



Flip a switch – the light comes on. Simple as that, right? Most of us don't take the time to step back and consider the vast technology of electricity that lies behind this simple act, and yet we enjoy the benefits of the light bulb numerous times throughout the day.

The same could be said of the **True Colors Character Card Sort** – on the surface it seems like a simple act, yet behind this simple process is decades of personality research and observation. Once you sort the cards into your unique personality spectrum your personality will take on a new light. Frequently from this one activity individuals have remarked, "Oh, so THAT'S why I do things that way", or "Now I understand my spouse/mate better". The card sort is a deceptively simple, yet profoundly effective way to discover your unique personality and begin your exploration with True Colors.

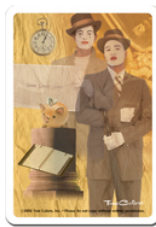
The Meaning Behind the Colors of True Colors

Color has been used to shape and describe our lives, our habits, our values, and our feelings throughout the ages. Research into the physiological effects of color has shown that it truly has an impact on our lives, often in unconscious and mysterious ways. The colors for the True Colors model were chosen to correspond with the various metaphors associated with each Color.



Blue is a color that has been shown to soothe the central nervous system. It fosters psychological contentment and physical tranquility. It can be said that when a person is feeling BLUE, they are experiencing emotional intensity and sensitivity to the dramas of life. The figure of speech referring to "True Blues" takes on the meaning of friendship, helpers, "there when you need them" individuals that will go the extra mile for others.

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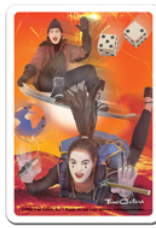
Gold is a color with numerous metaphors associated with it. Think of the common phrase, "Good as Gold". It represents value, stability and strength. The expression "Solid Gold work ethic" conjures up an image of someone who is very responsible... on time, organized, fulfills their obligations with stellar dependability, efficiency and thoroughness. The classic expression "sets the Gold standard" is a suitable fit.

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Green is an expression of the logic – the system of existence and the abundance of this color in nature. Greens are concerned with the world's challenges, such as preserving the wisdom of mother earth for the future. Psychological research has shown the color Green to have a calming effect and many Greens demonstrate a composed demeanor using mind over emotion to orchestrate and solve the mysteries of life.

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Orange is a color often used to promote action, motivation, excitement. Orange urges you to PAY ATTENTION – wake up and seize the moment, make quick decisions...take advantage of the immediate opportunity available right now! Orange encourages a playful atmosphere of activity and movement. Think of the flash of fire, shimmer of sparklers on the fourth of July or the flame of a match – hot, dazzling, Orange energy.

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