



# FOUR PEOPLE PERSONALITY STYLE ASSESSMENT & DESCRIPTIONS

## SUMMARY

Answer ten simple questions to reveal your Four People Personality Style. Then use your results to develop stronger relationships built on trust.

- Step One: Print the Assessment
- Step Two: Fill in your answers
- Step Three: Calculate your results
- Step Four: Enjoy getting to know yourself based on your Personality Style

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## About the Four People Personality Style Assessment

After researching many of the personality tools on the market, I developed my color-coded assessment so anyone can apply the information in any business setting. The tool uses four colors (Blue, Gold, Green and Orange) as easy mnemonics for remembering personality groups.

Why is this system so effective for everyday use? First, with colors, it's easy to remember and identify the characteristics of each of the four personality styles. It's easy to add the color to the details we remember about the many people we meet such as their face, name, and workplace, thereby remembering that person's personality style.

## Taking the Assessment

The first step in understanding yourself better is by taking the assessment, which is found below.

Discovering the characteristics of your personality style is the first step in more deeply understanding your temperament. We all have all four styles or colors, but it's the order that makes you unique. That's what I call the sequence.

This assessment will identify your sequence. The questions cover the following ten categories:

- Decisions
- Learning
- Relating to others
- Communication
- Frustration
- Motivation
- Value at work
- Expression
- Conflict
- Making a purchase

Read each sentence and the four possible endings carefully. Compare each ending to the other three. Then determine which choice that you think best describes you. **Put the choices in order.** Write a **4** beside the one that is most like you, a **3** beside the one that is next most like you, a **2** beside the one that is next, and a **1** beside the one that is least like you. Repeat this step until all ten categories have been scored.

Most like me: 4 points

More like me: 3 points

Less like me: 2 points

Least like me: 1 point

You must be honest to make sure your results will be as accurate as possible. Don't answer the way you think you are or how other people think you should be. Don't answer the way you wish you were or would like to be—answer honestly the way you really are. This assessment is geared towards your work environment, but also describes your behaviors outside of work. Each question is ranked so a number cannot be used twice.

Don't get too deep into the question. Go by your first reaction to the question. It should take around ten minutes. When you're done go to the Score Sheet that follows.

Good Luck!

Stu Schlackman

## The Four People Personality Style Assessment

### 1. Decisions

#### I typically make decisions based on:

- \_\_\_\_\_ A. Research and analysis.
- \_\_\_\_\_ B. Practicality and gut feel.
- \_\_\_\_\_ C. A checklist and process to evaluate.
- \_\_\_\_\_ D. Trust and consensus.

### 2. Relating to others

#### I relate best to people that are:

- \_\_\_\_\_ B. Energetic and upbeat.
- \_\_\_\_\_ C. Loyal and reliable.
- \_\_\_\_\_ D. Open and friendly
- \_\_\_\_\_ A. Curious and knowledgeable.

### 3. Frustration

#### It bothers me when:

- \_\_\_\_\_ A. Others just ramble on for no reason.
- \_\_\_\_\_ B. There is too much unnecessary detail.
- \_\_\_\_\_ C. People are late and unprepared.
- \_\_\_\_\_ D. People are insincere.

### 4. Value at work

#### As part of a team, I value:

- \_\_\_\_\_ B. Results and action.
- \_\_\_\_\_ C. Follow through and structure
- \_\_\_\_\_ D. Harmony and cooperation
- \_\_\_\_\_ A. Efficiency and ingenuity.

## 5. Conflict

**When there is conflict, I tend to:**

- \_\_\_\_\_ A. Address it with the facts unemotionally.
- \_\_\_\_\_ B. Get right to the point.
- \_\_\_\_\_ C. Approach it with preparation.
- \_\_\_\_\_ D. Avoid it if at all possible.

## 6. Learning

**I learn best when:**

- \_\_\_\_\_ B. I do things hands on by trial and error.
- \_\_\_\_\_ C. I use process and methods.
- \_\_\_\_\_ D. I'm interactive in a group setting.
- \_\_\_\_\_ A. I use discovery and experimentation.

## 7. Communication

**I prefer communication that is:**

- \_\_\_\_\_ A. Succinct and inquisitive.
- \_\_\_\_\_ B. Fast paced with stories and analogies.
- \_\_\_\_\_ C. Direct and proper
- \_\_\_\_\_ D. Sincere and open.

## 8. Motivation

**I am motivated when recognized for:**

- \_\_\_\_\_ B. My performance and talent.
- \_\_\_\_\_ C. Planning and dependability.
- \_\_\_\_\_ D. Creativity and contribution.
- \_\_\_\_\_ A. Expertise and new ideas.

## 9. Expression

**I express myself by being:**

- \_\_\_\_\_ A. Calm and can be skeptical.
- \_\_\_\_\_ B. Animated and convincing.
- \_\_\_\_\_ C. Controlled and confident.
- \_\_\_\_\_ D. Pleasant and obliging.

## 10. Buying

**I typically make a buying decision when:**

- \_\_\_\_\_ B. I see immediate benefits and it's a good deal.
- \_\_\_\_\_ C. It's justified and meets a need.
- \_\_\_\_\_ D. It feels right and others agree.
- \_\_\_\_\_ A. I've done my research and it's the best choice.

## Score Sheet

To find your personality style sequence, go through each question adding the scores for each of the letters. In other words, what is the point value of all the A, B, C and D choices you made. There are 10 scores for each letter and the total should be 100 when you add all the scores together.

Scores	Color
D	Blue
A	Green
C	Gold
B	Orange

Color	Rank
	1
	2
	3
	4

Put your highest score in the 1 column, then 2,3, and 4. Put the appropriate color in the box to the left. This is your personality style sequence.

- 1st** Your dominant personality style \_\_\_\_\_
- 2nd** Your second style does influence you \_\_\_\_\_
- 3rd** Not much influence unless close to second score \_\_\_\_\_
- 4th** Your lowest - least like you \_\_\_\_\_

Your sequence tells you what you prefer most (your highest score) and what you dislike or least care about (your lowest score). If all your scores are close, it means you can relate to each personality a little easier than when they are far apart. Having a high dominant score means you are stronger in the characteristics of that style, and if your lowest score is quite low, it's something you don't really care about and can be considered a weakness. No combination of scores and sequence is better than others. It's understanding who you are and how to leverage your strengths, understand and minimize your weaknesses that matters most.

Understanding the characteristics of your sequence is the beginning of understanding yourself and how you interact with the other colors/styles. As a sales leader you'll better understand how to best work with your team and to leverage the styles of everyone. It will greatly help you in coaching your team individuals and help you understand what motivates them to action.

For the salesperson, you first must understand your own style before you can see how to better relate to your prospects and clients. Start with you, then focus on what's most important to them based on their style. Connecting better with those you encounter helps to build trust, a vital aspect of any relationship.

Visit my website at [StuSchlackman.com](http://StuSchlackman.com) to learn more about how you can use and even maximize the benefits of using your personality style.

## The Blue Personality – The Relator

The Blue personality type is the *relator* personality style. And before I go too deep, let me say that these are generalizations. Not every Blue Personality Style person will have all these traits. But notice how many of them seem to describe you to a T.

They are all about “people and passion.” Their goal is to get along with others. They look for the deeper meaning in life. Understanding who they are and how they can make a difference is important to the Blue. Blues want to make an impact in society. They want to make contributions and they want to be recognized for them.

Blues value honesty and trust. Blues will not make a commitment or a purchase if they do not feel the other person is sincere. They like to have small talk to get to know you on the personal side, not just the business. Maintaining eye contact with a Blue is important since lacking the connection can cause suspicion.

Blues are good listeners and therefore tend to ask questions which are focused on the other person and getting to know who they truly are. For this, Blues easily open and share emotions and typically are transparent with others and look for the same in return. They are good communicators and are very aware of gestures and mannerisms.

Blues want everything to be in harmony and for teammates to get along. They dislike conflict and will typically avoid it.

Relationships are what Blues value the most. Whether it's family, friends, or coworkers they thrive on being with people and relating with them. Blues have lifelong friends and staying in touch and getting together for any occasion is what makes them thrive.

When it comes to making decisions, Blues take their time since making the right decision is important. It's based on feeling more so than logic, therefore, to them, there is no rush. Also, consensus is important to the Blue.

## **The Gold Personality – The Director**

The Gold personality can be best described as a *director*. They are the get it done personality. They are about process and planning. Golds value order and one of their greatest strengths is their organization skills. Golds immediately take control to put things in the right order. They make rules to make sure everything functions orderly. They will turn chaos into clarity at any cost and that's why they are the director.

Golds believe that everyone should be responsible. They are strong initiators of projects, activities, organizing and gets things accomplished. Golds are more about giving than receiving and that gives them a sense of self-worth. They believe in discipline, follow through and that everyone should do their share of the work.

The Gold personality sees things as predictable and consistent. There is always the right way to do things and if it's not done right, it shouldn't be done at all. Golds get right to the point and are black or white on their opinions and views.

Golds believe in action steps and actions plans. They believe in using Robert's Rules of Order for meetings. A meeting is a waste of time in their view if there is no agenda. Everyone needs to know the reason for the meeting and what will be accomplished. There must be action items from meetings and who will take ownership of them.

Golds are the ones that create the rules in society. If they walk into a situation that is lacking clarity on who does what or what steps should be taken in a process, the Gold will take control and set the rules and expectations for the operation of that specific business process. They always put work before play. That is the responsible thing to do.

## The Green Personality – The Detective

The Green personality is the *detective*. They are the ones that love to research and develop new ideas. They are your analytical type, and they are all about perfection and precision. They are the get it right person. For the Green, logic trumps emotion. It's Spock in the old Star Trek series and it's Sherlock Holmes. Always thinking of new ways to do things, problem solving and always having the response "have you thought about doing it this way?"

Greens love to learn. For them knowledge is power. The more they learn the better they feel. You don't have to tell a Green to read a book and learn something new. That's their natural wiring. They thrive on logic and reason which is their natural strength.

Greens like to tinker with things and experiment. If they are into something that is intriguing, they can do it for hours and hours. For the Green work is more like a hobby. Experimentation is something that comes automatic.

Besides pushing to increase their knowledge Greens will challenge others to do the same. They want others to observe, learn, and discover what they have learned. You can identify two Greens in a discussion when they go from one intellectual topic to another. It's like watching a game of ping pong. They also love to debate each other since Greens are also your biggest skeptics.

Because Greens thrive on information and love to learn, they are incredible at researching when looking to buy something. Typically, they will explore on the internet what they're looking to purchase and by the time they get to the store, they know more about the product than the salesperson.

When it comes to communication with a Green, make your point. Stay away from small talk since that gets in the way of the information they are looking for. Greens prefer succinct communication.

Since Greens are avid learners and enjoy detail, it's common for them to have a career in the sciences. Disciplines like information technology, science, engineering, medicine, and dentistry are naturals for a Green. Their eye for detail, research and innovation makes the Green so valuable to society.

Greens are always envisioning the future and the "what can be." If there is a better way to do something it will usually be the Green that figures it out.

## **The Orange Personality – The Activator**

The Orange personality style is the *activator*. They are the get appreciated type.

They need to have things moving at a fast pace or they get bored. It's easy to lose the attention of an Orange if something is slow moving, boring or too detailed. Oranges are your big picture people. Just get to the point, help me understand what you're trying to accomplish and let's get to it!

Impulsivity is in the Orange quadrant of the brain which causes the impatience, the boredom and spur of the moment decisions. Therefore, Oranges are risk takers, find change exciting and multi-task.

Oranges want action and they enjoy their freedom. Many Oranges will get into the world of sales for the action and the challenge.

One problem Oranges can have is doing too much of the talking. They love to be in the spotlight and be the center of attention. This can lead to smothering a conversation and not gaining enough information from the other person. Oranges think from their own perspective, which can be detrimental in a sales situation.

Oranges get excited easily and are the most optimistic of the personality styles.

Oranges live for the moment, it's now that matters and being spontaneous is their mode of operation.

Oranges also don't mind crises. Since they are highly competitive and look at everything in life as a game, they take crises as a challenge to conquer them. Problem solving and getting things accomplished is more of a competitive challenge than a job. Oranges get excited when faced with a challenge. They also like to shine in the limelight.

Oranges are very hands on and would rather do than learn.

Since Oranges enjoy being the center of attention, you will experience hearing many stories from them and maybe even several jokes. Oranges enjoy entertaining others, making them laugh and turning a possible boring time into lots of fun. If they find a function boring, they will try to spice it up by taking main stage.

Oranges have great stamina and in tough situations are typically the best at weathering the storm. They are resilient when it comes to tough times and facing possible defeat. This is primarily due to their optimism. They are the least of the personality styles to play the victim. Even though they can be serious, most of the time Oranges are light-hearted and jovial.

Oranges want action, that's the bottom line. They are the energizer bunny of the team.

## Quick Reference Guide to the Four Personality Styles

<p><b>How to Identify Someone with a Blue Personality</b> Warm, Friendly, Sociable, Creative, Open Their <b>desk</b>: Pictures! Family, pets &amp; friends Their <b>dress</b>: Casual, fashionable, soft/clean lines</p>	<p><b>How to Identify Someone with a Gold Personality</b> Formal, Structured, Factual, Controlled, Firm Their <b>desk</b>: Organized, neat, motivational signs Their <b>dress</b>: Tailored, conservative, formal</p>
<p><b>What to Expect When Meeting a Blue</b> Likes small talk and want to get to know you. Listen, make eye contact &amp; watch body language Want open and honest discussions</p>	<p><b>What to Expect When Meeting a Gold</b> Values punctuality, direct discussions, agendas Likes to be in charge and lead the process Focused on expectations and solutions</p>
<p><b>What to Avoid</b> Being inflexible with your solutions Applying pressure for next steps Ignoring their expressed feelings</p>	<p><b>What to Avoid</b> Arriving late, and not being prepared Being too loose with facts and expectations Acting unprofessionally</p>
<p><b>How to Identify Someone with a Green Personality</b> Curious, Detailed, Serious, Succinct, Calm Their <b>desk</b>: Devices, books, disorganized Their <b>dress</b>: Practical, comfortable, functional</p>	<p><b>How to Identify Someone with an Orange Personality</b> Excited, Bold, Competitive, Optimistic, Persuasive Their <b>desk</b>: Pictures with celebs, awards, trophies Their <b>dress</b>: Casual, sporty, eye-catching</p>
<p><b>What to Expect When Meeting a Green</b> Open to possibilities that are relevant &amp; objective Want details, facts and data they can analyze Expect time for questions and processing</p>	<p><b>What to Expect When Meeting an Orange</b> Likes to look at the big picture Wants to get to the point, focusing on results Focused on success and achievements</p>
<p><b>What to Avoid</b> Emotions and small talk Generalities; not enough details Expecting quick decisions</p>	<p><b>What to Avoid</b> Being too serious Too many details Focusing on rules and regulations</p>