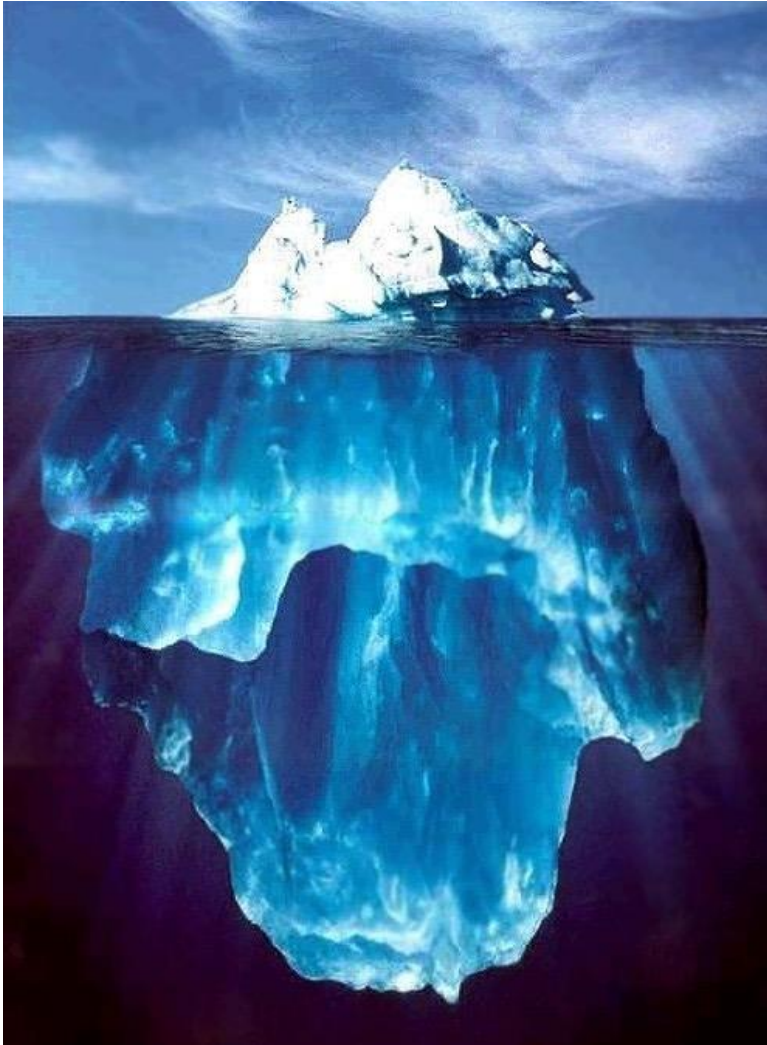




HARTMAN COLOR CODE





Behavior

Motive

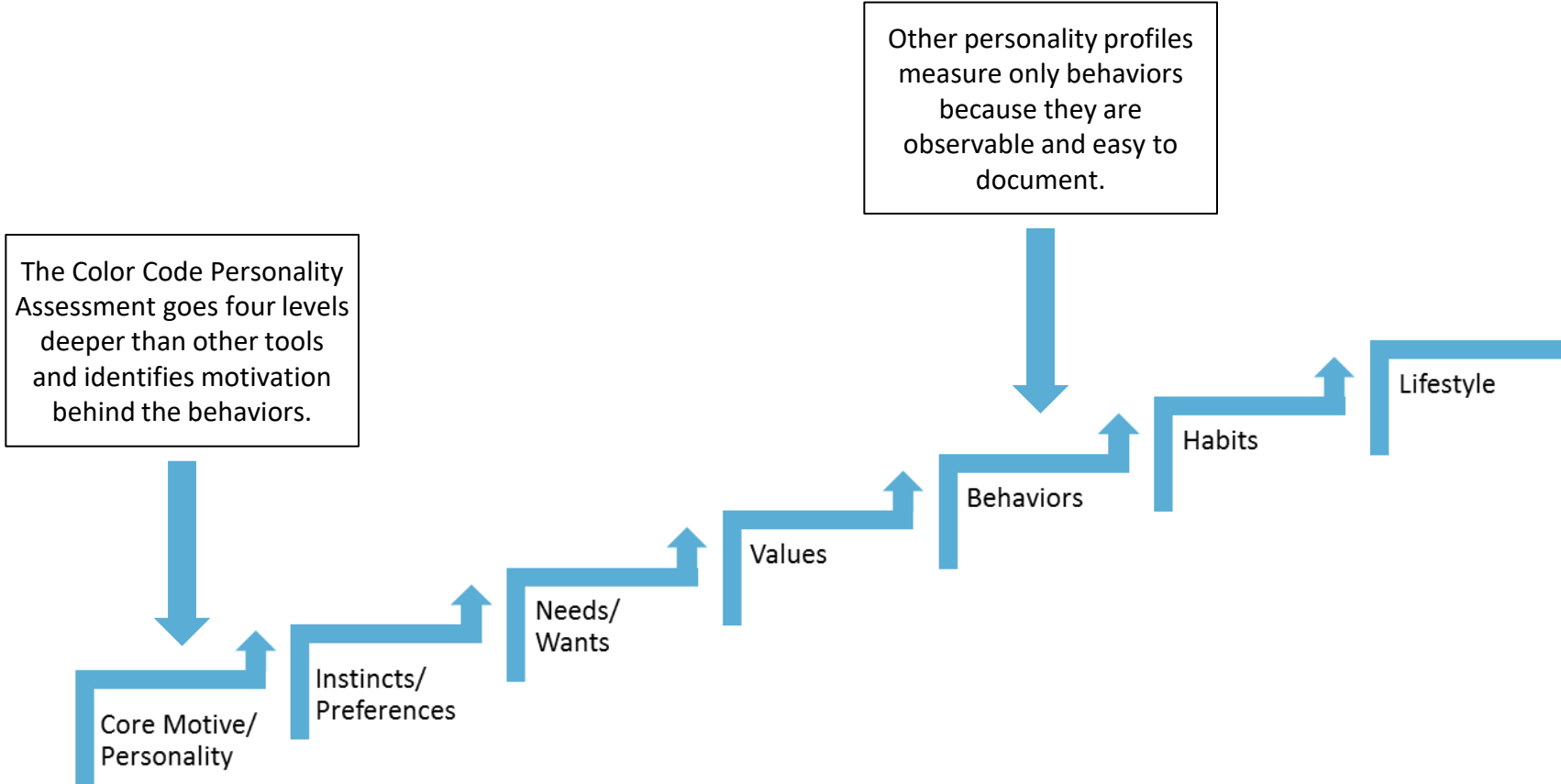


Hartman Color Code System

- Personality is the innate style of attitudes and behaviors that comes with you **at birth** and is based on one primary motive.
- Core Motive is not **learned or developed**.

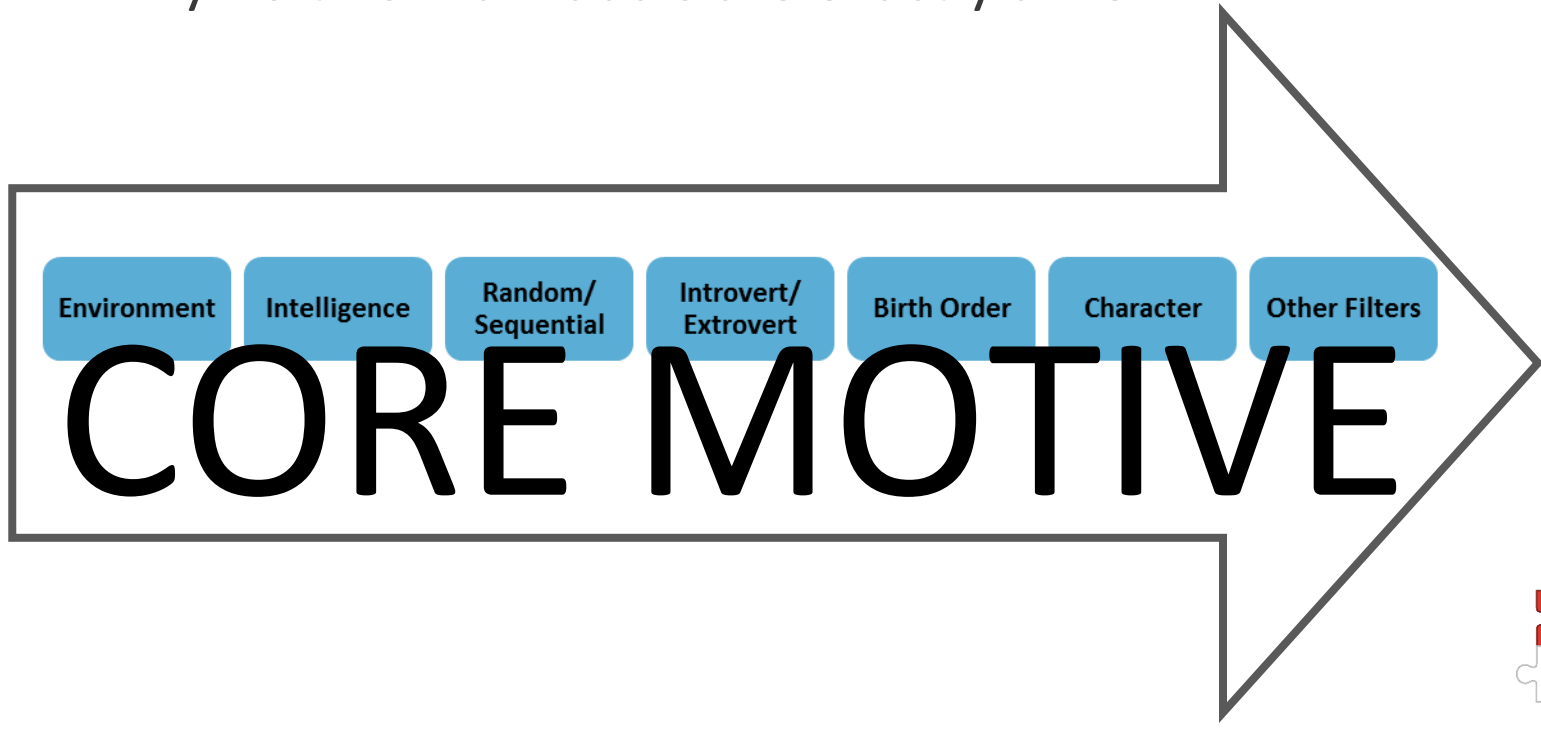


Hartman Personality Model



Core Motive and Personality Filters

- The Hartman Personality Model is Revolutionary because it accurately identifies innate driving core motivations. Personality filters create unique nuances which explains why no two individuals are exactly alike.



RED

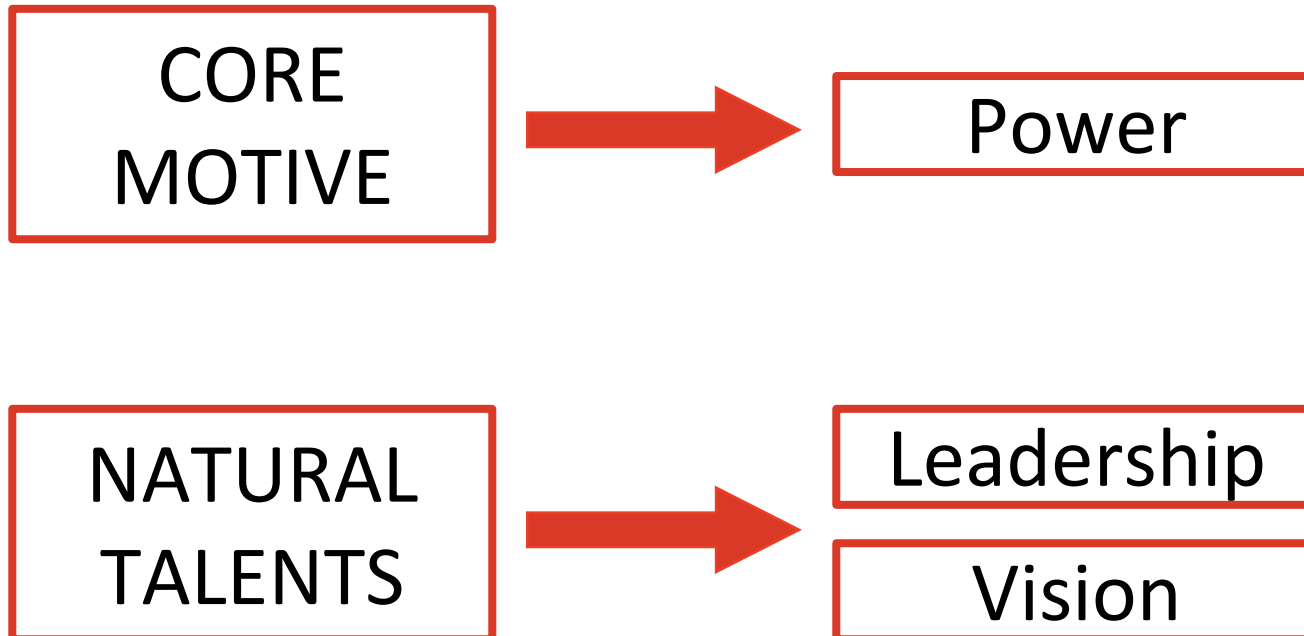
“Healthy REDS are the life blood of humanity. They are the movers and shakers of society.”

-Dr. Taylor Hartman



Power

Understanding the RED Personality



Goals



**BLOOD,
SWEAT,
AND TEARS**



RED Strengths

- Decisive
- Confident
- Assertive
- Motivated
- Proactive



RED Limitations

- Selfish
- Insensitive
- Always right



Famous RED Personalities



BLUE

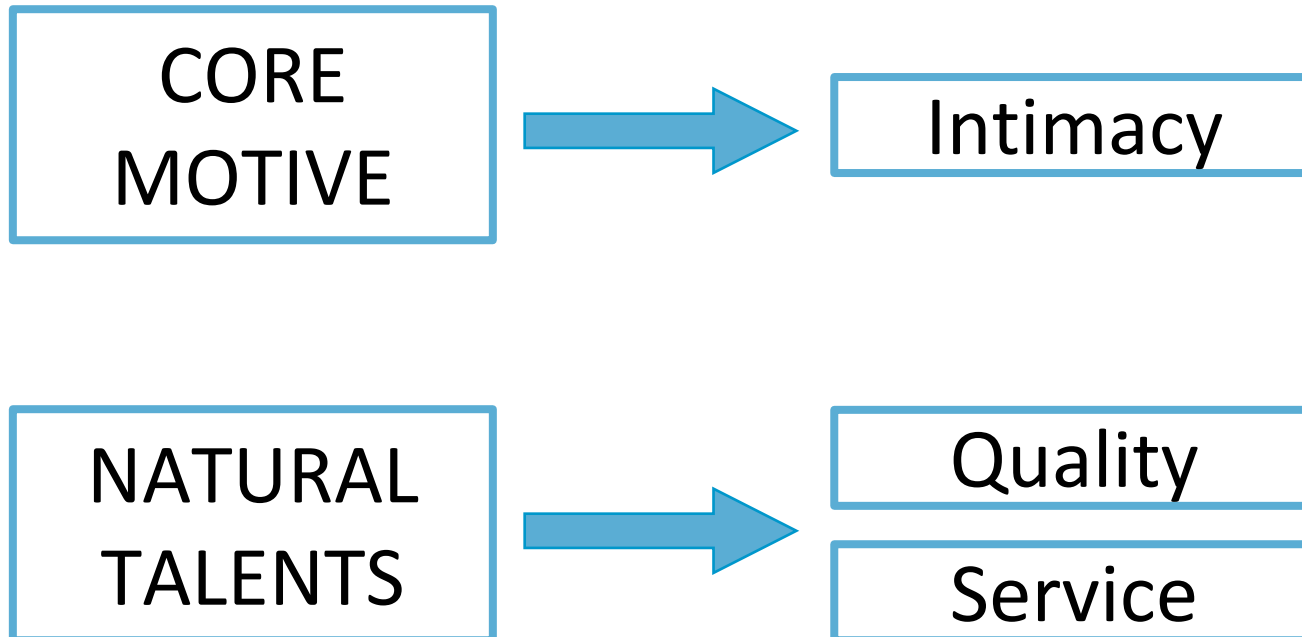
“Life cannot bestow on anyone a more gratifying reward than the sincere appreciation and trust of a BLUE friend, employer or family member.”

-Dr. Taylor Hartman



Intimacy

Understanding the BLUE Personality





perfectionism



BLUE Strengths

- Caring
- Sincere
- Intuitive
- Loyal
- Analytical



BLUE Limitations

- Emotionally intense
- Worry prone
- Unrealistic expectations



SOMETIMES I LIE AWAKE AT NIGHT, AND
I ASK, "WHERE HAVE I GONE WRONG?"



THEN A VOICE SAYS TO ME, "THIS IS
GOING TO TAKE MORE THAN ONE NIGHT"



Famous BLUE Personalities



WHITE

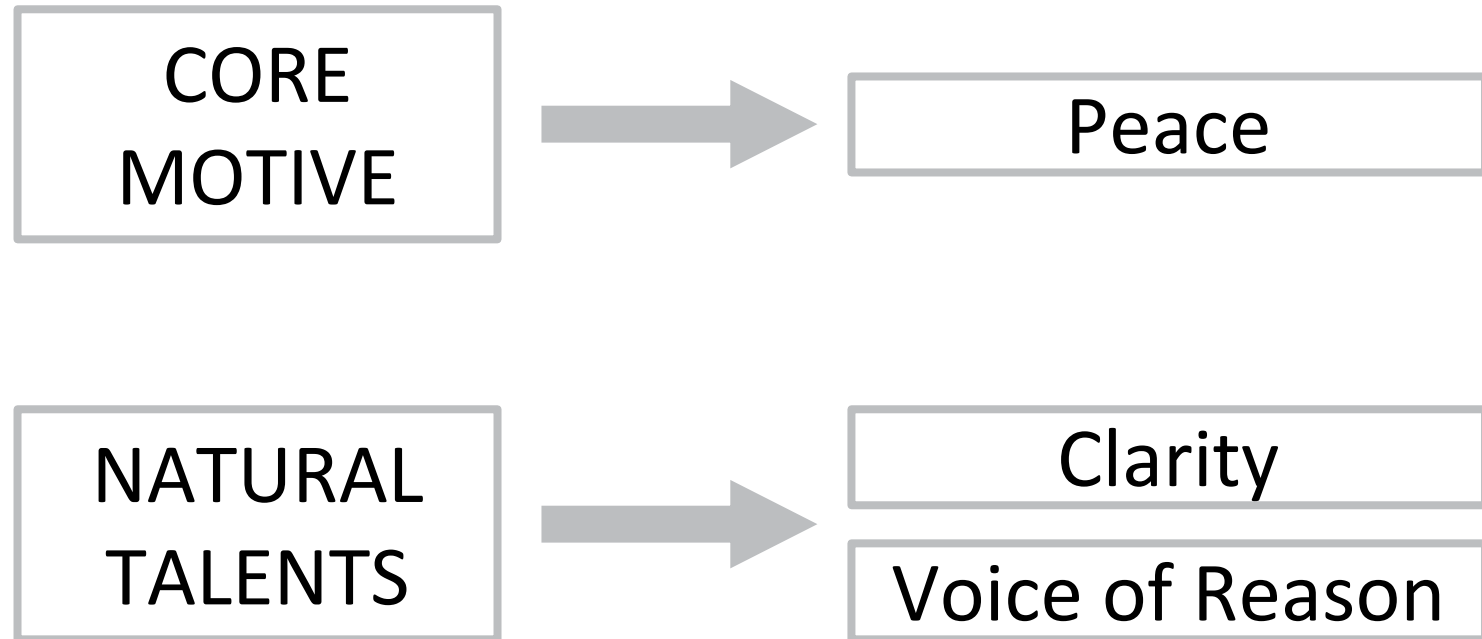
“WHITES offer us all a model for gentle, human dignity.”

-Dr. Taylor Hartman



Peace

Understanding the **WHITE** Personality





**BE
KIND.**



Relax



PEACE
The only language we speak



CHILLAXIN

WHITE Strengths

- Kind
- Even-tempered
- Objective
- Diplomatic
- Self-regulated



WHITE Limitations

- Indecisive
- Silently stubborn
- Avoids conflict



How to Recognize the Moods of a WHITE



happy



depressed



angry



pensive



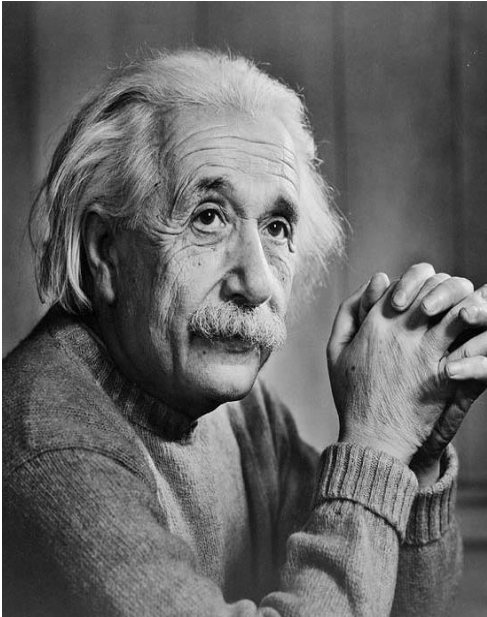
excited



suicidal



Famous WHITE Personalities



YELLOW

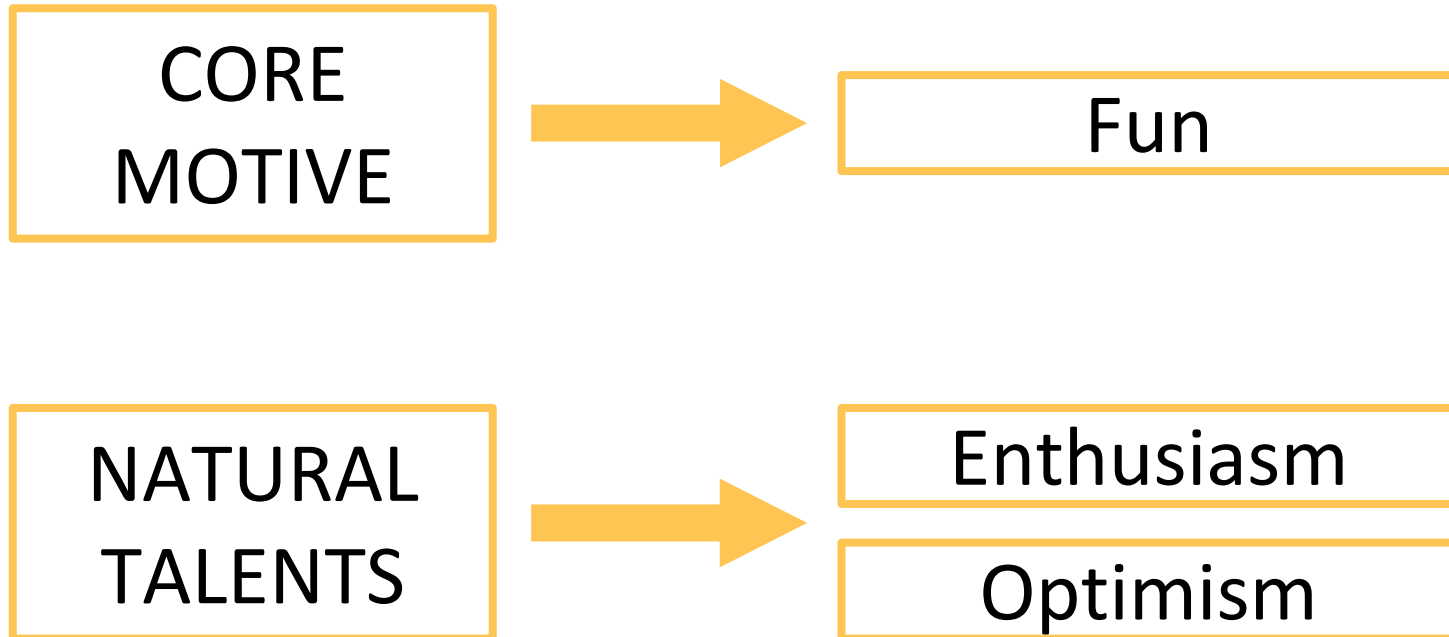
“Happy is as happy does. **YELLOW** people love themselves because they know exactly what they love to do and always find the time to do it.”

-Dr. Taylor Hartman



Fun

Understanding the **YELLOW** Personality





I love you, but...
I love me more.



FUN.



CHARISMA



LET'S PARTY!

YELLOW Strengths

- Engaging of others
- Spontaneous
- Charismatic
- Insightful
- Curious

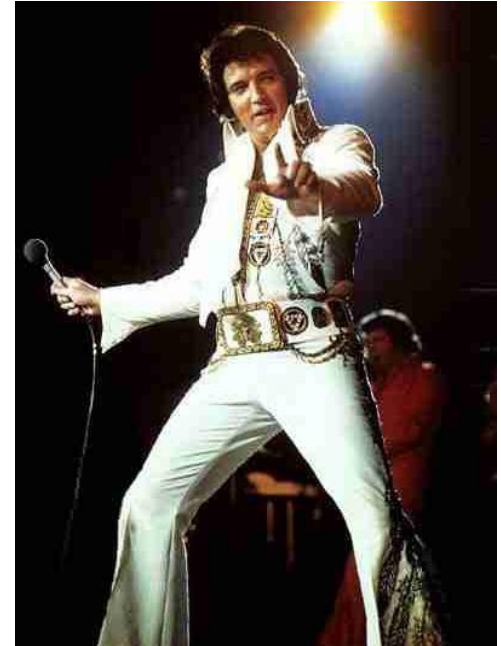


YELLOW Limitations

- Uncommitted
- Disorganized
- Undisciplined



Famous YELLOW Personalities



Core Motives & Natural Talents

	RED	BLUE	WHITE	YELLOW
CORE MOTIVE	POWER	INTIMACY	PEACE	FUN
NATURAL TALENTS	Leadership Vision	Quality Service	Clarity Tolerance	Enthusiasm Optimism



Developing a Positive Connection with Each Color



In Developing a Positive Connection with REDS

▪ DO

- Be prepared with facts and figures
- Present material in logical fashion
- Be direct, brief and specific in conversation

▪ DON'T

- Expect emotional vulnerability or expression
- Be slow and indecisive



In Developing a Positive Connection with **BLUES**

- **DO**

- Be sincere and genuine
- Emphasize their security in the relationship
- Express appreciation for their efforts

- **DON'T**

- Promote too much change or expect spontaneity
- Demand an immediate decision - Let them think about it



In Developing a Positive Connection with WHITES

- DO

- Be kind
- Listen quietly for them to express the completion of their thoughts
- Look for nonverbal clues to their feelings

- DON'T

- Expect strong social interaction
- Be emotionally intense and demanding



In Developing a Positive Connection with **YELLOWS**

■ **DO**

- Be positive and proactive (not negative)
- Enjoy their playful teasing
- Value their verbal expression and creativity

■ **DON'T**

- Ignore them
- Demand perfection



Thank You

Thank you for participating today.
Very best of living to you!

To purchase any of Dr. Taylor Hartman's materials go to:
www.taylorhartman.com

