDS: Delegate, Demand, Give Orders, Get More Productive and Successful. They Create More Stress for Others.</p>
<p>NATURAL CORE BLUE WORK STYLE: Consistent, Autonomous, Quality</p> <p>UNDER STRESS BLUES: Blues Worry, Get Depressed, Withdraw, Avoid, Blame Self, and Then Others</p>
<p>NATURAL CORE WHITE WORK STYLE: Independent, Logical, Inventive (Quietly)</p> <p>UNDER STRESS WHITES: Whites Close Down, Ignore, Retreat, Stuff Stress, Blame Others, and Then Themselves.</p>
<p>NATURAL CORE YELLOW WORK STYLE: Scattered Results, Brilliant Moments, Irresponsible</p> <p>UNDER STRESS YELLOWS: Yellows Jump Ship, Make a Game of It, Blame Others, and Procrastinate By Getting Busy With Unimportant Things. Play</p>

Reds and Blues want to be in control

Relationships Logical Decisions

<p>REDS Core Motive: Power Ability to Get Things Done</p> <p>Vision & Leadership Focus</p> <p>How they communicate: Logically, Directly, When they want something</p> <p>Careers: Police Officer, Lawyer, Administrator</p>	<p>BLUES Core Motive: Intimacy Ability to Connect</p> <p>Quality & Service Sincerity</p> <p>How they communicate: Emotionally, Sincerely, Whenever they can</p> <p>Careers: Direct Care Professional, Nurse, Teacher</p>
<p>WHITES Core Motive: Peace Ability to Feel Harmony Inside</p> <p>Clarity & Tolerance Listening</p> <p>How they communicate: They don't, Passively, Tolerantly</p> <p>Careers: Veterinarian, Forest Ranger, Archeologist</p>	<p>YELLOWS Core Motive: Fun Ability to enjoy</p> <p>Enthusiasm & Optimism Energy</p> <p>How they communicate: Superficially, Scattered, Enthusiastically</p> <p>Careers: Firefighter, Acting, Youth Counselor</p>

Relationships Emotional Decisions

Whites and Yellows want not to be controlled