



## What is True Colors?

True Colors is a global consulting and training company with a proven model for maximizing organizational performance through better people performance. For more than 40 years, True Colors has helped millions of people find personal success and dramatically improve their inter-personal relationships. Our user-friendly temperament and personality assessment program has helped people of all ages understand and recognize differences that lead to miscommunication and conflict.

## How Does True Colors Work?

The True Colors system is built upon a teaching model of personality identification that recognizes and celebrates people's true character, and translates complex temperament theory into practical information and actionable programs. We use colors — Orange, Gold, Green and Blue — to differentiate the four central primary personality types. These colors lay the foundation of True Colors' fun and insightful personality-identification system. We teach people and organizations how to identify and recognize different personalities, and better understand themselves and others.

## Who Uses True Colors?

The True Colors methodology has been used globally for over 40 years by corporations, non-profits, education, government and military institutions. Our clients include many of the most respected Fortune 500 companies such as Amazon, Google, Ford, and many others. Our methodology has also been seamlessly applied to smaller companies, individuals, and in family settings.



## The Challenge

The ability of individuals to perform together effectively is essential to any organization's success. Effective teamwork brings new ideas, helps solve problems and increases efficiency. Ineffective teamwork destroys productivity and performance. We specialize in addressing the primary causes of miscommunication and conflict so that every level of your organization can learn collaboration and productive teamwork.