





## The colour method

Colour codes are used more and more frequently as tools for evaluating characteristic behaviour patterns. Fun to use, colour coding is a quick, rough way to define an individual according to his or her behaviour patterns. To avoid confining the individual in a fixed stereotype a range of colours must be used to cover the various behavioural nuances he or she shows.

The 4 main colours are: red, yellow, green, and blue. These colours define recognisable characteristics: an individual's needs, preferences, drivers, type of vocabulary used, and general characteristics of the 4 main types of behaviour pattern. The base colours are not in any way indicative of an individual's skills or competence.

<p><b>ENTERPRISING</b></p> 	<p>Enterprising is shown as red, denoting an individual needing to exert mastery and authority over his or her environment. Objectives and results are the name of the game: performance, power and challenges to be mastered.</p> <p>By definition, such a person is unstoppable: always in a hurry, energetic, fast, impatient, concrete. Hostile to half-measures in an approach to solutions, he or she likes to take decisions alone, as a rule, in order to keep complete control over situations.</p> <p>Defects: authoritarian, aggressive, imposing his or her views.</p>
<p><b>COMMUNICATIVE</b></p> 	<p>Yellow denotes the need to communicate and exert an influence over his or her environment. The individual is motivated by the need to be acknowledged. He or she esteems conviviality and teamwork: decisions will generally be submitted to group review. Pleasant, enthusiastic, sometimes exuberant, enjoying life, he or she likes to please and be amusing. Energised by action, by new projects, and by innovation, the individual motivates the environment, is generous, and full of activity.</p> <p>Defects: sometimes disorganised, can tend to talk more than necessary.</p>
<p><b>PRUDENT</b></p> 	<p>Green indicates that the individual is looking for security, stability, and a well-defined framework in which to operate. Very conservative, wants to protect his or her personal situation, family, or workplace. Calm, thoughtful, discreet, reserved, stable, the individual is amiable and does not attempt to put him or herself forward. Complete acceptance of the professional environment. Has difficulty taking decisions without full guarantees. Is generally recognised as solid and reliable.</p> <p>Defects: runs the risk of being destabilised by unexpected changes.</p>
<p><b>ANALYTICAL</b></p> 	<p>An analytical individual shows up as blue. His or her preference is technical perfection and the management of complicated projects subjected to strict analysis. Feels at ease with rules and regulations, procedures, technical drawings and clear computation. Always needs to apply method. Will act at his or her own speed and cannot be moved by pressure from without. Motivated by rigorous thinking and the search for perfection. Has great respect for his or her hierarchy.</p> <p>Defects: Intransigent, fears the negative effect of mistakes.</p>