

Volume I, (2012) Communiqué

4 Color Me: Positive Profiling

Another Secret Solution: Dreams to Reality



It is the **difference** that makes us the best.

These **Color** communiqués, with the latest strategies that work, are shared with you for free.

These suggested communication tactics may seem simple,

but they are another example of the power of **Winning Colors**®.

If you sort and interpret the Communication Behavior Profile Identification Cards accurately,

you will discover more about yourself and others

than you would through years of personal interaction.

Hundreds of thousands of others already do this.

You may download these complimentary periodic communiqués.



It is suggested that you acquire Instructor's Booklets *Be the Ultimate Communicator (Adult) or Character ! Education (Youth)* along with the Communicards based on Behavior Modification Research, not type theory. You would have all that you need for quickly profiling and identifying your behavioral strengths as well as those of others.

How to Begin Using the Communication Card Sort

Check out yours and other person's present behavioral strength with the **Winning Colors**® Positive Profiling Communication Identification cards.

For maximum efficacy, actual reality evaluation and usefulness, it is crucial that you **begin the card sort with as little explanation as possible**. Example: "In order to assess your communication strengths, we begin with a simple card sort. An explanation of the significance will be explained after sorting the cards."

If you are a person who likes to talk, or control others or are detail oriented, you may feel it necessary to give long explanations beforehand. **This is a waste of time and is, in fact, damaging for the integrity of the results**. Your individual biased explanation will skew the results. If everything else fails, follow instructions!

In order to communicate successfully with customers, clients, peers, executive or anyone, you must first know your present behavioral communication strengths. Socrates said: "Know Thyself!" A quick and easy card sort assesses your present people power and communication effectiveness in seconds.

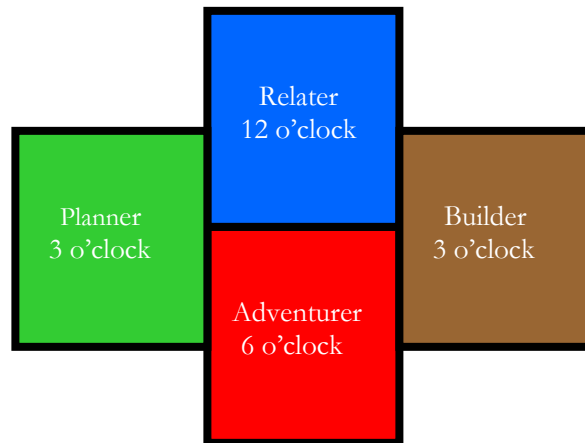
Take the four colored cards and place them in the formation of a clock.

Clockwork **green**, **brown**, **blue** and **red**!

1. Place the four colored cards before you like a clock, illustrations up, in any order.

Place one at the 12 o'clock position,
the next at the 3 o'clock position,
the next at the 6 o'clock position and
the last card at the 9 o'clock position.

Sample

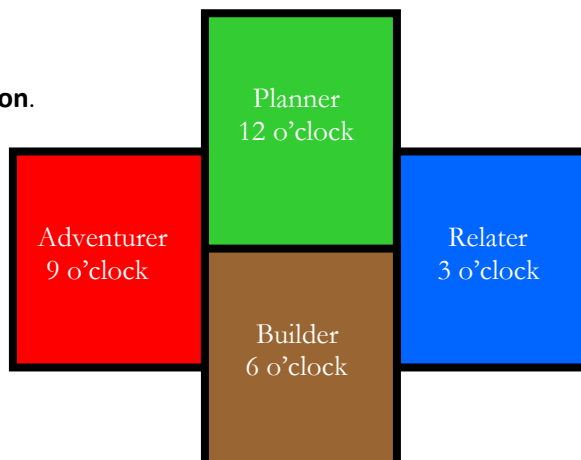


2. Read the words, look at the illustrations.

Now Ask Yourself These Questions: Which Card Is Truly Like Me?
Which Card Is My Strongest Behavioral Communication Strength?

3. Based on your own internal feelings and thoughts (not what you think, or feel that others expect of you), rearrange the cards by placing the card that best describes you at the 12 o'clock position; the next at the 3 o'clock position; the next at the 6 o'clock position and the weakest at the 9 o'clock position.

Sample



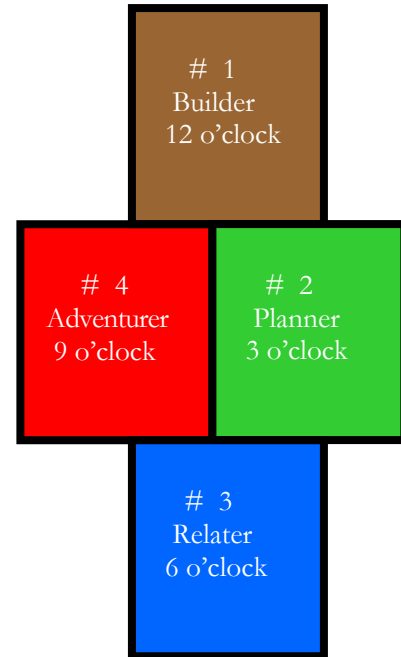
4. Assign numbers to the colored cards based on the ranking you just made. Put #1 for the closest match at the 12 o'clock position and on to #4 at the 9 o'clock position.

READ the back of the card you chose as #1.

Is this like you?

If not, go through the cards again, making new choices.

Sample of one person's selection.



5. Indicate below, the order in which YOU sorted your cards (1-4) as the sample above:

		<u>MY ORDER</u>
	PLANNER or FOX PART OF ME (GREEN)	<input type="text"/>
	BUILDER or BULL/BEAR PART OF ME (BROWN)	<input type="text"/>
	RELATER or DOLPHIN PART OF ME (BLUE)	<input type="text"/>
	ADVENTURER or TIGER PART OF ME (RED)	<input type="text"/>

The above gives you a thumbnail sketch of your own behavioral communication strengths.

REMEMBER: These are the four parts of yourself: YOUR PRESENT COMMUNICATION STRENGTH REVEALED. You are all four. In most cases, one cluster of behaviors may be stronger than another. The goal of Winning Colors® is to be able to bring up different behaviors, according to the situation. The order of the cards indicates your PRESENT Character, Comfort Zone and Primary Communication Behaviors.

Imperative: Always sort the cards in the formation of a clock. If you sort them in a linear manner, there is a subliminal message that states the first card is more important than the others.

On the other hand when sorted in the formation of a clock, is 12 o'clock more important than 9 o'clock or 3 o'clock more important than 6 o'clock? NO!

It depends upon the situation or what are appropriate behaviors for that specific time.

Check out your observation skills.

The Guessing Game

You are now ready to assess the behavioral predominance of any person or situation.

Many people say they know the best way to make friends and get along with people... but do they??? . . . do you??? **Start with persons you think you know.**

Prove that you know what motivates and esteems others!

Although a person is all four parts, many times certain behavioral clusters are more prominent or stronger. Some parts may even seem not to exist, e.g., the emotional part is suppressed. Taken on this superficial level type theory may seem plausible.



How good are you at identifying the best way to communicate? What kind of leader are you? A successful leader knows the behavioral strengths. Guess the behavioral strength of anyone you know . . . superiors, peers, clients, customers, instructors, friends or family!

NAME	BROWN BUILDER	BLUE RELATER	GREEN PLANNER	RED ADVENTURER	SCORE
My Guess for: Jan	___ 3 ___	___ 4 ___	___ 2 ___	___ 1 ___	
Actual Sort	___ 3 ___	___ 1 ___	___ 2 ___	___ 4 ___	___ 5 ___
_____	_____	_____	_____	_____	
Actual Sort	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	
Actual Sort	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	
Actual Sort	_____	_____	_____	_____	_____

Blank spaces under NAME and above Actual Sort: Place the names of the persons you are guessing in the blank space

Blank spaces after name: Write the order of cards after the **NAME** in the blank spaces (number them 1 to 4 as you think each person will arrange them.

Reality Check: Have each person arrange the cards as (s) he truly feels (s) he is. Number them from 1 to 4. Place numbered arrangement next to **Actual Sort**. **Compare your guess with the actual arrangement of each person's cards.**

Score: The more balanced the person, the more difficult to choose the order. 5 points if you guess their 1st choice. 4 points if you guess their 2nd choice. 1 point each if you guess their 3rd and 4th choice. Total = 11.

You may score 7 points for both, if their 1st and 2nd choices were the inverse of your choices. Many times the first two behavioral clusters are interchangeable. The backup is very important.

It takes practice to be able to pick out the third and fourth cluster. It is not crucial that you do so at the beginning stages. It is helpful to know the fourth cluster as this would indicate the persons behavioral weakness and steps may be taken to improve it, if desired. **Total possible score for each person is 11 POINTS.**

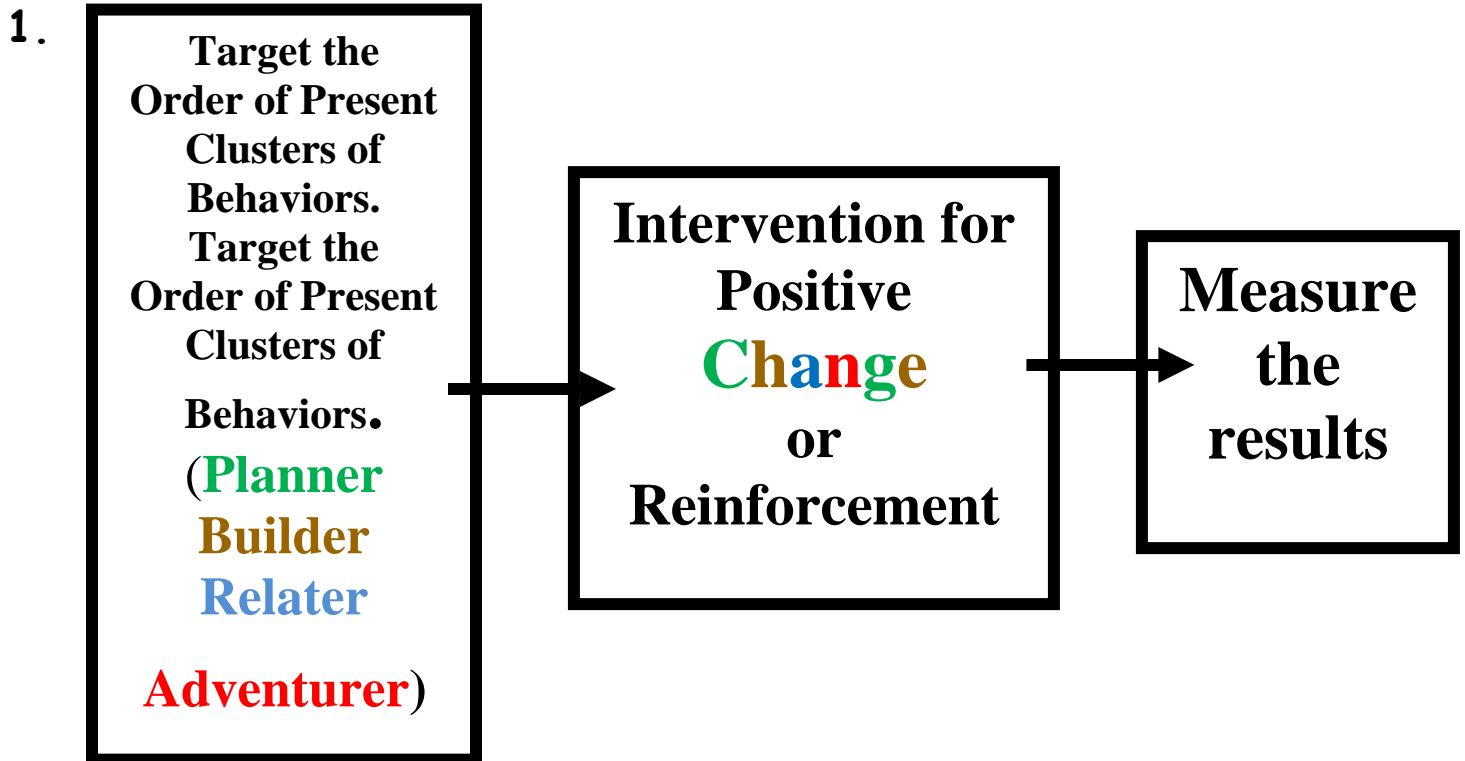
Number in my group: ___ x 11 = Possible score: ___ My score: ___

The Secret of the **Winning Colors**® Process

Expectancy theory basis for the

Winning Colors® Positive Profiling Process

is based on such research as the Behavior Modification Paradigm



2. Client Centered Therapy: The best knower of the person is the person himself/herself.
3. Neurolinguistics. Words are significant in describing and determining behavior.
4. The behaviors of an individual determine his or her locus of control.
5. Dunn's Brain Compatible Learning Model.
6. Traditional Colors Represent **Earth, Air, Fire, Water.**
7. Memory Hooks: **Bear, Dolphins, Tiger, Fox.**
8. Marshal McLuhan, The Medium is the Message and Global Village
9. Expectancy Theory: A whole person **profiling** communication approach.

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Neilson, Stefan. CD for Power Point (Adult and Youth versions with file for exercise masters), © 2006 Stefan

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"I learned a lot
about my Winning Colors®.
Now I'll be sure
to play my cards right!"

Kristin Granthem
Workshop participant

**Be sure that you go to the author to get at his
meaning, not to find yours." --Salman Rushdie**

- ① The **Winning Colors® Positive Profiling Process** makes easy the identification of your **PRESENT BEHAVIORAL STRENGTHS** in a matter of minutes, both as a leader and team member. The Ultimate Goal of **Winning Colors®** is to have the capacity to **BRING UP THE BEHAVIORS REQUIRED BY THE SITUATION and strategic positive profiling.**
- ② When the leader of any group has the personal **awareness** of both his/her **PRESENT** behavioral strengths and those of his/her team members, he/she is in the best position for arriving at the objectives of the group. The **Winning Colors® Process** is based on the **Prudential Process** of the ancients: the first function of the wise person is to put things in order. A person needs to know where he/she is at behaviorally in order to designate and attain his/her final goal.

Prudential Process as per the Ancients (Memory hooks in brackets):

- THINK!** a. **(Planner Part of Me-green-fox)** my leadership strength lies in my ability to think things out.
- DECIDE!** b. **(Builder Part of Me-brown-bull/bear)** my leadership strength lies in my ability to lead.
- FEEL!** c. **(Relater Part of Me-blue-dolphins)** my leadership strength lies in my ability to build powerful teams.
- ACT!** d. **(Adventurer Part of Me-red-tiger)** my leadership strength lies in my ability to take action quickly.

- ③ With knowledge of **PRESENT** behaviors you may choose to reinforce existing behaviors or develop new ones according to the situation and goals. **NOTE the word PRESENT.** The **Winning Colors® Process** never pigeonholes you. You are a **Person for All Seasons!**

A parallel would be if I were to assess my PRESENT English vocabulary and then slot myself by saying this is my limit. I shall always have just this knowledge of English words. This is ridiculous. I may learn many words and expand my vocabulary for the rest of my life (even acquire new languages). **So too, I may expand and develop many new behaviors.** These may be easily identified as growth in thinking/leading/team-building/acting part of self.

Support: You have probably experienced many personality assessments or inventories. After taking them here is the bottom-line: When a person walks up to you what communication strategies come to your mind? **Winning Colors®** goal and objective differs in that the emphasis is on being able to bring up the behaviors crucial for the situation. **Winning Colors®** adds a quick practical feature for identification of PRESENT behaviors and change immediately. With practice you will have workable communication strategies to implement **within seconds** of meeting a complete stranger (even more so with building your team). **Winning Colors®** is a **Whole Person Approach** to communication, leadership and team-building. **Winning Colors®** is simple yet profound and can be understood and applied from elementary to adult.

When you take **the first step** in positive profiling, you know immediately the **Winning Colors® or present behaviors of anyone:**

- ④ where the **Present leadership** strengths style of any person lies in minutes.
- ⑤ where the **Present motivation** of any person lies in minutes including how the brain works.
- ⑥ where the **Present behavioral** strengths of any person lies in a team in minutes.



- ⑦ the **Present communication** strength and best way to communicate with any person on a team in minutes.
- ⑧ what **behaviors need to be acquired** in order to be successful according to the job description or **situation.**
- ⑨ the **Present vocabulary** what will be most effective in any communication as well as resolving conflict.
- ⑩ the **Present most effective way of teaching new materials** to any person and understanding learning styles.

Be sure that you go to the author to get at his meaning, not to find yours." --Salman Rushdie