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Understanding Personality Color and Application of Knowledge:

Understanding how personality is simplified and divided into several categories may help individuals understand one another’s psyche. Taylor Hartman, a PhD and instructor of business and counseling compartmentalizes different personalities into four color-coded categories. The four colors include White, Blue, Yellow, and Red; each with their own core motives and characteristics prominent in the personality color. More than one color is usually used to define an individual as people are not so one dimensional. Knowing the different mannerisms and behaviors of each personality is important because it may help humans moderate social and physical interactions more peacefully. Furthermore, my Red Hue and the other three colors are largely dissimilar, with each personality requiring different methods of approach or consultation.

Hartman, a former professor for the University of California, has dissected the different core personality traits for each individual in the form of personality colors to inform the public of their varying traits. In the late 1980s, Hartman identified people’s personality colors in the form of a test averaging about forty to sixty questions. This questionnaire analyzed the type of person someone was as a child and who they are as an adult (Hartman). Someone’s results determine the current traits they garnered over the years and how that rings true with the personality color they are assigned. Hartman’s four personality colors Red, Blue, White, and Yellow possess different core motivations and characteristics. Red seeks power and productivity, usually taking on a leadership role because of their incessant need to feel superior. Blue tries to feel connected and be of service to their peers, whereas White tends to avoid conflict and sympathizes with others and their qualms. Lastly, Yellow enjoys living life like a party and creates an up-beat vibe wherever he or she goes (Hartman). No one color is superior to the next as they all have their redeeming qualities. One color is not enough to encompass one individual’s personality as people are more four-dimensional, and not limited to a power seeking or fun loving character.

Hartman’s test labeled me as a productive individual with great interest in success while lacking courtesy. Reds seek efficiency and are sometimes deemed workaholics because they look to better themselves constantly. The most predominant traits of my profile are the need to keep a steady work ethic and excel in my areas of interest. The confidence I have in my planning abilities led me to create an annual Asian variety show for my county’s high school cultural associations. The work appeared minimal in my effort to create a show that represented different Asian cultures in my small county. I also become a section leader for my band after teaching Clarinet and playing for money two years prior because I wanted more leadership positions during my time in high school. Having a Red hue for my personality means that my desire to take on leadership roles is expected, but not always celebrated by my colleagues. Although my work ethic is commendable, insensitivity and inconsideration towards my fellow peers are a couple of detriments. I would sometimes dismiss any personal commitments my friends had previously planned and tried to persuade them to help me complete large projects such as the Asian variety show. Fortunately the pros generally outweigh the cons as I’m always pushing myself to be successful and plan for the future because I have little reservation over what I want to accomplish.

The four previously mentioned personality types require different ways to be approached because of their different methods of interaction. For example Yellow personalities exuberate confidence and are often spontaneous. They are overly excitable and may overwhelm another with a low-key, White, disposition (Hartman). Understanding how certain traits can positively or negatively affect other people may help reduce feelings of distrust and angst amongst a group of people. My Red personality may affect others negatively because often times I appear cross or insincere. Most of my co-workers have either dominantly yellow or blue personalities, so often times I do not appear as sincere or forgiving against their meeker temperaments. If I make an effort to lessen my arrogant personality by responding to their up-beat or sincere vibes, I may strike them as more personable. Understanding how to act and react to each personality will ensure more comfortable confrontations and deeper forms of trust between two individuals or an entire group.

Knowing the motives and traits of each personality gives each individual insight into why some people act and react to different approaches and characters. Understanding how personality colors can sometimes conflict when put together, or conversely, align well is the key to creating a pleasant atmosphere among various people. Hartman’s palette of personalities provides a key of characteristics and motives for individuals to asses and apply to their lives. It’s the user of this information to decide whether they should cohabitate or altercate with opposing people.

Works Cited

Hartman, Taylor. *The Color code: A New Way to See Yourself, Your Relationships, and Life*.

New York: Simon and Schuster, 1987.