

	Their personality	Your communication style	Do	Avoid
RED / Dominant –	Direct, Decisive, Doer, Domineering	Fast and energetic, big picture approach, face to face, to the point	Provide solutions not opinions, solicit (and expect) immediate action, show tangible benefits, use logic	Small talk, lengthy emails, fluffy arguments
YELLOW / Influential	Inspirational, Interactive, Impulsive	Personal, positive and imaginative approach, open and enthusiastic	Summarise the key points and ask them to commit to a plan, show how (high profile) others have done it successfully, allow them to think aloud and change their mind	Too much detail, formal or rigid approach
GREEN / Steady –	Stable, Supportive, Sincere, Slow	Steady and personal talk, focus on values and areas of agreement	Show sincere interest, build the relationship, deliver on promises, send info in advance, allow for reflection time, minimise risks	Fast action, pushing for an immediate response, burdening them with impersonal data
BLUE / Cautious –	Cautious, Careful, Conscientious, Calculating	Business-like, logical and structured	Prepare in advance, provide plenty of details and logical arguments, be direct, and allow for reflection time	Imprecision and fluffy arguments, excessive extroversion, pushing for an immediate response