

The Colors of Diversity: Creating a Rainbow

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DIVERSITY

- Merriam-Webster Dictionary: the quality or state of having many different forms, types, ideas, etc.
- Makes for stronger work groups; able to respond in varying situations with better outcomes
- Not addressing race, ethnicity, gender, sexual orientation, etc. in this presentation

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Karl Jung

- Born July 1875 of a Christian pastor and philologist (study of languages)
- Lonely childhood; vivid imagination
- Follower and partner of Freud (separated relationship after five years [1907-1912] due to temperamental reasons and differences in viewpoints, specifically Freud's insistence on the sexual basis of neurosis)
- Developed two classes of people according to attitude types
 - Introvert and extrovert
- Differentiated four functions of the mind:
 - Thinking, feeling, sensation, intuition

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INTRAVERT OR EXTROVERT

- **Introverts**
 - Like to spend their energy thinking about concepts and ideas
 - Do not need many external stimuli (quickly get over-stimulated)
 - Think before they act, look for quietness when focusing, choose to understand the world rather than change it
 - Prefer to communicate via text over speech
 - Generally, do not like sudden changes
 - Presenting in front of a large group is often tiring
 - Find it hard to promote themselves

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INTRAVERT OR EXTROVERT

- **Extroverts**
 - Get energy from other people
 - Like to spend energy doing things and spending time with people
 - Need extra stimuli to perform
 - Rather just try something out, rather than thinking about it too much
 - Like to keep busy and feel bored when they are not
 - Good negotiators
 - Leave a good first impression of themselves
 - Challenges: listening (especially to introverts who need to be given the opportunity to speak) and keeping an eye on detail

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THINKER OR FEELER

- **Thinker**
 - Based on logic (from their head)
 - Tend to see the world in black and white therefore make quick decisions based on information currently available
 - Value is put above Values
 - Telling the truth is more important than negotiating with tact
 - Tend to not show very much emotion, therefore doing business with a thinker is fast and efficient
 - Downside: doing business with a thinker may come across as cold or heartless by the Feeling population

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THINKER OR FEELER

- Feeler
 - Base decisions on their gut feeling
 - Take personal relationships into account when communicating
 - Values are put above value
 - Decisions are based on what it means for other people involved rather than just the facts
 - Being tactful is more important than the hard truth
 - Thought to be "emotional" and "unreliable"
 - Downside: sometimes ignore unpleasant truth

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THE COLORS

- Roy G. Biv
 - Red*
 - Orange
 - **Yellow***
 - Green*
 - Indigo*
 - Violet

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THOSE PEOPLE/COLLEAGUES YOU WITH WHOM YOU WORK

- Everyone has dominant colors: including you!
- No one lands on one single color, but is a variation of colors represented
- Color variation may change from day-to-day, but overall personality types will remain constant

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DIRECTIONS

- On the following slides are groups of word clusters.
- Look at all the choices on each individual slide.
- Decide which of the four letter choices is most like you.
- Give that cluster a "4"
- Rank the next three clusters from 3 to 1 in descending preference
- Each slide will have four clusters... rank each cluster from "4" (most like you) to "1" (least like you)
- We will progress from slide to slide until each slide has a ranking for the word clusters

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PUTTING THIS TO THE TEST

- A Active, Opportunistic, Spontaneous _____
- B Parental, Traditional, Responsible _____
- C Authentic, Harmonious, Compassionate _____
- D Versatile, Inventive, Competent _____

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PUTTING THIS TO THE TEST

- E Curious, Conceptual, Knowledgeable _____
- F Unique, Empathetic, Communicative _____
- G Practical, Sensible, Dependable _____
- H Competitive, Impetuous, Impactful _____

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PUTTING THIS TO THE TEST

- I Loyal, Conservative, Organized _____
- J Devoted, Warm, Poetic _____
- K Realistic, Open-minded, Adventurous _____
- L Theoretical, Seeking, Ingenious _____

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PUTTING THIS TO THE TEST

- M Concerned, Procedural, Cooperative _____
- N Daring, Impulsive, Fun _____
- O Tender, Inspirational, Dramatic _____
- P Determined, Complex, Composed _____

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PUTTING THIS TO THE TEST

- Q Philosophical, Principled, Rational _____
- R Vivacious, Affectionate, Sympathetic _____
- S Exciting, Courageous, Skillful _____
- T Orderly, Conventional, Caring _____

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DECIPHERING THE RESULTS

• Add your "points" from the various ratings/letters:

- A, H, K, N, S (YELLOW) _____
- B, G, I, M, T (RED) _____
- C, F, J, O, R (BLUE) _____
- D, E, L, P, Q (GREEN) _____

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FOUR MAIN COLORS: Where do you "live"?

Red

Green

Yellow

Blue

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ON A GOOD DAY

• RED: "Let's do it now" "Be brief, be bright, be gone"

- Competitive
- Demanding
- Determined
- Strong-willed
- Purposeful

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ON A GOOD DAY

- GREEN: "Let's do it with care" "Show me you care"
 - Caring
 - Encouraging
 - Sharing
 - Patient
 - Relaxed

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ON A GOOD DAY

- YELLOW: "Let's do it together" "Involve me"
 - Sociable
 - Dynamic
 - Demonstrative
 - Enthusiastic
 - Persuasive

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ON A GOOD DAY

- BLUE: "Let's do it correct." "Give me the details."
 - Cautious
 - Precise
 - Deliberate
 - Questioning
 - Formal

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ON A BAD DAY

- RED
 - Aggressive
 - Controlling
 - Driving
 - Overbearing
 - Intolerant

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ON A BAD DAY

- GREEN
 - Docile
 - Bland
 - Plodding
 - Reliant
 - Stubborn

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ON A BAD DAY

- YELLOW
 - Excitable
 - Frantic
 - Indiscreet
 - Flamboyant
 - Hasty

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ON A BAD DAY

•BLUE

- Stuffy
- Indecisive
- Suspicious
- Cold
- Reserved

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COMMUNICATION TIPS

Ways to adapt:

- Include purpose of meeting in invite
- Create a summary of action items with clear deadlines
- Take topics offline when needed
- Be respectful and direct
- Match their pace
- Be confident and concise
- Focus on their requirement

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COMMUNICATION TIPS

Try to avoid:

- Being unclear or wishy-washy when communicating with them and get to the point
- Expecting them to deal in hypotheticals or extended brainstorming
- Enforcing a slower pace or lose focus on their requirements

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COMMUNICATION TIPS

Ways to adapt:

- Be patient, supportive, and considerate
- Consider a brief icebreaker to connect the group on the meeting
- Ensure everyone involved has a chance to speak—Ask, “Can we hear from someone we have not heard from yet?”
- Check in with them periodically even if not scheduled to talk
- Slow down
- Integrate small talk

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COMMUNICATION TIPS

Try to avoid:

- Attempting to sugar-coat news to them
- Forcing them to take an action they don't believe in without hearing them out
- Being rigid with timing or faster pace
- Pressuring them for immediate response

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COMMUNICATION TIPS

Ways to adapt:

- Show interest in them personally
- Be attentive and enthusiastic
- Paint mental pictures
- Let them speak, being flexible in timing
- Create time in agenda for idea sharing and brainstorming
- When on a call with them, ask about them personally prior to getting to business
- Give them opportunities to partner with others, even remotely

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COMMUNICATION TIPS

Try to avoid:

- Expecting that they will answer a question succinctly
- Enforcing many rules on them
- Forgetting to be flexible in timing to allow for conversation or friendly questions

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COMMUNICATION TIPS

Ways to adapt:

- Be structured and clear
- Send agenda ahead of time complete with roles, responsibilities, and timelines
- Maintain a structure of the meeting and provide a clear purpose
- Share pertinent details and follow up in writing
- Give them time to think

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COMMUNICATION TIPS

Try to avoid:

- Pressuring them
- Expecting that they will answer a question spontaneously
- Forcing or pressuring them to decide without proper time to consider all options
- Multitasking on a call with them: they will know

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CONCLUSION

- There is not one color better than the other
- Best teams have all the colors represented
- Knowing your preferred way of working and the preferred ways of your colleagues can improve teamwork

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KNOWLEDGE CHECK

- Blue personality types are better to work with than yellow personality types
- True
False

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KNOWLEDGE CHECK

- Color personality work originated from the work of
 - A. Sigmund Freud
 - B. Erik Ericson
 - C. Karl Jung
 - D. Jean Piaget

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KNOWLEDGE CHECK

- These descriptions are related to the way in which we prefer to recharge our energy levels
 - A. Introvert/Extravert
 - B. Extravert/Thinker
 - C. Thinker/Introvert
 - D. Feeler/Thinker

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References/Resources

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