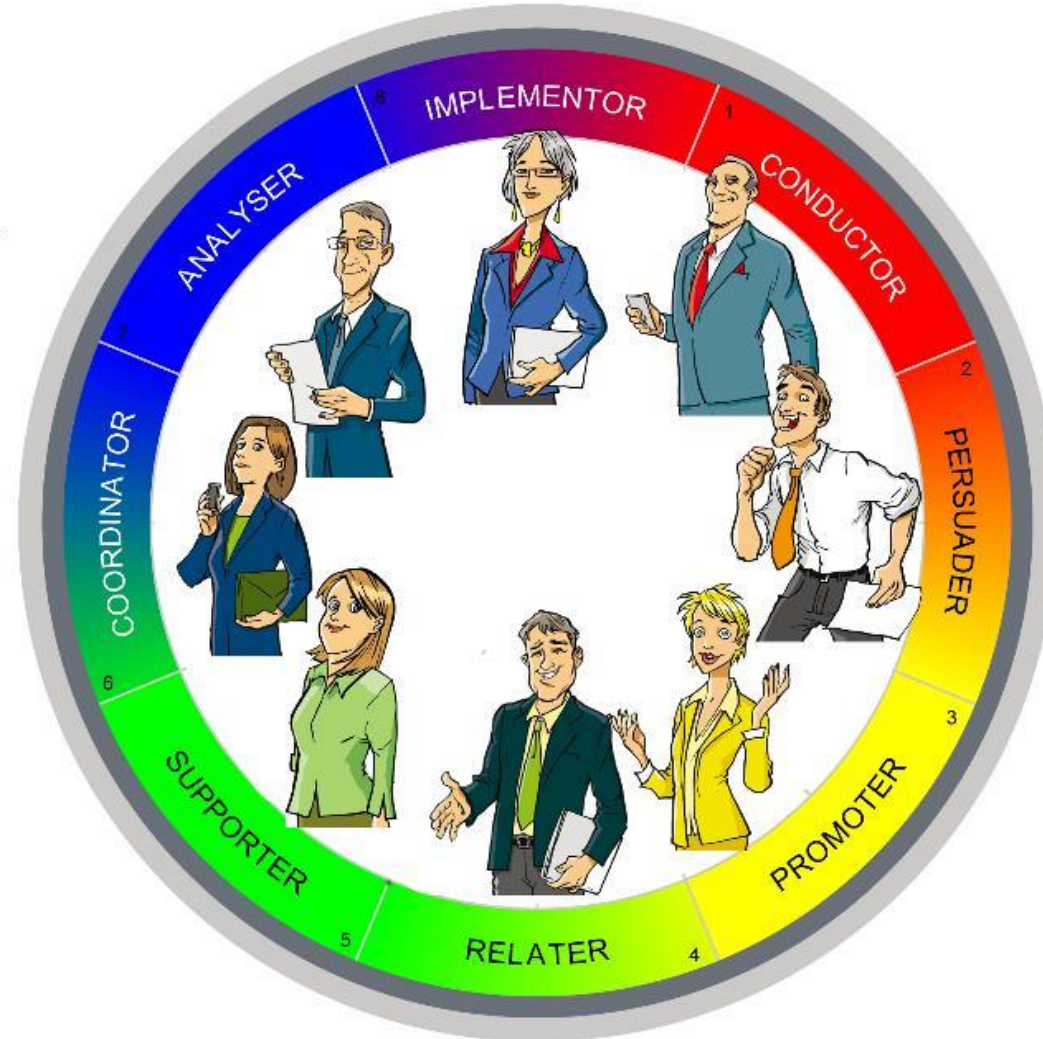


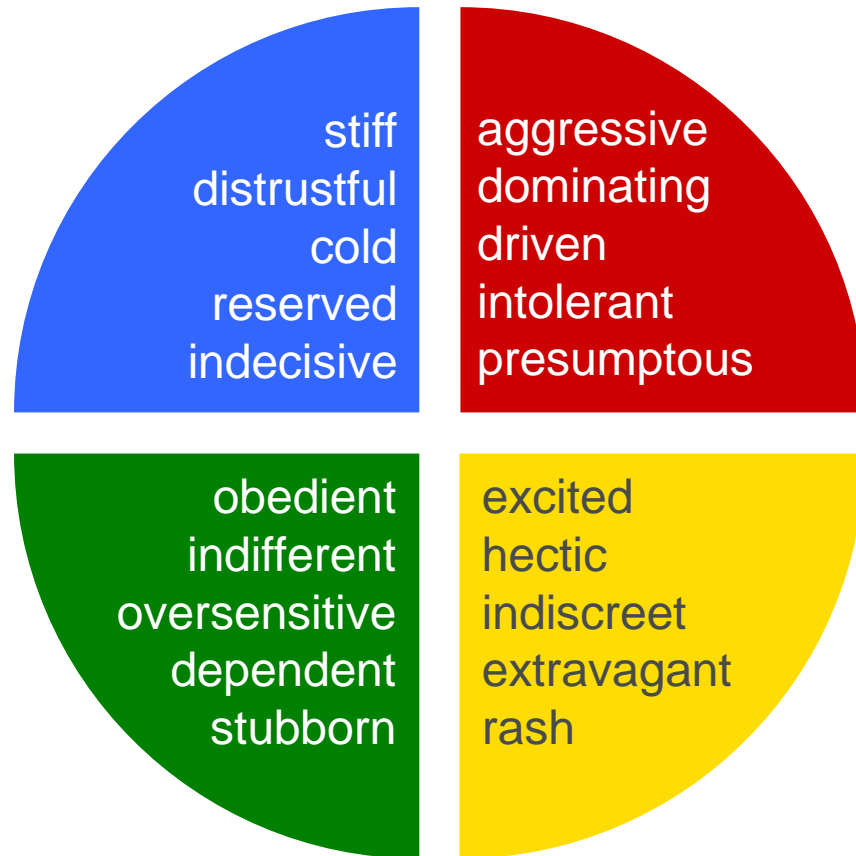
The 8 INSIGHTS MDI® main types



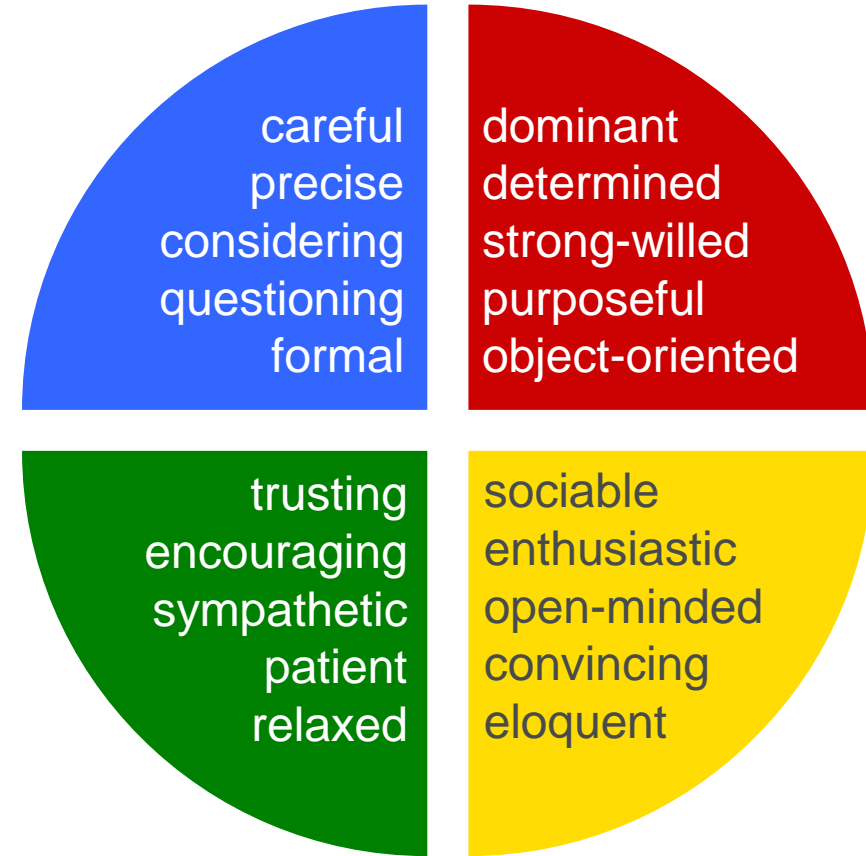
Differences in perception



The way others might see us



How we see ourselves



Group exercise about the 4 colors



In 4 groups (one group per color)

1 flipchart per type

- Strengths of preferred behavior
- Down-sides of preferred behavior
- Do's and Don'ts in communication?
- Examples: Which well-known person can you think of?



Strengths and down-sides

RED: Do it now! (quick results)

Strengths

- strong will
- assertiveness
- sets new goals
- decisive
- works quickly
- has high expectations
- good at delegating
- very active
- likes challenges
- takes risks
- starts things
- factual
- extremely active under pressure
- competitive



Strengths and down-sides



RED: Do it now! (quick results)

Weaknesses

- doesn't like wasting time
- doesn't like small talk
- doesn't always show empathy and patience
- doesn't sympathize with timid people
- puts himself and others under pressure
- puts the objective first
- can be criticizing and impatient
- loses track of long term consequences
- wants to win and be treated as an authority





Strengths and down-sides

YELLOW: create excitement! (communication)

Strengths

- likes relationships
- motivating and inspiring
- curious and uplifting
- responds to people
- good at winning sympathy
- doesn't see problems, but chances
- likes working in a team
- generous
- open for new ideas
- optimistic
- positive
- eloquent
- imaginative





Strengths and down-sides

YELLOW: create excitement! (communication)

Weaknesses

- too optimistic
- doesn't bother with details
- makes decisions too spontaneously
- doesn't finish tasks or projects
- has too many new ideas
- changes opinion quickly
- needs social acceptance
- prone to act out of emotions



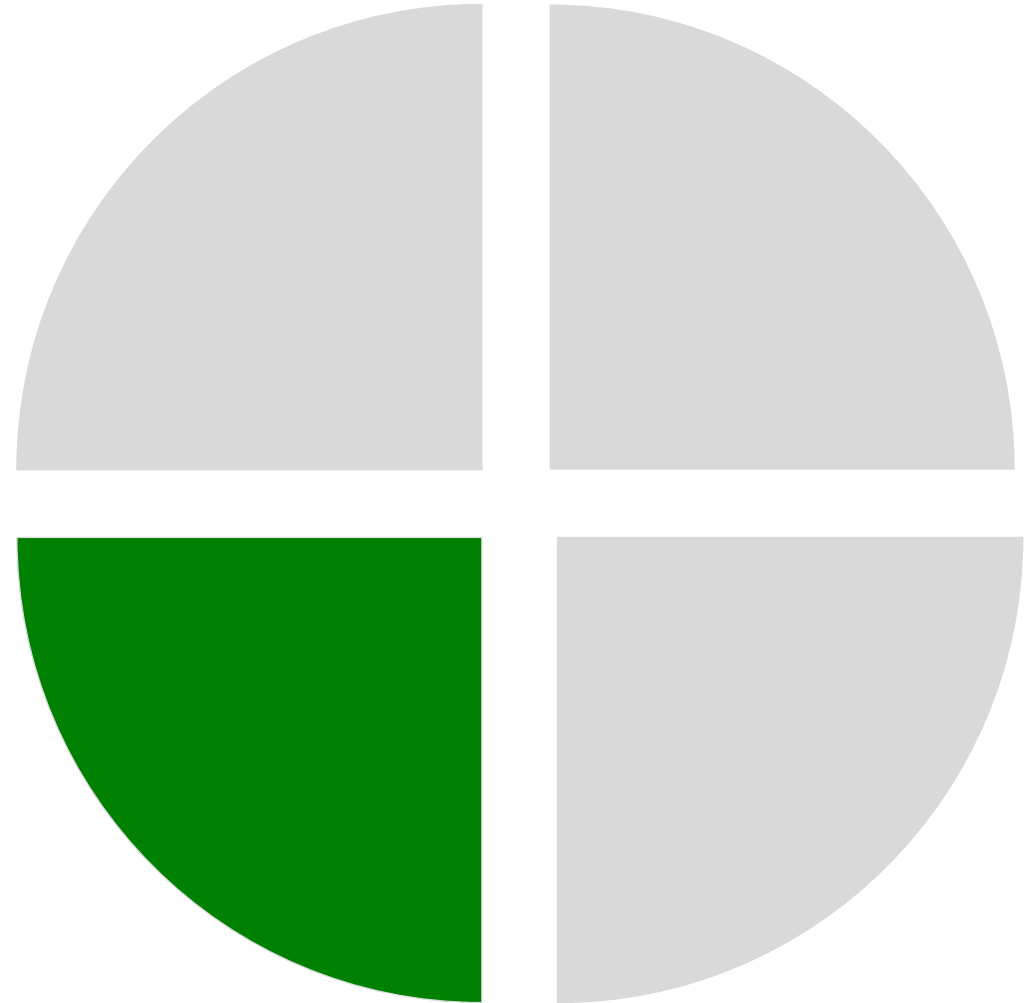


Strengths and down-sides

GREEN: create similarities! (trust)

Strengths

- affects others warm hearted and interested
- genuine interest in emotions of others
- thinks and acts like a team player
- close relationships (to small group of people)
- reliable and helpful
- appears balancing and de-escalating
- strives for sustainability and stability
- has long-term relationships as a goal
- great patience in following or adhering to procedures



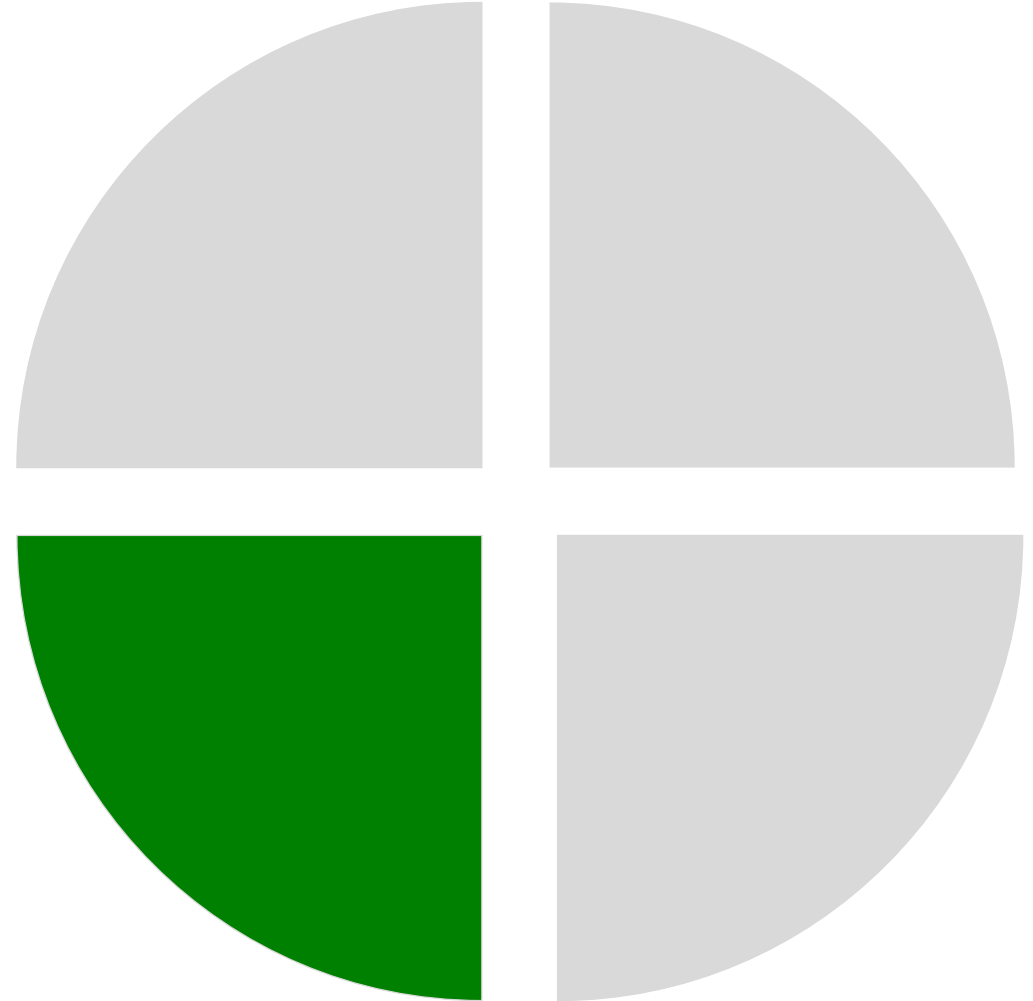


Strengths and down-sides

GREEN: create similarities! (trust)

Weaknesses

- resentful
- needs consensus and team unity
- does not like to take sole responsibility
- not competitive
- often yielding to harmony
- needs sufficient time for changes
- often insists on the status quo
- tends to take criticism on work issues personally
- performs lower under stress and time pressure





Strengths and down-sides

BLUE: Do it thoroughly! (quality, results)

Strengths

- high discipline and diligence
- precise and structured
- responsible and highly objective
- likes to solve complex problems
- delivers high quality results
- patient and meticulous
- likes to be analytical
- applies an objective and disciplined approach
- can tremendously work on details and depth
- avoids unnecessary risks





Strengths and down-sides

BLUE: Do it thoroughly! (quality, results)

Weaknesses

- takes much time (goes for 100 %)
- unapproachable, skeptical and often questioning
- little interest in emotional aspects (except family)
- can be very skeptical
- needs a precedent (asks for it)
- very reluctant in making spontaneous decisions
- often too diligent, sometimes loses sight of the big picture
- wants proof of concept (doesn't like to experiment)
- new things / procedures need to be well-tested and proven



Communication preferences of the 4 types

