

HARTMAN'S COLOR CODE

YELLOW

YELLOWS are motivated by **FUN**. They are inviting and embrace life as a

party that they're hosting. They love playful interaction and can be extremely sociable. They are highly persuasive and seek instant gratification. **YELLOWS** need to be adored and praised. While **YELLOWS** are carefree, they are sensitive and highly alert to others' agendas to control them. **YELLOWS** typically carry within themselves the gift of a good heart.

YELLOWS need to look good socially, and friendships command a high priority in their lives. **YELLOWS** are happy, articulate, engaging of others and crave adventure. Easily distracted, they can never sit still for long. They embrace each day in the "present tense" and choose people who, like themselves, enjoy a curious nature. **YELLOWS** are charismatic, spontaneous, and positive; but can also be irresponsible, obnoxious, and forgetful. When others interact with you, as a **YELLOW** you respond to them best if they take a positive, upbeat approach and promote light-hearted, creative, and fun interactions with you.

HARTMAN YELLOWS

HARTMAN'S COLOR CODE

RED

REDS are motivated by **POWER**. They seek productivity and need to look good to others. Simply stated, **REDS** want their own way. They like to be in the driver's seat and willingly pay the price to be in a leadership role. **REDS** value whatever gets them ahead in life, whether it be in their careers, school endeavors, or personal life. What **REDS** value, they get done. They are often workaholics. They will, however, resist doing anything that doesn't interest them.

REDS like to be right. They value approval from others for their intelligence and practical approach to life, and want to be respected for it. **REDS** are confident, proactive, and visionary; but can also be arrogant, selfish, and insensitive. When others interact with you, as a **RED** you respond to them best if they are precise, factual, direct, AND show no fear!

HARTMAN - REDS

HARTMAN'S COLOR CODE

BLUE

BLUES are motivated by **INTIMACY**. They seek to genuinely connect with others, and need to be understood and appreciated. Everything they do is quality-based. They are loyal friends, employers, and employees. Whatever or whomever they commit to is their sole (and soul) focus. They love to serve and give themselves freely in order to nurture others' lives.

BLUES have distinct preferences and have the most controlling personality. Their personal code of ethics is remarkably strong and they expect others to live honest, committed lives as well. They enjoy meaningful moments in conversation as well as paying close attention to special life events (e.g. birthdays and anniversaries). **BLUES** are dependable, thoughtful, and analytical; but can also be self-righteous, worry-prone, and moody. They are "sainted pit-bulls" who never let go of something or someone, once they are committed. When you deal with a **BLUE**, be sincere and make a genuine effort to understand and appreciate them.

HARTMAN BLUES

HARTMAN'S COLOR CODE

WHITE

WHITES are motivated by **PEACE**. They seek independence and require kindness. They resist confrontation at all costs. To them, feeling good is more important than being good. They are typically quiet by nature, process things very deeply and objectively with great clarity. Of all the colors, **WHITES** are the best listeners. They respect people who are direct but recoil from perceived hostility or verbal battle.

WHITES need their "alone time" and refuse to be controlled by others. **WHITES** want to do things their own way and in their own time. They ask little of others and resent others demanding much of them. **WHITES** are much stronger than people think, but are not often seen for their strength because they don't easily reveal their feelings. **WHITES** are even-tempered, diplomatic, and the voice of reason; but can also be indecisive, unexpressive, and silently stubborn. When others interact with you, as a **WHITE** you respond to them best if they are kind, accepting and supporting of your individuality, and if they look for non-verbal clues to understand your feelings.

HARTMAN WHITES