Getting It!
Corporate Sponsorship

COLORCODE
Personality science.

"Making a conscious effort to become more self-aware is the first major step towards seeing and then achieving one's fullest potential."

Jeremy Daniel, Color Code

Every year high school teachers are presented with a sea of new faces for which they must create connection and meaning. The students behind the faces represent tremendous variety in their personal histories and family cultures. Even so, teachers must make sense of the students' individuality as well as create a community wherein they can work together and learn.

High school students in particular are faced with decisions that once made, will impact their lives forever. Yet according to a Gallup poll, two of the top ten issues facing teens today are personal image (fitting in) and education. Most teens spend a great amount of time concentrating on the aspects of others, hindering their own attempts to find out who they really are. How can we expect young people to make decisions that will prove right for them, when they are unsure of who they are and what drives their personality?

Color Code is a powerful, yet easily implemented tool that not only helps the student identify his own needs and

In recent years, studies (including one at the University of Illinois at Urbana-Champaign) have shown a correlation between negative self image and damaging behaviors. Without the confidence to stand up for oneself, teenagers may look for acceptance by doing poorly in school, having unprotected sex, doing drugs or abusing alcohol. If teenagers do not think they are valued they may act out in ways that can hurt them for the rest of their lives.
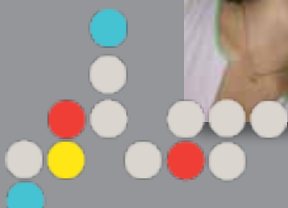
wants, but give them insight into the needs and wants of those with whom they are in critical relationships.

Educators can bring this powerful, life-affirming process to every student with the tools provided by the Color Code. Educators know that their work goes far beyond the classroom and are often eager to make a long-lasting impact with students. They simply must be armed with the tools to do so.

Because Color Code is dedicated to improving the educational process for teachers, students, parents, and administrators. We have developed a program that focuses specifically on providing tools and support for enhancing education.

Sadly, with all the budget cuts facing schools today, it is difficult to implement non-traditional programs and so Color Code has developed a sponsorship program so that companies within the high-school community can provide this valuable service.

EDUCATION BENEFITS

- Website where instructors can download the course materials and resources for Getting It!, Unit One (Getting Yourself) and Unit Two (Getting Others)

- Unique codes that will grant your students access to the special online personality test for students (specific to each school)

- A secured area where you can view your students results and better understand how to reach each child's based on their unique personality

- Additional resources for learning and teaching about The Color Code

SPONSOR BENEFITS

Your sponsor package includes:

- Banner advertising linked to your site and is viewed each time a student from sponsored school takes the Color Code test

Comprehensive Color Code Training Package for your Business:

- Personality profile upgrades

- Online Color Code tutorial registrations

- Corporate training discounts

If you are interested in providing this life-changing program to schools in your area, contact Color Code at:

www.colorcode.com/education/sponsorship
or call:
1-800-4MOTIVE

About the Color Code

No matter how you look at it, all life is about relationships, and business is certainly not exempt. While promoting self-awareness and self-development is the basic goal, the real objective of the Color Code is to achieve the understanding that life is not all about you, rather it is about how you relate with others. In order to master the principles of the Color Code, you must learn how to get outside yourself, improve the way you relate to others, and serve those within the sphere of your influence.

The theory of a Driving Core Motive to answer the questions of *why* was originated by Dr. Taylor Hartman. With a Ph.D. in Human Behavior and Leadership, Dr. Hartman documented his ideas in a book, *The Color Code*. In 2007, the book was updated and republished as *The People Code*. His personality assessment can be found online at www.thecolorcode.com. Thousands of people take the Color Code Personality Assessment everyday to alter and change their lives for the better.

Companies worldwide use Color Code to train their employees in interpersonal skills and team building enabling high employee retention and employer/employee satisfaction.

Other personality profiles measure only behaviors because they are observable and easy to document

The Color Code Personality Assessment goes four levels deeper than other tools and identifies the motivation behind the behaviors

LIFESTYLE
HABITS
BEHAVIORS
VALUES
NEEDS/WANTS
INSTINCTS/PREFERENCES
CORE MOTIVE
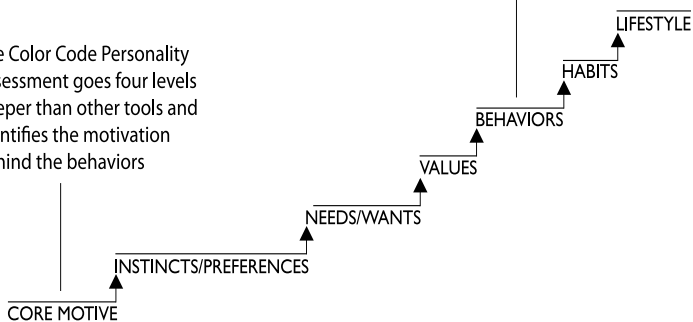
Unlike personality assessments that describe only your behavior, the Color Code reveals the driving core motive—the innate reasons—behind your behavior, enabling you to see yourself for who you really are. Your driving core motive determines your needs and wants, which determine how you interact with the world around you. It is the core of your innate personality. The Color Code is the ultimate tool of self-awareness because not only does it reveal your innate strengths and limitations, but it also teaches you how to utilize these traits to excel in your business endeavors.

● **Reds** need to look good, be right, be respected. They are strong leaders and love challanging adventure.

● **Blues** need to be morally good and appreciated. They are focused on quality and love security in their lives.

● **Whites** need to be respected and treated with kindness. They are quietly tolerent and content

● **Yellows** need to be noticed and adored. They love life and possess a playful sense of adventure.

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