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you are a red



*definitely*



Adapted from a presentation given by  
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COLORCODE  
*Personality science.*

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## STRENGTHS

You are a Red. You have many wonderful strengths. You are the life blood of humanity. Reds are the movers and the shakers in society. If you want something done, enlist a Red. You're known for your dominant nature. You take a back seat to no one—whether you're a child or an adult. You are the best leaders in terms of delegation. You do not need to get the job done yourself; you're happy to let others do it and monitor their work. You do like to look good, however, so you follow through to make sure that whatever is done, is done well.

Reds move forcefully through life. Helen Keller said, "Life is either a daring adventure or nothing at all." That is how Reds see life. You are not satisfied unless you are actively pursuing something. You don't sit back and enjoy what you've accomplished. You build the bridge, and then you let others walk over it because you're off doing something else. Walking over the bridge is not what interests you.

As a result of your tenacious nature, you can be counted on to make things happen. You are very focused and have the ability to help others focus. Nothing can deter you, and whether you are liked or not is unimportant and irrelevant. You simply do what you know has to be done.

Reds are visionary. You are not stuck in the day to day; you think ahead. As a Red parent, you are already planning for your child's education and have a fund set aside. Red parents direct their kids toward things that will make them a livelihood as they get older.

Reds are very direct and decisive. In the work world, one of the greatest assets you bring to the table is the ability to make a decision and follow it through. You are an independent thinker and do not need somebody else to direct your work.

Reds are very assertive. Everyone knows where you stand. You do not need to be coaxed into expressing your opinion. You speak your mind, often without sensitivity.

Reds are logical. Because you are not governed by emotion, the decisions you make in your life are well thought out and may appear insensitive. For example, you may choose your wedding date to best take advantage of the tax year.

## LIMITATIONS

Reds are actually easily detected and understood. Healthy Reds love the Color Code concept because it make such sense. Unhealthy Reds are frightened by how it exposes them.

Reds can be difficult to live and work with unless they get their way. Your behavior can be taxing. You expect others to get the job done, and to make you look good.

Reds can be demanding. You are impatient with inadequacy (in yourself and others) and nothing short of perfection is tolerated. As a boss, you expect others to work long hours because you do.

A Red's selfish nature is a constant reminder to other personalities that you will always consider yourself number one. You ask the questions, "What's in it for me? What am I going to get out of this?"

Reds are highly verbal and can attack people easily. You can be tactless. You have a tendency to state your opinion, whether hurtful or not, and move on.



Reds are guilty of denial. You're often surprised that others see you in a negative light, because you don't see yourself as negative. You are just rather tactless and direct.

Reds are insensitive. You know what you want and how to get it even if it means manipulation of people or events.

Reds lack compassion. If you develop the gift of compassion, you are pretty tough to beat. You are very capable when the dimension of compassion is added.

Reds are arrogant. You think you know everything about everything. The irony is, you often do.

Reds are impatient. You want to take action now, and you expect your children, spouse, or employees to want the same. Impatience gets in the way for you. Often, people don't want to learn from you because they are intimidated by your lack of patience.

Reds tend to hide their insecurities. You create such a wonderful life for others by getting things done, but you don't invite them into your life, so you spend most of your time alone. Not that that's the end of the world, because intimacy is not of real importance to you.

## NEEDS AND WANTS

Reds need to look good academically. You need to be able to stand on your own ground intellectually.

Reds need to be right. One of the biggest challenges for Red children in school is that they want an opportunity to express themselves. His need should not be subdued, it should be promoted.

Reds need respect. This is very important. If you don't respect others, and if you don't feel respected by them, there is no connection. Possibly more than being loved, Reds need to be respected.

Reds need approval. If someone considers you to be important, you will seek his or her approval.

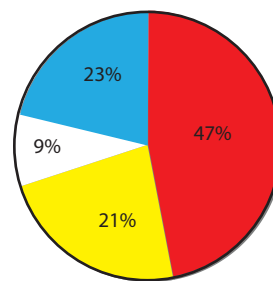
Reds want to hide their insecurities. You don't want people to know where you're inadequate. You don't

tend to talk about the bad day you've had, that you lost money on the stock market, or anything that will present you in an inadequate light.

Reds want leadership. Employers should give you an opportunity to grow. The biggest mistake an employer can make is to stifle a Red's innate leadership skills. If you do not have an opportunity to prove yourself, you will likely move on.

Reds want challenging adventures. You hate boredom. You hate the same routine everyday. You like people who are fresh, innovative, and invigorating. Change is very important to Reds. You are the ones who are going to go on rafting trips, climb mountains, and try new experiences and adventures. You're also the entrepreneurs of this society, because you are willing to get up, fall down, and get up again.

## SECONDARY COLORS



Remember that you can have only one Driving Core Motive. However, it is possible to have a Secondary Color that also influences you. A Secondary Color means that you might have "another side" to you that is a little different than what someone

would expect from you if considering only your Core Motive.

If you do have a Secondary Color, there will be times and situations where its impact in your life is a positive one—in other words, it enhances what you do. There are other times when the influence of your Secondary Color will be a destructive one.

Also, for good or for bad, that secondary influence will be stronger for some than it is for others. It is important to note, however, that no matter how strong the influence of the Secondary Color, it is still not nearly as significant as the Core Color itself.



## Red with Blue

A Red with a Blue Secondary Color can be a very different personality than a Red/Red. A Red with a lot of Blue may experience guilt, or feel more emotion. Reds with Blue are very intense—you can do anything!

However, you do have conflicting traits that can be confusing.

### Example

The Red boss furiously storms into an employee's office and berates him because something has not been done right. After he's done, he walks out of the office and thinks, "Oh, my gosh... how would I have felt if someone had done that to me?" Contrite, he goes back into the office, apologizes, and offers to take the employee to lunch. The employee is confused by the mixed message. He doesn't know quite where this person is really coming from or what to expect next.

Because of your Red Driving Core Motive of power, it is important to work on eliminating Blue limitations. Blue limitations, like whining, complaining, or being overly emotional are incongruent with and will sabotage your Driving Core Motive.

## Red with White

Red with White is a very difficult blend to read. Both colors have the gift of logic. It's tough to know when you're going to be upset about something. You might nail someone to the wall for something trivial, and then be complacent when he wrecks your car the next week. The White side—the more passive and accepting side—comes out. And you don't know quite when you're going to be upset and when you're not.

Reds with White are stoic. You're not abrasive (White side). You are very much focused on what you want to do (Red side). Reds have perception, the White brings clarity. You are very clear on what's going on. And unlike most Reds, who kind of go through life like a bull in a china closet, Reds with White will stop and think things through. You analyze the problem and won't act until you are sure of the solution.

## Red with Yellow

A secondary Yellow is the most natural blend of all for a Red. Reds' and Yellows' similarities are complimentary and combine to make dynamic individuals. Your Red side has great vision and leadership, while your Yellow side has a wonderful sense of enthusiasm and flair for life that invites others to follow you. You know where you want to go, and you know how to bring others along with you.

## ROLES

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### Red Children

Red children are not going to thank anyone for anything. In their mind they could do a better job anyway. Red children are very independent. For example, a Red child will resent her parent picking out what she should wear, insisting that she knows better. The easiest way to deal with Red children is to give them a choice. As long as they feel like they are making the final decision, they're fine.

Red children play by themselves well because they can boss around their imaginary friends, and their imaginary friends obey them. Red kids do not need to be entertained.

Red teenagers won't do drugs unless they want to. They cannot be intimidated. They will do what they think is right for them and will not fall victim to peer pressure.

The biggest problem that people (especially Blues) have with Red children, is that Red children don't care who is the adult or who has authority. They are very direct and will challenge any orders. They are highly verbal, so it's very tough for them just to shut up. When they're in a debate, they're going to carry it to the end—even if it means being punished. Typically, they just want to express themselves.

Red children are very defiant. They will take you on. A red child will respect appropriate standards, but not road blocks. Don't be petty. If you want to win the war, then let them win some battles.



A Red kid is never down. He wants to get on with life. Remember the key to The Color Code is “motive.” The motive of a Red is “Power.” If a Red child is depressed, it is because he has no power. Red children do not value parents that whine and complain about life. They are uninterested.

In the school setting, Red children are often the ones that leave school too soon because they’re bored.

### Red Parents

As parents, Reds are terribly resourceful. You will always find a way to get others to do things that you want you to do. You can be quite manipulative. You’re very strong and determined. Red parents give good feedback and good advice (maybe too much sometimes).

You expect your children to look good, act well, be appropriate, and measure up to your own high standard.

You are quite demanding. You’re not particularly warm. You like children, but you expect them to behave properly. You are not interested in children who whine, “Life’s boring. Life’s no fun. There’s nothing to do.” You are not going to come up with twenty suggestions. A Red parent’s approach is, “If you don’t come up with something in five minutes, I’ll have three jobs for you to do.”

Red parents are in control. The sooner that lesson is learned, the sooner your family will be happy. Your leadership is absolutely unquestioned. A Blue parent would say to a child, “I want you to clean your room right now. We’re not going to keep living like pigs in this house. I clean the house everyday so that we can have a nice environment and because I love you, and you need to help too. It seems like nobody works around the house but me, and I’m sick of it. I’m sick of doing it all. I’m tired and worn out. If you can’t get your room clean, then don’t ask me to do anything for you like drive you every place that I take you.” A Red parent says it very differently, “If the room’s not clean in

five minutes, you’re not going anywhere the rest of your life.” That’s it. There is no debate! You just tell others what to do and you expect them to do it.

### Reds in the Workplace

Reds make great employees because they are self-reliant. You don’t need a lot of direction. Your motto could be, “Tell me what the bottom line is, and I’ll figure out how to make it happen.” You don’t require a lot of time from your manager.

Reds are also excellent delegators. You build strong teams and rely on them to make you look good.

You’re not normally detail-oriented. If you want someone that is going to follow-up, hire a Blue. The Red has already moved on.

In the work place, Reds are very productive if given a task that is interesting. You are often misread when others think that you are defying them and blatantly disobeying. That isn’t true. What’s happening is that you’re bored and acting out.

You don’t bring your personal problems to work nor your work problems home. You simply get on with the matter at hand.

Reds are typically very bright. You have a good sense of what is going on around you. You like change and new challenges.

Routine does not sit well with you. Over a period of years in the same kind of work setting, your interest will wane and you will no longer be as innovative or challenged as you once were.

#### Example

Many Reds are drawn to the field of law. However, they often find that while law school is tough, exciting and challenging, the practice of law is very different. The judicial system moves at a snail’s pace, wearing them down. So, many Red lawyers seek other professions because they are bored. They want to do different things.



## RELATIONSHIPS

### Red-Red Relationships

The Red-Red relationship is referred to as “fireworks” because it is *not* dull. Reds have really only two rules in life. Rule number one is that they are always right. Rule number two is if, and that is a huge if, they are wrong, see rule number one. So you can imagine what happens when two Reds get together.

#### Example

A Red husband comes home for dinner to his Red wife. The food isn't prepared. So, he takes the pot of beans and throws them out the door. She, in turn, takes his gun and throws it through the window. They empty the kitchen. Plates, tables, food...all outside. Then they breakdown laughing hysterically and go out to dinner. But they leave the kids home to fend for themselves.

The problem with a Red-Red relationship is that you have a hard time seeing beyond your own personalities. You have a hard time empathizing with and accepting the lifestyles of those different from you.

### Red-Blue Relationships

There is nothing more powerful than a Red-Blue relationship. Blues are powerful and Reds are powerful. The potential conflicts are that Reds are power oriented, while Blues are intimacy oriented. A Red thinks logically and gets on with life, while a Blue feels emotionally, and wants to share intimacies.

Reds are selfish and Blues are selfless. In a Red-Blue relationship, it is usually the Red that gets what he wants.

Reds want to look good and Blues want to be good, which is an interesting dichotomy. Reds want to look good to the public, whereas Blues want to do whatever is right within their heart, sometimes causing conflict, even in terms of honesty.

Reds are logical. Blues are emotional. Reds are productive. Blues are creative. A Blue is proud of his

creations, while a Red wants to move on to the next challenge once the task is complete. Reds want their kids raised and gone, believing their job fulfilled. Blues see raising children as a life-long commitment.

Reds are arrogant and Blues are self-righteous. If a group of friends get together and one of them looks as if he is down in the dumps, the Red will tell him bluntly that he looks awful and ask what's wrong. The Blue will quietly pull another friend aside, express concern for their mutual friend and devise a plan to help. Reds are direct to the point of insensitivity while Blues beat around the bush.

#### Example

The president of a large sporting goods store was very Red. She had a Blue assistant. The Blue was very committed to his boss. He would write her pages and pages of memos about store activities to keep his boss informed of what was going on. But Reds don't have time for three-page memos. The Red wanted to tell him, “I don't want anymore memos!” But she knew that was how he expressed his accomplishments. To solve the problem, the Red asked the Blue to highlight *specifically* what the Red needed to know, and make it so she could read it in three seconds. The Blue was able to continue expressing himself in a three page memo and the Red was able to read what she felt was pertinent and no more.

In a marriage, you might find a Blue woman who comes home from work and wants to discuss with her Red husband all the things that happened that day, and he's thinking, “Okay, so you went to work and you earned your money, now let's get on with the evening.”

Reds are very direct and very self-assured. Blues are rather indirect and more self-conscious. So with Reds and Blues, you're going to have automatic conflicts.

### Red-White Relationships

The Red-White relationship is referred to as “fire and ice.” This is the most natural and comfortable blend. The Red demands, “I'm the boss.” The White says, “Okay by me.”



A potential conflict in the Red-White relationship is that sometimes Whites are too boring for Reds. Reds want action, and want someone to challenge them. Whites will be too accepting, self-doubting, and passive.

Reds are also very bossy people. If a White is not careful she will allow a Red to bulldoze her. Reds are too opinionated. Whites can be rather uncommitted. A White knows what she believes, but she will not often say something to the Red. A White just holds it inside.

Reds can be workaholics. You love to pursue with passion things to be done. Whites take a much more lazy, kicked back, relaxed point of view.

Don't think Whites aren't aware of what's going on. Their "silent stubbornness" will sometimes get the best of a Red.

### Red-Yellow Relationships

Red-Yellow relationships are referred to "friendly fire." This is the toughest marital blend because both people

have to stretch dramatically to make it work. Reds are very responsible people. Reds are driven—they balance checkbooks, and expect things to be done on time. Yellows are more carefree, spontaneous, and emotional. This relationship can be volatile unless you're both "charactered." Then the relationship is unbeatable.

Reds must learn selflessness, patience, and sincere emotion for a Yellow to really trust them. A Yellow must learn responsibility, honesty, and logic. Often Reds and Yellows are so selfish that they are not willing to make these changes.

In business, the Red-Yellow relationships can be fantastic. The Yellow is the creative force and the Red is the action. Reds take the Yellows' ideas and make them happen.

### CONCLUSION

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You are a Red. You are decisive, demanding, logical and insensitive. You are the life blood of humanity. You are definitely a Red.