

This material is taken from the following book:

Hartman, Taylor. The Color Code. New York: Simon & Schuster, 1998.

## Chapter Eight

# YELLOWS: THE FUN LOVERS

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

## HAPPY AND FUN

Riding on the primary motive of fun, Yellows reflect the spirit of the wind and the life-giving miracle of fresh air. They are as essential to society as breathing is to the human existence. Yellows love life. They are spirited, exciting, and have an innate ability to be happy. They have a mental attitude that allows them to appreciate what they have, rather than being miserable about what they lack. Fate often appears to smile on them, and they are considered to be very lucky.

## SELF-CENTERED AND UNCOMMITTED

Also because of the primary motive of fun, Yellows exemplify the ultimate lightweight personality. Yellows bound through life well focused on themselves. They frequently fail to develop the depth necessary to contribute substantially to society. Yellows struggle to understand why anyone would rather earn their keep than take the easy road through life. Perhaps their most serious limitation is their inability to commit. Because of their enthusiasm, Yellows start more projects than any other group but successfully complete the fewest, due to their lack of commitment. (Typical of Yellows, one patient complained that she had started 394 diets in one year.)

1. Luke  
Oranges

# YELLOW

# - Hartman

Commitment requires constant dedication, something that unduly taxes a Yellow's capacity for endurance. They usually cannot concentrate long enough to convince others that their intentions are genuine and trustworthy. One young man was unable to commit to marriage and repeatedly broke engagements and women's hearts. He was completely overwhelmed by the thought of a lifelong commitment. He enjoyed the romance but feared the expectations of a committed relationship. Eventually, he fell deeply in love and, once again, felt motivated to consider the possibility of marriage. However, his uncertainty overcame him, and he called his father for advice. He respected his father and listened to his wise counsel. His father knew his son's fear of commitment was creating his difficulty, but he also knew the young man had a fine character. The father simply reminded him that divorce was always an option and, if necessary, he could always exercise that option in the future.

This wise father offered his Yellow son an escape route that allowed him to marry. He provided the essential ingredient in every Yellow's life—an escape, an out, a chance to run away, if necessary. His wisdom and effective parenting brought his son to the altar. As a result, my very Blue wife and I happily celebrated our twenty-second wedding anniversary this year.

It is equally difficult for a Yellow to commit to personal development. Getting to know oneself is difficult for everyone. Yellows often give up before they really tackle problems in their psychological makeup. Commitment to painful soul searching usually ends up way at the bottom of their list of priorities. Yellows are unwilling to pay the price of true self-confidence, which is a lifetime of commitment to those experiences, people, and values one cherishes. Yellows go with the flow as long as it keeps flowing and is flashy. They love excitement and willingly forgo commitment, with its discomfort, in order to feel momentary pleasure.

### IRRESPONSIBLE

While society has come up with some wonderful adjectives to describe Yellows (some of which I can't even put in this book), the word that most accurately describes the negative essence of the Yellow personality is *irresponsible*. Remember that wonderful song, "Call me unreliable . . . call me undependable"? Save yourself some time and simply call them Yellow.

Yellows have a most difficult time accepting responsibility for themselves. Somehow they truly believe it is someone else's responsibility to take care of them. It doesn't matter who—just someone else. After all, Yellows believe that no one is having the fun they are having, so what could others possibly be doing that is more important than concerning themselves with the needs of the Yellows? Perhaps the greatest concern with Yellows is their loss of playtime in life. Their rebellious natures can be cute while they are still young, but society has little tolerance for adult slackers. There is perhaps nothing more tragic than an aging Yellow without character. Their faces bear the heavy lines from year-round tans. Their personal belongings are often minimal because they have never concerned themselves with caring for possessions properly. They have few intimate friends. Yellows often take the easy path, which is across soft dirt that buckles under the burdensome emptiness and dependency of the Yellow's life.

Their irresponsible nature and inability to commit often makes taming Yellows seem an impossible dream. They are typically so charismatic that others fail to see their limitations. Only after a period of time do they see Yellows for what they often are—beautiful, prancing sprinters who rarely go the distance. After committing time and energy to such a performer, the owner becomes disenchanted and often feels anger and regret at having believed in his or her capacity to change this "Yellow" sprinter into a reliable runner who will go the distance in a relationship.

Yellows do not feel comfortable with the pressures that often come with being responsible. One patient told her Yellow husband, "If I weren't around, you would probably be lighting candles every night rather than remembering to pay your electric bill." After talking with them for a short time, I was certain that she was right. He had neglected to pay the last three months' mortgage payment of \$825, so they decided to sell their home (which afforded them a tremendous tax advantage) and now rent a small apartment, half the size of their home, for \$700 a month and zero tax advantage. He further justified this costly business decision by saying, "All I need is a place with a little land for my dog and so that my wife can have a horse. Other than that I just want to travel. In fact, if I had my way, we would load up the van right now and go live in Mexico for a while."

We discussed his Blue wife's need for a secure environment and more stability for raising children. He told me he had already matured, because when he first met her all he did was cash his paycheck each week, deposit it in his back pocket, and enjoy life until he

reached in his back pocket and found all the money was gone. Then he would just sit around the house or bum off his buddies until he earned his next paycheck. As with most Yellows, life is for today, and saving money is for those who don't know how to live today. Yellows have a very hard time putting off until tomorrow what can be done today as long as it is fun. They philosophize that working is for people who don't know how to party. Those readers familiar with the Aesop fable about the grasshopper who lived only for the moment can appreciate the extreme lack of perspective many Yellows (like the grasshopper) have for living beyond the moment.

Blaming others is a classic pattern for irresponsible Yellows. I was working with one young man (Mike) who wept when we discussed his Red father and the nonexistent relationship they had. After two sessions, Mike was much less rebellious and making substantial progress, until one day he confessed that he had stolen his father's bank card and withdrawn over \$850 over the last three months. Once he began, he didn't know how to stop or tell anyone. At last he had been discovered and would have to face his father, whom he despised. With his mother attentively listening in my office, the young man spent fifteen minutes explaining why he could never tell his father because his father wouldn't understand. I knew Mike always excused his delinquent behavior in school and home by blaming his father. Now he had stolen his father's money and had spent it all frivolously on himself, and still he wanted his mother and me to excuse him because his father was (in his eyes) a terrible man. For years Mike hadn't wanted to change himself, so he simply blamed his truanancies, failing grades, lack of friends, and, now, *stealing*, on the inadequacies of his father.

One Yellow patient in her midtwenties spent her life telling everyone how boring and old-fashioned her parents were. She justified her negative attitude by reminding others how unsuccessful her parents were financially and that they didn't communicate well with each other. She found hundreds of reasons why she would rather die than live their lifestyle. Therapy continued off and on for about a year before she finally began to see that rather than responsibly focusing on her personal growth, she had spent an enormous amount of energy criticizing her "frumpy old parents who knew nothing about living." She began to recognize that she had actually produced very little in her own life. She had completed only three credits of college. She had never sustained a meaningful relationship with a man. She had been unable to lose any weight for the period of one year. Her friends were exactly like her. She was in debt up to her ears with no sign of change. She had not held a job for

longer than five months. It all came crashing in on her like a tidal wave when I reminded her that she had discontinued therapy, in part because of the financial strain, and that her "frumpy old parents who knew nothing about living" had approached me and offered to help pay for my services if I felt it would help her. She had maligned them her entire life. Yet they knew enough about real living to offer assistance to their daughter without any strings attached.

She finally broke down and expressed her self-hatred. She did not want a boring life like her parents, but she realized that she had been totally ineffective in building a more positive one for herself. While attacking them, she had produced nothing. She acknowledged that she loved herself only when she performed and produced, yet she was so undisciplined and irresponsible that she had known only repeated failure. She had great talents and numerous interests but, as yet, had been unwilling to acknowledge them and then commit to anything long enough to experience the joy that comes from responsible effort.

Too many married Yellows excuse having affairs by blaming the insensitivity of their spouses. "If she or he were more willing to enjoy sex with me, then I wouldn't have to do this." Of course, they fail to recognize that often the reason their spouses don't enjoy sex may be their own lack of commitment or other shortcomings of theirs. Instead, Yellows find places to put their blame and move on through life, carelessly avoiding any responsibility for having to look at or change themselves. This irresponsible nature could be remedied much more easily if Yellows had a sense of conscience or guilt, but neither accompanies Yellows very far on their journey through life. Believing that rules are relevant only when they serve the needs of the individual, Yellows may too freely abandon tradition in favor of personal gratification, ignoring long-term consequences.

*Yellows love life.*

## ENTHUSIASTIC AND CAREFREE

Yellows seek enchanting opportunities and find life laced with silver linings. They rarely become bogged down with details or "emotional baggage," which for them means controlling friends, poor work conditions, and other undesirable and demanding circumstances. Yellows are as vulnerable to these experiences as any personality, but they have a strong yearning for freedom and subconsciously recognize baggage and instinctively move away from its influence.

Yellows represent enthusiasm and share this excitement with everyone they meet. They are terrific at social involvements and have a way of making a party out of everyday living. They remind us of our youth and the joy that comes from innocent hopes and optimistic dreams.

### PLAYFUL AND EXCITING

Yellows generally enjoy life regardless of what they are doing. Even when working hard, Yellows appear to be having a good time. Their lives are lived with the confidence that the best is yet to come. They have a zest for living that is contagious. A Blue individual called a Yellow friend long distance after five years of silence and said, "I've missed the life we shared as friends in college. You always seemed to make life happen for me. I often reflect back on our friendship and remember all the excitement you always stirred up. I miss you because you breathed life into me." The Yellow friend had no idea that he had been the instigator of all the fun. He naively assumed that everyone's primary goal in life was to have a good time. He also thought most people experienced life as freely and as comfortably as he did. Later in life, he learned that his was the unique and enviable style that Yellows cultivate wherever they go. They seem to know how to make life fun regardless of their circumstances.

No personality plays the way Yellows do. They are so spontaneous that they are always ready for whatever fun opportunities come their way. They often find themselves sporting T-shirts with slogans such as "Are we having fun yet?" and "It's OK to PLAY." They do not need to be productive in their play. The activity of play is, in itself, valuable enough to warrant a Yellow's attention.

Yellows love surprises. They love to celebrate everything imaginable. They find holidays and special moments refreshing and, barring a memory lapse (which they are noted for), they will make the most of every opportunity to have fun.

### SUPERFICIAL

Ski resorts, beaches, amusement parks, and other magical environments are filled with Yellows seeking the good life. One of my first professional experiences was working with young people in Park City, Utah, at that time a sleepy little town with one elementary school and

a secondary school. The families were primarily of the low to middle socioeconomic class. In fact, some of the kids' parents were coal miners left over from the "good old days." Imagine the task I faced in trying to convince these young people that, in the long run, a life of stability and commitment was far preferable to the momentary pleasures of playing on the ski slopes all season, drinking too much, taking too many drugs, and having casual sex. The full-time ski enthusiasts were gorgeous, trim, smiling, and carefree imitators of happiness. The parents of these young people made popcorn at night and sweated over how to come up with next month's mortgage. The young people were torn between the playful, carefree world many Yellows espouse and the real world in which they were told personal responsibility and concern for others provides a foundation for a rewarding life.

*Yellows are the people connectors  
and the social glue of society.*

Yellows enjoy the company of others but often find themselves unwilling to commit beyond the pleasures of momentary good times. Yellows resist activities or people requiring endurance, which keeps them from perhaps the greatest goal of all—high self-esteem based on earned productivity and the kind of deep intimacy experienced only in long-term, committed relationships.

### DISORGANIZED AND INCOMPLETE

Yellows would like to change not themselves but, rather, the world around them—life circumstances. In fact, they enjoy change. However, *what* they change is usually unimportant, and *when* they change is often counterproductive. One Yellow friend lamented that every time he had a big project coming due, he would clean his garage instead. Rather than focus on the essential project, he wasted hours focusing on irrelevant puttering. Equally frustrating to him was his inability to organize effectively. He even left his garage in a constant state of disruption rather than creating order. When he would finally tackle the essential project, he would be forced to toss it together instead of having time to prepare a quality presentation. He felt incomplete, as if he were almost cheating himself and others of the best quality performance that he was capable of.

Yellows learn early in life to cut corners. They often claim credit

for accomplishments they haven't actually fully achieved. They simply tell half-truths, or feel it isn't that big a deal whether they are what they say as long as it doesn't hurt anyone.

Life has a way of providing consequences for our behaviors. You reap what you sow. Many Yellows are very talented and would love the applause of others. Yet they are unwilling to put in the time and effort to earn the praise they seek.

### IMPULSIVE AND UNDISCIPLINED

Yellows often display flighty and undisciplined dispositions. They are terribly restless and find sticking with any task quite boring. Yellows often experience numerous job changes—not because the jobs are uninteresting but because the Yellows generally become bored. Yellows believe life should be experienced in the fast lane if it's going to be experienced at all.

Yellows are impulsive and restless. One can never be sure what to expect from these unpredictable individuals. Here today, gone to Maui! They are quick to change but often do so unproductively. It is hard to hang on to these flighty Yellows who constantly seek the free and easy life. They know how to have a good time and wish everyone else would work to make that possible for them.

One Yellow man purchased a new video camera and let it sit in the box for a week before a friend happened to drop by and notice it. His friend had the best time figuring out where to connect things and how to use the zoom lens. The camera owner was momentarily intrigued until his friend recommended that he read the instruction book himself so he could use the camera effectively. Weeks later, after the Yellow's wife had pressed him repeatedly to remember to bring the camera to various events, he realized he couldn't continue to play stupid, so he announced that the camera didn't work right anymore. It was brilliant manipulation. He knew his Blue wife wouldn't be able to accept a broken camera sitting around the house after they had paid so much money for it. He also knew that she wouldn't return the camera until she had tried to fix it herself. Within a matter of two hours, she had mastered the camera, and she became the official photographer for the rest of their marriage. Yellows prefer not to be bothered with the details of life. They simply want the praise for what they do accomplish and the credit for whatever commitments they miraculously maintain in their lives.

Yellows are very interested in preserving wildlife. In other words, they are always ready to throw a party. Daily routine quickly becomes monotonous, and Yellows slip away into new and different environments. They hate exercise unless they can socialize at the same time or watch themselves in a mirror. Yellows find amazing excuses for not disciplining themselves. Once their excuses fail them, and society imposes restrictions on them, be prepared for sullen, angry behavior.

Anger is never experienced when one is powerful. Anger is expressed when one feels powerless. Yellows often express anger when life becomes difficult and unfair. They feel instant frustration when problems aren't easily solved. Few Yellows, therefore, ever become chief executive officers or powerful leaders. (President Ronald Reagan was the exception, and Nancy was no Yellow!) They are not interested in power, and even if they were, the dedication required to stay with a challenging problem long enough to solve it would quickly discourage them. Trying to fix things when they lack the necessary skill infuriates Yellows. Daily activities like driving on busy freeways, balancing checkbooks, putting oil in the car, looking up numbers in a telephone directory, etc., can upset Yellows so easily that they often lose their concentration and begin rummaging through their minds for ways to escape the insanity others call "responsible living."

### CHARISMATIC AND POPULAR

Yellows find it easy to relate to people of all ages. They make friends with all the kids on their block. They charm elderly people in stores and babies in strollers with their entertaining style. Their joyful natures brighten the dispositions of many of those whom they encounter.

Yellows often appear to be very attractive because of their personality. The reason so many Yellows appear attractive is that they are skilled at choosing a style that emphasizes their best physical and social qualities. They have the most engaging style of any of the personalities. The adjective commonly used for Yellows is *charismatic*. They parent charismatically. They conduct business charismatically. They converse charismatically. Often considered the Pied Pipers of humanity, Yellows can easily move groups of people to tears and/or laughter.

Yellows love to entertain and be entertained. They often stage productions in the garage for neighborhood children, run for student body office in school, and choose careers in which they have a great deal of exposure to people. They give freely of themselves. Perhaps

because they crave their own freedom so dearly, Yellows do not seek to control others. They live without many expectations and give without concern for what they might receive.

*"Don't sweat the small stuff . . . and it's all small stuff!"*

They are often the life of the party in social settings. Yellows find laughter and interpersonal relationships easy. They sincerely like people and typically find themselves surrounded by friends. They are very popular in most environments without ever having to seek social acceptance. Their trusting nature draws others to them. Yellows are typically very open, which makes their friendship easy to understand and maintain. Yellows are usually carefree. Other personalities seek out Yellow friends for their positive and cheerful manner.

## NAIVE AND TRUSTING

No other personality experiences life with as much naive trust as do Yellows. They don't think things through prior to speaking or doing.

Yellows often find themselves victims of their own naivete. They are easily fooled and easy prey for more sophisticated and calculating personalities. They trust easily and yet often build high walls to prevent intimacy once sufficient emotional scarring has occurred.

One young man was promised a bonus for every client he drew into his law firm. He was highly engaging and had a knack for creating clientele for his firm. He trusted his senior partners. However, instead of receiving a bonus, he was chastised for not racking up the same number of billable hours as his colleagues, who were unable to create clientele but were more capable of servicing the clients he brought to the firm. He was the rainmaker but was unrewarded for his gifts. Eventually, he left the firm to work for himself when he discovered how much money he had made for the senior partners by bringing in clientele to the firm without the fair compensation they had earlier agreed upon.

Yellows are not particularly bothered by commitments such as appointments being broken, but broken emotional commitments can be devastating. If Yellows have been bitterly hurt, they may get stuck in superficial relationships. This is particularly unfortunate because, deep inside, Yellows are driven by intimacy. They are denying themselves

one of their greatest needs because of imagined or real broken promises in their lives. It is not uncommon to see misguided, superficial Yellows floating through life as if they preferred their freedom to intimacy, but such behavior typically comes from earlier scars or distrust. Since Blues are known for their sincerity and loyalty, this may, at least in part, explain why Yellows often seek their companionship.

## FLIPPANT CHATTERBOX

Yellows are often nicknamed "chatterbox" because they can find *anything* interesting enough to talk about. This is helpful on dates but can be quite stressful for colleagues and family members. When their idle chatter is combined with rude and loud behavior, Yellows are considered obnoxious. This label always offends them because they can't comprehend why anyone wouldn't find them as delightful and entertaining as they find themselves.

One distressed mother feared she would gag her four-year-old child if something didn't change soon. She was so tired of nonstop conversation that she admittedly stopped listening simply to save her own sanity. (Personally, I think she was also concerned for the child's physical well-being.) She liked her quiet time, and every time she simply sat down to gather her thoughts, her daughter pounced on her lap and tried to cheer her up. The mother actually hid from her child at times throughout the day so that she might enjoy some peace.

The conversational approach to life is also frustrating when you want to be serious, and Yellows don't want to, can't, or won't be. "Just once," a desperate husband lamented, "could my wife listen and feel my pain without making a joke out of everything? Not everything belongs in the Sunday funnies. I can't begin to tell you the number of times I have held my feelings inside because I knew she would make light of something I felt more serious about." So goes the irritation of trying to communicate deeply with a lighthearted Yellow.

Unless they are corrected, Yellows often take a flippant, rude, and self-centered approach to the rest of the family. They are often socially adept and poke fun at other family members who lack the necessary social skills to defend themselves. They are notorious for interrupting whether you are busy or not. Nothing is sacred to the Yellows, and they are equally certain that nothing is sacred to others. Whether you are on the telephone or reading, Yellows will find a way of distracting you until you acknowledge their needs. This often infuriates

those who accompany Yellows through life. When you add up all the small irritations, Yellows can be quite disconcerting to encounter. They are loud show-offs willing to embarrass anyone for a good-natured laugh. They interrupt without hesitation, feeling that nothing is so important that it can't wait for them. They talk constantly as if words were the music of life. They regard themselves as cute and entertaining. Quick-witted and quick-tongued, Yellows can toss sarcastic bombs with an expertise rivaled only by Reds. Their vanity and self-centeredness can become intolerable after a lengthy period of time. They can be a frustrating force to deal with in the social realm.

### YELLOW LIMITATIONS

Yellows have little regard for the property of others. They are sloppy and messy individuals who keep themselves clean and polished while their homes often suffer from neglect. They want to look particularly good to the world, and when social praise is a consideration, they are quick to comply with society's standards. Otherwise, housekeeping may require too much effort.

They are disorganized in their environments and personal thoughts. Rather than focusing on real issues and important events, Yellows putter with minor concerns and irrelevant activity. They have a difficult time committing to anything that takes priority over playtime, and consequently often find themselves in superficial and empty relationships as well as being somewhat superficial and empty themselves once they are in a relationship.

### YELLOW STRENGTHS

Despite their struggle with self-discipline and commitment, Yellows are eager to experience all facets of life. They naively call for the spotlight to be focused on them as though they were always center stage. Yellows are our constant reminder that you are as young as you feel. They remain youthful in their attitudes toward new ideas, change, relationships, occupations, and the future. Yellows carry that childlike quality of hope that inspires others to appreciate and value themselves as well as the wonderful world in which they live. Yellows promote the good in others and willingly ignore their limitations. Yellows are more inclined to like themselves for what they are rather

than what they do. They are the people connectors and the social glue of society. Yellows express themselves candidly and genuinely. They give playful attention to living and inspire others to do the same. They freely offer their opinions as well as themselves, often spreading a contagious spirit of friendship wherever they go. Once your life has been intimately touched by a Yellow, you will more fully appreciate the incredible joy achievable by the human soul and the optimistic hope attainable within the human heart.

### YELLOW STRENGTHS

#### AS AN INDIVIDUAL

- highly optimistic (rarely depressed)
- likes self and accepts others easily
- loves to volunteer for opportunities
- sees life as an experience to be enjoyed
- flashy (racehorse rather than plowhorse)
- adventurous and daring

#### AS A COMMUNICATOR

- thinks quickly on his or her feet and can express this spontaneously
- enjoys and promotes being physical (hugs, touching)
- easy to converse with
- comfortable with people
- able to express self directly in conflict
- energized by large groups
- superb at superficial conversation

#### AS A GOAL SETTER

- appreciates and lives for the present
- gives priority to playtime
- very flexible
- accepts guidance from others
- disciplined if he or she finds the task fun and challenging
- demands action rather than study

## THE COLOR CODE

### AS A CAREER PERSON

- people-oriented
- friendly
- able to take risks
- high energy
- inspires colleagues and subordinates to cooperate and excel
- charismatic and enjoyable to work with
- breaks up monotony of work world
- likes to tackle short-term projects with visible results
- enjoys dressing up and also comfortable with casual attire
- supports dreams and intuitive thinking

### AS A PARENT

- highly entertaining
- promotes fun family activities
- excellent short-term leader
- finds touching children natural and comfortable
- flows easily with negative experiences
- turns crisis into comedy
- nonjudgmental about children's friends
- children enjoy their company and seek them out
- concern themselves with the broad picture rather than the details

### AS A CHILD

- fun to have around
- playful and entertaining
- enjoys new experiences
- accepting of differences
- loves to socialize (brings friends home)
- easy to talk to
- strong visual learner
- loves physical contact (hugging, kissing)
- pliable—willing to bend in order to please
- curious and inquisitive

## THE COLORS

### AS A FRIEND

- exciting and fun to be with (never dull or boring)
- often places friends before family
- forgiving of self and others
- lively and entertaining
- vulnerable, innocent, and trusting
- endearing
- willing to free up schedule in order to play

### AS A COMMITTED COMPANION

- brings excitement to spouse
- promotes romance with a creative flair
- enjoys unusual experiences
- not burdened with emotional baggage
- has few expectations of others
- agreeable to change
- accepts others' suggestions

### CAREERS MOST LIKELY TO ATTRACT YELLOWS

Firefighter	Beautician	Secretary
International consultant	Entertainer	Receptionist
Travel agent	Tour guide	Sales
Recreation leader	Circus performer	Retail
Lifeguard	Insurance agent	Clergy/Minister

*Note: Yellows are generally least capable of consistently committing to the requirements for financial success or the career world.*

### PERSONALITIES WHO APPEAR TO BE YELLOWS

**BILL CLINTON:** President Clinton has magically survived a myriad of assaults on his personal character and professional competence, but he never runs for cover. His winning smile and positive manner help people trust him. He is intellectually bright and verbally quick, making him difficult to pin down or ever catch off-guard.

**RONALD REAGAN:** One of America's most adored presidents, Ronald Reagan's trademark was optimism and charisma. He spoke with con-



viction and always exuded an inviting warmth. He carried himself with a carefree confidence that put others at ease around him.

**ELVIS PRESLEY:** Dynamic and rebellious. His vulnerability and trusting nature were charming and disarming. He was personable and generous. He lived for the moment, and his naivete and emotionalism caused irrational decisions to prematurely end his scattered brilliance as a performer. As with all good Yellows, people are still hoping to find him alive so the party can continue.

#### YELLOW NATIONS

Mexico  
Australia  
Brazil

*"I get enough exercise just pushing my luck."*

#### YELLOW LIMITATIONS

##### AS AN INDIVIDUAL

- needs to look good socially (high priority)
- irresponsible and unreliable
- self-centered and egotistical
- flighty and uncommitted
- lots of talk with little action
- superficial and mostly interested in a good time
- unwilling to experience pain in order to produce quality
- undisciplined
- loud and obnoxious in public places
- exaggerates successes and omits unpleasant truths
- unable to confront or face issues

##### AS A COMMUNICATOR

- often speaks before thinking
- unsympathetic about depression in others

- makes insensitive jokes about serious and sensitive issues
- lightminded and superficial
- often repetitious
- interrupts others freely
- overly dramatic in expressing self (often uses superlatives)
- often talks too much about everything and nothing
- poor listener
- forgets what others have said

##### AS A GOAL SETTER

- terribly undisciplined in committing to goals
- prefers to play today rather than plan for tomorrow
- feels no need to prepare for the future
- restless and finds it difficult to stick with long-term goals
- more interested in appearing onstage than writing the script
- disorganized and scattered in too many directions

##### AS A CAREER PERSON

- requires that all activities be fun
- can handle stress only for short periods of time
- poor concentration for any length of time
- unwilling to dedicate self to a cause without vacations
- resents authority and defiant to leaders
- sloppy and unpredictable
- needs a lot of interaction with people
- takes few things seriously

##### AS A PARENT

- self-centered and more concerned about self than children's needs
- more interested in enjoying children than teaching them
- can be sarcastic with children
- unwilling to spend a lot of time and energy on children's behalf
- inconsistent with discipline
- irresponsible and too permissive with children
- bad role model for positive work habits
- lacks discipline for housecleaning or providing stable income

## THE COLOR CODE

### AS A CHILD

- sassy and demanding
- defiant of authority
- forgetful of assignments and parental expectations
- more concerned with friends than family
- teases siblings constantly
- insensitive to parents' responsibilities or needs
- prefers to take the easy road whenever possible
- shows little concern for family problems and responsibilities
- unconcerned with financial issues

### AS A FRIEND

- spends most of time discussing own life
- shows up at his or her convenience
- undependable in a crisis
- unwilling to commit to long-term needs of distressed friends
- pursues own life regardless of friends' situations or needs
- uncomfortable in painful or distressing environments
- makes new friends easily and without guilt, often at the expense of old friends

### AS A COMMITTED COMPANION

- uncommitted and flighty in long-term relationships
- undependable and inconsiderate of the needs of others
- prefers to enter a relationship knowing there is an escape
- unwilling to hang in there during the difficult times
- quick-tempered in unpleasant circumstances requiring patience
- unwilling to invest time in personal growth to improve relationships
- capable of ignoring the feelings of others and focusing on self

### *How to Develop a Positive Relationship with Yellows*

#### Do:

1. Be positive and proactive with them in your life
2. Adore and praise them legitimately
3. Touch them physically

## THE COLORS

4. Accept their playful teasing
5. Remember they are more sensitive than they appear
6. Value their social interaction skills and people connections
7. Remember they hold feelings deeply
8. Promote creative and fun activities for and with them
9. Enjoy their charismatic innocence
10. Allow them opportunity for verbal expression

#### Don't:

1. Be too serious or sober in criticism
2. Push them too intensely
3. Ignore them
4. Forget they have "down" time also
5. Demand perfection
6. Expect them to dwell on problems
7. Give them too much rope, or they may hang themselves
8. Classify them as just lightweight social butterflies
9. Attack their sensitivity or be unforgiving
10. Totally control their schedules or consume their time

### Recommended Time-Management Tips for Yellows

1. Realize that "busyness" is not necessarily the same as purposeful action. Reflect on what is important and give it legitimate attention.
2. Set specific goals each day and prioritize them. Start working on your A1 goal first. Don't go to your A2 priority until you complete your A1. Do them in order.
3. Focus on "what's necessary" rather than "what's fun." Quality requires both. Don't let others take on the responsibility of handling your "necessary" tasks.
4. Set achievable "time bits" where you focus on a specific task for a specific amount of time and create a fun reward for sticking to it. Break up the monotony.
5. Commit to the bigger picture. Create a long-term plan of substance and seek specific activities you can complete to make it a reality.
6. Balance undemanding creativity with focused commitments. You'll feed both your need for unstructured play and your need for accomplishment.

7. Do a little planning up front so you “get it right” the first time. You’ll save yourself tremendous time.
8. Face the issues rather than spending time on trivia.
9. Listen well so you don’t have to interrupt others for information already presented.

*“Hard work may not kill me,  
but why take a chance?”*

## Chapter Nine

# SECONDARY COLORS

*Few people exhibit only the behaviors of one color. While everyone has only one core, our personalities are often influenced by our secondary colors.*

There are three specific reasons why people readily embrace the Color Code:

1. It is simple to understand.
2. It is easy to apply.
3. It is accurate.

A psychological theory is only as good as its ability to accurately identify and predict human behavior. Using the driving core motive as the foundation for my work assures an accuracy that a premise based solely on observed behavior cannot hope to offer. The driving core motive in everyone’s personality is the critical element that will not only facilitate personal development but will grant others a personal view into everyone they encounter.

I have lectured to hundreds of thousands of people. I have worked intimately as a personal coach with thousands of individuals. Ever since developing *The Color Code*, I have always found the driving core motive in each person with whom I’ve had contact. Admittedly, I’ve been slow to discover it at times and initially wrong at other times. But I have always found their true core motive, and we both knew it was accurate when we finally discovered it. By the way, when you find your innate core motive, it feels like “coming home” to a safe and comfortable place—a place free of pretense and demands. It simply feels right.

Some people identify themselves correctly from the first time they

