

# Motivations of the Color Styles

## BLUES

are motivated by connection and personal relationships. They seek meaning in their work and opportunities to help develop potential in themselves and others. They need a sense of “higher” purpose and will put their all-out efforts towards someone or something they believe in. Feelings and emotions are important aspects to consider when getting involved in something. They like to feel special and included.

## GOLDS

are motivated by fulfilling responsibilities. They enjoy membership on a team and with an organization and derive pleasure from a job well done. They want details; when, where, how, step-by step instructions. They like to uphold traditions and organizational norms. They like an event that is well organized and orchestrated. Their pleasure decreases when something is too chaotic or full of surprises as they like to be prepared and know what to expect.

## GREENS

are motivated by participation that increases knowledge and competence. They are interested in facts, information and improvement so connecting personally can be a low priority as well as draining. They abhor redundancy and want to be kept intellectually stimulated. When you desire their participation, they are persuaded by logic and reason rather than feelings and emotions.

## ORANGES

are motivated by action and excitement. They want to be involved, to perform or be entertained. They enjoy contests, games and especially winning prizes. They don't like to sit through drawn out speeches and award presentations. Instead they prefer it when things are kept light and moving along with humor and colorful stories. They don't like to be told they “have to” do something.