



Real Colors®

Real Colors and Careers

Purpose:

The core of Real Colors revolves around four colors: **GREEN**, **ORANGE**, **BLUE** and **GOLD**. Each of us are a blend of all four colors, usually with one or two predominant colors. Understanding our combination of colors, or Color Spectrum, can help us in many avenues of our life, career, and job search.

Caution:

Emphasize no Color Bashing. That means do not allow or promote making fun of any temperament, including negative comments or characterizations. Do not tolerate stereotyping. This is not the time to talk about weaknesses or to criticize the temperament.

Summary of the Four Real Colors:

GREEN

- A **GREEN**'s motto is "Why?," "Knowledge is key," or "I'll think about it."
- As people of reason, **GREENS** are often curious, analytical, need challenge, and like numbers, facts and theory. They look at the world from a practical place. You will often hear **GREENS** ask the question, "Why?"
- **GREENS** value competency, knowledge, curiosity, brevity, objectivity, information, privacy, problem solving, composure, autonomy, logic, challenge and technology.

ORANGE

- An **ORANGE**'s motto is "Seize the day!" or "Where's the action?"
- **ORANGES** love the saying, "Let's go for it!" As natural performers, **ORANGES** live for adventure, get easily bored, and love change.
- **ORANGES** value freedom, adventure, fun and play, spontaneity, variety, change, experiences (especially hands-on) and risk-taking.

BLUE

- A **BLUE**'s motto is "I care!"
- Often seen as the caretakers and peacemakers, **BLUES** love people and family. They are sensitive to the needs of others and seek harmony and peace above all. **BLUES** avoid conflict and care deeply about others. They are seen as the helpers and teachers in a group and seek purpose more than any of the other colors.
- Some of **BLUES** values are caring, an optimistic spirit, tolerance, harmony, romance, spirituality, enthusiasm, connection and empathy.





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GOLD

- A **GOLD**'s motto could be, "Be prepared" or "Proud to serve."
- A **GOLD**'s thoughts often go to, "What are the rules?" **GOLDS** love to plan, organize, and work best with rules. They love structure, are detail-oriented, and are often homebodies.
- **GOLDS** values include: responsibility, stability, honesty, loyalty, commitment, organization, dependability, traditions, accountability, service and a sense of belonging.

How can Real Colors help in Career Path Guidance?

Real Colors can offer great insight to individuals in different stages of their professional lives—from those who are still deciding on a career path to those who have worked in their dream job for over 40 years. Let's look at how Real Colors can be used at these various stages:

1. You are unclear about what type of work you would like to do

By completing the Real Colors Assessment Instrument and attending a workshop conducted by a certified Real Colors facilitator, you will gain knowledge of your Color Spectrum, which can guide you to possible careers you may be suited to.

Here are some possible careers according to your Highest Real Colors score:

GREEN: Engineer, IT programmer, analyst, scientist, researcher, legal or medical assistant, stockbroker, lawyer, mathematician, inventor, criminologist, technical/scientific writer, architect, science teacher

GOLD: Banker, accountant, teacher, administrative or executive assistant, nurse, doctor, lawyer, librarian, air traffic controller, probation officer, police officer, financial manager

ORANGE: Artist, actor, creative director, musician, paramedic, airplane pilot, mediator, public speaker, athlete, athletic coach, dancer, physical education teacher, interior designer, surgeon, ER doctor

BLUE: Teacher, psychologist, nurse, pediatrician, counselor, coach, host/hostess, tour guides, human resources consultant, rabbi/minister/pastor, recreation leader, flight attendant

2. If you have a career already, but want to perform better

Real Colors can really help you perform better on a team by providing better awareness of your and others' communication styles. By acknowledging we each have all four colors and by being aware of the different strengths of each color, you can work more effectively on a team or group.

Here's an example: think of the last time you were in a workshop and were broken into small groups. You were given a task to do or a problem to solve. What happened? People tend to take on different roles and responsibilities – it's part of group dynamics. Let's look at an imaginary group.

- Participant #1: Takes on the leadership role – that's often a **GOLD** taking control in order to get the task accomplished.





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- Participant #2: Asks how they can help the others or offers to go get paper, coffee, water, flip-chart paper, markers, etc. – that’s usually Primary Color **BLUE**
- Participant #3: Tosses out all kinds of ideas and starts drawing on the flip-chart paper. They have high energy, are flexible, and have no shortage of ideas – that would normally indicate a Primary Color **ORANGE**
- Participant #4: The quieter one, often the observer or the one being very curious and asking a lot of “why” questions – that individual will typically have **GREEN** as their highest score.

So how does this knowledge help you in a team? When you understand other people’s strengths, approaches, and perspectives – you tend to work better as a team!

3. If you want more effective communication at work

By being aware of other people’s Color Spectrum, communication becomes more effective. How do the four colors like to communicate?

- **GREEN** – be brief and be gone. **GREEN** individuals are direct and don’t waste their words! They avoid small talk, preferring to get to the matter at hand quickly.
- **BLUE** – they care deeply and are the nurturers. **BLUES** will ensure that you are okay and they tend to avoid conflict.
- **GOLD** – communication is often structured and very clear; after a conversation you might expect **GOLDS** to follow up with an email, often containing bullets or an extensive report.
- **ORANGE** – can be all over the place in their communication. They are generally animated and love to perform – it’s the natural actor in them.

Knowing others color communication style can help in all avenues of life: career, personal relationships, and life.

4. If you have an upcoming job interview

How can knowing Real Colors help you?

Being able to succinctly communicate your unique strengths and weaknesses in an interview will clearly shows the interviewer how (or if!) you will fit into his/her established team. Thinking in “colors” as you answer and ask questions will also help you stand out among other applicants. Take advantage of what you know to be true about yourself and emphasize this during the interview. If it resonates with the interview/interviewing team, then the role will likely be a good fit for you!

So, whether you are trying to identify a new career, attending a job interview or working as part of a team, Real Colors can improve your communication and awareness of the similarities and differences we all possess. When we can learn to understanding and appreciation the differences in all of us, we are better for it. Each of us have all four colors within us. The combination of these energies is what creates our individuality and uniqueness. Let’s celebrate them!





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A quick activity: The Elevator Pitch

Time: 15-20 minutes

Process:

Introduction:

An elevator pitch can be described as a clear, brief message or “commercial” about you. It communicates who you are, what you're looking for, and how you can benefit a company or organization. It's typically about 30 seconds, the time it takes people to ride from the top to the bottom of a building in an **elevator**.

Activity:

1. Have participants find a partner who does NOT share his/her Primary Color.
2. Have one participant give his/her elevator pitch to his/her partner. It can (and likely will be) rough. Remind the participants that this is just for practice.
3. After the first participant is finished, ask the second participant to rephrase or retell the things he/she heard as part of his/her partner's elevator pitch. Ask the first participant to reflect on this feedback.
 - Did their partner hear what was most important?
 - Did their partner rephrase a portion of their elevator pitch in a way that they want to use in the future?
 - When they listened, was anything left out they want to highlight next time?
4. Have the participants switch roles, repeating steps 1-3.
5. If there is time, have participants choose a new partner and repeat the activity with a “new and improved,” clearer elevator pitch now that they have had time to practice!

Wrap Up:

To close the activity, ask the participants to share how preparing their elevator pitch helped them clarify their career goals.

