In this session we’ll explore how your unique Insights Colour dynamics were created – and what they mean to your personal effectiveness.

We’ll examine the Insights graphs, the preference flow, and the Insights 72 type wheel. I encourage you to make notes and underline key statements. I hope your profile will one day look like a favorite cookbook – all worn and used!

Please turn to the second last page in your Insights Discovery profile where you can see your graphs. This is where you’ll see what you said about your preferences for each of the colour energies when you answered the Insights online evaluator.

When you were completing the evaluator you were asked to make choices about word pairs like these. You were asked to choose a most like you, a least like you, and rate the other two, with different numbers, between 1 and 5.

All you were really being asked each time was to rate your preference for each colour.

And each time you were simply stating I prefer - Red, Blue, Green, Yellow. Blue, Yellow, Green, Red…each time.

All of these answers were captured and added together to create your conscious persona graph.

Your conscious persona graph shows the colour energies that you prefer to use when you are consciously interacting with other people. This is a combination of how you see yourself, how you think you are expected to behave, and how you want to be perceived. We consider this like a portrait photo of yourself - like a picture taken when you are consciously expressing how you want to show up – you’ve combed your hair and put on your best smile, and then the photo is taken.

The graph in this picture, indicates this individual has a dominant preference for Sunshine Yellow energy – as the yellow bar is the highest.

Look at your conscious persona graph now – notice, what is your dominant preference?

Also notice there is a midline across the centre of both graphs (it has a #3 next to it). Any colour energies that are above that mid-line – we would say you are inclined to use.

Energies then below the mid-line, you are more reluctant to use. The higher the bar, the more inclined you are to use that energy – the lower the bar, the more reluctant you are to use that energy.

Remember, this is measuring your preferences, not your capabilities.

An energy below the line, or in reluctant usage, does not necessarily mean you are not capable of using this energy effectively – in fact, over the years, you may have trained yourself to use it very
effectively – this simply demonstrates that it is not as high of a preference for you. What that means is that it may take more energy – or may drain you more, to use lots of this energy on a continual basis.

Your less conscious persona is more of your “shoes off” or “less aware of your behaviour” self. This graph represents how you behave when you are literally “not consciously interacting with others”. This is more like the candid snapshot taken when you aren’t prepared for the photo.

This combination of colour energies is more likely to be seen when you are simply unaware that others are watching you, or if you are “Reacting” rather than interacting. This may also be anytime when you are in what we might call “auto-pilot mode”, or anytime when you are simply not consciously interacting with others around you. It is this combination of colour energies, in your less conscious persona which is more likely to be seen by others when you are surprised or under pressure.

Finally, the graphic in the middle, called the preference flow, represents your flow or shift in energies as you move from your less conscious persona to your conscious persona.

What this shows then, is how you are adapting, or dialling up or dialling down each of these colour energies in order to consciously communicate with others.

Imagine the preference flow is like the volume dial for each of your 4 colour energies. When you are interacting with others you can adjust each dial. Depending on your situation, you can choose to dial up the volume (or usage) of certain energies and dial down others.

On this graph, we see that this individual is choosing to dial up Cool Blue energy when interacting with others. Dial down Earth Green, dial up Sunshine Yellow - just a bit more, and dial down the Fiery Red, also, just a bit.

These adaptations might be a conscious choice, because this person feels that there is something in their life requiring them too use more or less of this energy, or it could simply be a less conscious adaptation to the environment.

There are no good or bad graphs, and only you can say whether or not your use of colour energies is working well for you.

Each arrow in the preference flow, whether it’s going up or down, has a story – and you are the only one who knows that story!

So, ask yourself the question – “what is it in my environment or my life that is causing me to dial up or dial down each energy when I interact with others, and ... Consider, how can I best use each of these colour energies to increase my personal effectiveness?”
Session #3: Insights Colour Dynamics

For example, consider what colour energy (or energies) you think you might want to dial up or dial down if you were interacting with this dynamic little girl?

An important point to remember is that our focus is not on anyone being a type or colour, but rather, our focus is on how you combine these different energies to be the most effective in all you do.

To be clear - there’s ultimately no such thing as Blue people or Green people. Personal Effectiveness is about how you use all four of your Colour Energies.

These colour energies do not describe WHO you are, but rather HOW you are.

Moving from the graphs to the wheel - the most important thing to notice at this stage is that the graphs and wheel show the same information – just in a different graphic format.

The same way you have 2 graphs (conscious and less conscious) you have 2 positions on the wheel. If you can only see one spot on your wheel – it means your graphs are very similar. (That is, if you can only see one spot on the wheel – then on both graphs – the colour energies are in the same order, and, there is the same number of colour energies above the midline in both graphs.)

So, when you look at your conscious persona graph – examine what order your colours are in.

On this graph the dominant preference is Sunshine Yellow, followed closely by Fiery Red, and then Earth Green and Cool Blue.

Now, look at how many colour energies are above the mid-line. This individual has 3 colour energies above the midline on the conscious graph – or 3 colour energies that he or she is inclined to use when interacting with others.

Let’s move that information to the Insights wheel.

If a graph shows one colour energy above the mid-line – you will have a spot on this outside ring. This is called a Focused position.

If a graph has two colour energies above the mid-line – you will have a spot on this second ring. This is called a Classic position.

And, if a graph has three colour energies above the mid-line – you will have a spot - on this third ring. This is called an Accommodating position.

If you have a spot in any of these gray spokes throughout the wheel …Then you are in what we call a Creative position. This refers to the “creative” tension between opposite colour energies on the wheel.

So, if you are in a creative position, in any of these gray spokes – your top two colour energies will be opposites.
That is, if your dominant preference is Fiery Red, your second highest preference would be Earth Green.
If your dominant preference is Sunshine Yellow, then your second highest preference would be Cool Blue, and so on.

Once again – this is neither good nor bad, it’s just a different way of using the colour energies and adapting and connecting.

Some important messages from this session are…

- No position on the wheel is better than any other position
- Each position offers unique gifts and strengths, and
- Every position on the wheel is capable of adapting and connecting with any other position on the wheel.

In session 4 we will go even deeper into the examination of your personal profile, and review the pages on your strengths, possible weaknesses, and your value to the team.