

## Why Use TRUE COLORS

The number one reason employees are dissatisfied or leave their jobs is workplace relationship struggles, especially with their direct supervisor or team leader – followed by a lack of communication, trust, appreciation, and fair treatment.

The True Colors methodology has helped millions of people find personal success and dramatically improve their interpersonal relationships in these areas and beyond.

## What is TRUE COLORS?

TRUE COLORS is an easily understood model of personality identification for people of all ages that improves engagement, communication and teamwork through recognition of a person's true character. Utilizing the colors of orange, green, blue and gold to differentiate four basic personality types, True Colors becomes an uncomplicated language for every individual to convey complex ideas very simply.

## TRUE COLORS Provides:

True Colors provides strategies to:

- Enhance self-awareness
- Enhance self-esteem
- Improve morale and environment
- Improve mutual understanding
- Improve communication
- Improve cooperation, harmony and unity
- Improve team and personal performance

## Who Uses TRUE COLORS?

It has a forty-year track record of success with companies like Amazon, Blue Cross/Blue Shield, Disney, ESPN, Google, Mercedes Benz, Nestle, Sheraton, TJ Maxx, and thousands of schools, hospitals, and government agencies, who have used it to build teamwork, improve communication and enhance customer relations.

## A TRUE COLORS training provides:

- Increased understanding of self and others
- Expanded appreciation for valuing differences
- Communication skill-building
- Avenues for a more harmonious, productive environment
- Easy integration into existing organizational framework and previous programs
- A universal language that accelerates problem-solving, increases trust, and reduces conflict



## A Brief History

TRUE COLORS celebrates over 40 years of success in sharing all the benefits of this easy to use personality assessment and communication system. TRUE COLORS is based on the principles of 4 main Temperaments, long recognized as the foundation to Personality/Temperament theory. This foundation reaches back to Hippocrates (400 B.C.), Carl Jung, Myers-Briggs and the work of David Keirse. It has been used by all ethnic groups, translated into more than a dozen languages and is not gender-specific. Its application varies from communication to navigating conflict, increasing teamwork, improving wellness, and many others. The element of greatest importance is to always craft a solution that is just right for each organization.

True Colors International delivers services in business, military, public education, government, non-profit, family and community settings. Designed to be simply infused through a large variety of methods including entertainment, seminars and technology/internet, the True Colors system has been experienced by millions of people world-wide.

Clients include many Fortune 500 companies, large public school districts, respected higher education institutions, government agencies and military. All of which testify to the benefits of TRUE COLORS.



*Valuing Differences  
Creating Unity*

James Oriani, M.Ed.  
TrueColorsOfFlorida@gmail.com — 321-848-1190