



Real Colors®



What is Real Colors?

Real Colors is a four-color personality assessment based on the premise that you can take left-brain (linear) information and turn it into an exciting, interactive right-brain experience. The right-brain style uses colors, pictures, and interactive activities to hook you. It allows you to learn a great deal of information more quickly.

- It is an effective tool for understanding human behavior, uncovering motivators, and improving communication amongst different personalities.
- Real Colors gives you valuable insight into what is important to people, why they may react to situations differently, and how you can best communicate with them.
- The program is grounded in the theory of Carl Jung, and validated in the research of Myers-Briggs and Keirsey-Bates. It is designed to address common organizational topics such as stress, team building, onboarding, and leadership.
- The in-person or virtual workshop is designed to be entertaining and user-friendly. As you learn more about the colors, you will instinctively recognize characteristics of people you know and their color.