

Who Are You?
Michael Karlsruud
www.karlsruudcompany.com

Communication between employees and employer is critical for an office to run smoothly and without conflict. So, what if you knew the signs and signals of how someone communicates, why they have a certain style, and what you can do to be more effective in relating to one another? Once you understand your own communication style and appreciate the three other styles within your office, family and patient population, it becomes easier to understand one another!

1. Introduction to the Insights Instrument

- a. The Insights instrument for determining personalities is a quick method of selecting words that best describe who the person is today.
- b. Once the student has selected the words that best describe them, they will add the columns of the instrument up and foot at the bottom of the page. The highest number of the four columns is deemed the personality type that is their own “default.”
- c. By “default” I mean when not under stress and they are feeling “normal” this personality type will be their “operating system.”
- d. There are NO wrong answers and soon will we all understand that we have each of the four types in all of us, however one is most dominate.

2. Introduction to the four personality types.

- a. There are four basic personality types:
 - i. Introverted and thinking
 - ii. Introverted and feeling
 - iii. Extroverted and thinking
 - iv. Extroverted and feeling
- b. Again, we each possess an element of all four, but we operate out of one.

3. The Insights to Energy On a Good Day!

- a. The Fire Red Personality; introverted and thinking.
 - i. On a “good day” this personality is seen as competitive, demanding, determined, decisive, efficient, strong willed and purposeful.
- b. The Sunshine Yellow Personality; extroverted and thinking
 - i. On a “good day” this personality is viewed as being ambitious, stimulating, enthusiastic, dramatic, sociable, dynamic, and persuasive.

- c. Cool Blue, extroverted and feeling.
 - i. On a “good day” you will find this personality to be supportive, respectful, dependable, agreeable, caring, relaxed and encouraging.
- d. Green and Growing, introverted and thinking.
 - i. Typically the more reserved of the four, this personality type on a “good day” will be described as more formal, persistent, serious, exacting, orderly, cautious and precise.

4. Each personality type also has a “dark side.” The side that comes out when they are stressed or may be having a “bad day.” Each can be described in the following manner:

- a. The Fire Red on a bad day may be described as being pushy, severe in tone, demanding, harsh and come off as tough.
- b. Sunshine Yellow will be seen as manipulative, excitable, undisciplined, reacting and egotistical.
- c. Cool Blue’s become conforming, unsure of themselves, pliable to their positions, dependent on others and become socially awkward.
- d. The Green Growing folks will turn critical of others and things, become indecisive, stuffy, picky and moralistic.

5. Next, we’ll explore the drivers to each personality. What makes them tick?

- a. The Fire Red personality functions from a time frame of NOW. They typically have a very short-term focus and their tell-tale pressure is time. They are always concerned with timeliness of accomplishing things. Under pressure they become autocratic meaning, “it’s their way or no way.”
- b. The Sunshine Yellow people function in a time frame of the FUTURE! They typically have an orientation around their image; how it’s managed, perceived, what others think and feel about them. Their major pressure is to accomplish things and in doing so they tend to manipulate others to get what they want.
- c. Cool Blue people operate in the time frame of the PRESENT. Present to these folks is defined in weeks; one or two weeks in the past or in the future. They work very hard on creating, building or maintaining relationships. They also strive to be understood and often won’t leave others alone unless they feel they are! Under pressure they acquiesce as to not bring any stress to the relationship.

- d. Green Growing personality types function in the time frame of the PAST. They are the thinkers of all the personality types. Because they focus on the past and ponder, their major pressure is to be correct. They will spend an enormous amount of time making things perfect. When they face pressure, they withdraw and back away from the situation.

6. How do the personality types play themselves out in “real time?”

- a. The Fire Red people fear the loss of control. When in conversation they will often dictate and assert themselves in the conversation and try to dominate it. They find they are most secure when in control... of everything. Often they are driven by success and as a function of success, they run off a list of objectives and goals that must be accomplished in certain time periods.
- b. The Sunshine Yellow folks fear the loss of prestige. They will do what they have to maintain “status” in their work or personal environments. When stressed, they will often attack others with sarcasm to maintain their status in the group. They will also find security in being flexible. It allows them to manipulate situations to benefit themselves over others and maintain the relationships required to keep status.
- c. Cool Blue people fear confrontation above all things. They find security in close relationships and will do what it takes to protect them. These folks will typically have one hundred friends but only a handful that are close. Under pressure they acquiesce as to maintain close friendships and finds support in the warmth of others.
- d. Green and Growing people fear being embarrassed. Do NOT throw a surprise party for Green people. They hate it. They find security in being prepared as preparation and being correct helps them maintain credibility. You will find them often analyzing spreadsheets, books, programs, etc. to confirm accuracy or to discover errors. They will always chase a penny to balance a checkbook.

7. Trans-disposition and Survival.

- a. Our personalities “trans-disposition” when we feel like we have “overextended” ourselves or have had a “bad day.” We do this so we can heal relationships that we have abused, prevent others from taking advantage of us, so that others will take us seriously, or they won’t take us as so serious.
- b. Trans-disposition takes place across the personality types.
 - i. Fire Red will visit Cool Blue and vice-versa.
 - ii. Growing Green will visit Sunshine Yellow, and vice-versa.

- c. We can only “visit” those other personality types because they are not our “operating” personality, only one we can tap into from time-to-time as the need arises.

8. How do we respond and react to each personality type?

- a. With Fire Red people, we need to be brief. They are so focused on time and efficiency that to waste their time is a cardinal sin. They need to feel in control, so only approach them with options that they can choose from. They are irritated if you have not done your homework or come in asking them to do it for you. They need options already defined to be quick and decisive in decision making.
- b. Sunshine Yellow folks need to be admired. They loved being loved! They have to be admired and become irritated when bored or with routine. They make decisions spontaneously and love to win anything that has an incentive attached to it. Be weary of contests- they will usually win.
- c. Cool Blue individuals find comfort in those who are pleasant. They have to be liked. They are usually sensitive souls and are irritated with insensitivity and impatience. They need to have assurances often, so feedback to a Cool Blue is a gift.
- d. Green Growing folks have to be correct. They need you to be precise in your communication, written or verbal. When they make decisions, it will take time and be paced, deliberate. Usually they will require evidence to support their decisions because they hate surprises and unpredictability.

Circle all the words that describe you well, and then add up the number of circled words in each column below. Work from left to right.

concise	sensitive	enthusiastic	well-argued
structured	cooperative	engaging	firm
calculating	reflective	cheerful	challenging
cautious	harmonious	fun	decisive
consistent	stable	optimistic	assertive
correct	constant	mobile	daring
analytical	caring	friendly	driving
accurate	calm	impulsive	determined
tactful	loyal	persuasive	realistic
conventional	amenable	influencing	strong-willed
factual	reliable	outgoing	courageous
exact	accommodating	sociable	forceful
diplomatic	patient	convincing	purposeful
logical	steady	active	objective

Earth Green

Cool Blue

Sunny Yellow

Fiery Red

