The Basics of Colors: Practical and Effective Training

Colors is an entertaining and interactive seminar, strengthening teamwork and understanding which provides a language for expressing values.

It’s powerful in discovering our preferences, strengths and stresses to create a measurable impact in communication and inter-personal relationships. For companies, it contributes in tangible ways to the culture of the office and the interaction of all staff and teams. It’s also an eye opening way to realize that our differences are not faults, but actually strengths on our team.

The Use of Colors Today:

The power of Colors is taught to more than half a million people each year. It is used as a significant tool for team building, fostering unity, staff retention, sales and marketing, communication, and so much more.

From the RCMP to Telus, Fortune 500 companies and many smaller firms, vast numbers of companies are discovering and utilizing the practical, every day applications and values for their teams. In fact, for many of George’s clients, including the over 900 staff of Servus Credit Union (#4 in the country) it is now required training.

After all, training cannot be an event – but a process that has to stand the test of time.

How It Works:

The three-hour awareness seminars are entertaining, interactive, fun, and incredible learning, without boring lectures.

Participants quickly discover their unique blend of colors (personality types) and define each others strengths, joys and stresses. Interactive exercises enhance their understanding and effect on relationships and teamwork. After all, we think, work, act and make decisions in very different ways. Teams easily absorb the material, and often claim it was the fastest three hours they’ve spent all year - with lessons they will use for a lifetime!

I never saw they were so different. There’s got to be something to learning Colors, all of a sudden they’re getting along.

***here side by side go postcards: On our team & Many actions you take
So What’s Your Primary Color?

Are you friendly, caring, people oriented **BLUE** stressed by lack of time to interact with others?

***here side by side goes cartoon No hugging and postcard B9

*Fun, action oriented, spontaneous **ORANGE** with pressures to stay task oriented and organized?*

***here side by side goes cartoon edge, ledge and postcard 011

Maybe **planning, curious and questioning **GREEN** without the time to process, or the answers to many ‘why’ question?

***here side by side goes cartoon cubicle research and postcard G12

Or the **always on time, list making, loyal **GOLD** stressed by too many things at once, changes and not bringing tasks to a conclusion?***

***here side by side goes cartoon leaf blower and postcard a11

Have a look at the Four Colors pages to get an insight into some of your team. While we are all four Colors as part of our personality, most often one or two of them will be much stronger than the others. Of course, the one that is least like you is where the vast majority of conflict arises as their strengths, behaviors, ways of doing things and demeanor are just so different from you – and very hard to understand.

**About The Facilitator:**

Author and speaker, George Boelcke, has over 25 years of real world experience in the retail and finance industries. He is the only full-time Colors facilitator, hosting seminars from Arizona to Ft. McMurray and Ontario to Victoria and Seattle.

From small private groups to large financial institutions, corporations of all sizes, schools and church groups, he has an overall assessment rating exceeding 94%.

George is also the author of **Colorful Personalities: Discover your personality type through the power of Colors** and books on Sales, Customers, Relationships, Leadership & Management, and Parent/Child Dynamics.