

INSIGHTS DISCOVERY PROFILE

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Source: The following information has been provided by [Insights](#)

Introduction

Understanding yourself and others starts with the language of colour energy.

This framework helps decode how we behave, communicate, and interact in daily life and at work. Each person has a unique blend of all four energies, but most people lead with one or two dominant preferences.

This guide will help you:

- Understand your own colour energy blend
- Spot the preferences of others
- Adapt your communication and leadership style
- Build more effective relationships

What are the colours?

The four colours used in Insights are:

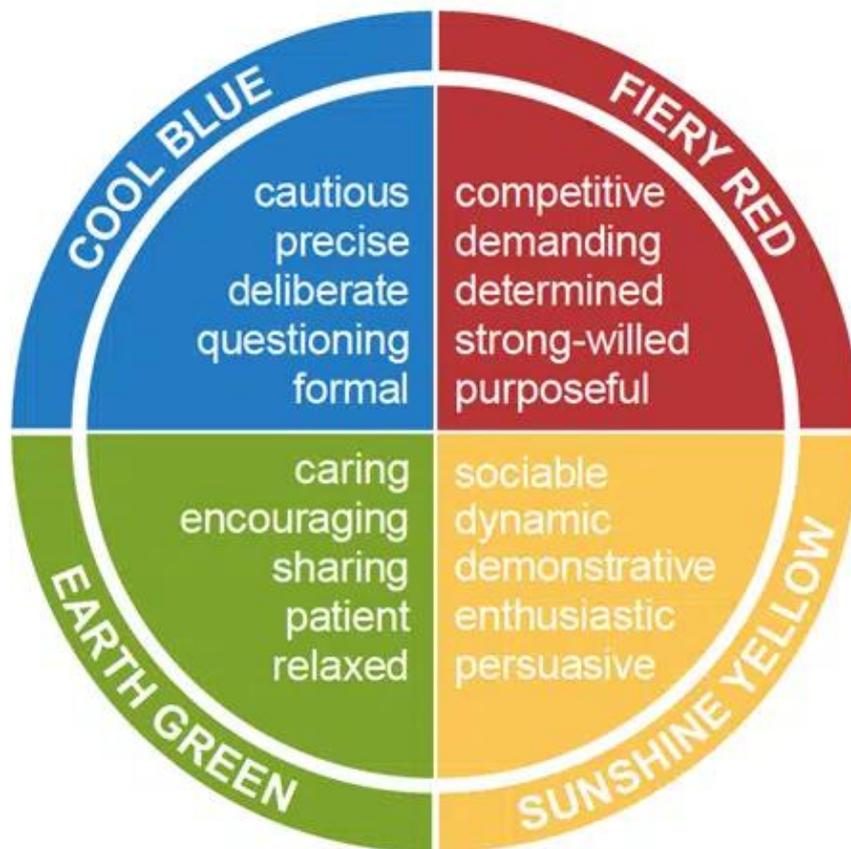
- Cool blue
- Earth green
- Sunshine yellow
- Fiery red.

Each of these colours represents two key related pieces of information:

- 1) The individual's outlook on life
- 2) The way in which they make decisions.

This is an important factor, as it impacts the way in which a person is perceived by others.

What do the colours mean?



No person is entirely described by one of the colours above: We are all a mix of different traits that we will display differently based on our environment and mood. However, by nature of our personality we will generally have a dominant trait/colour. I.e.: Sunshine Yellow or Fiery Red etc.

You might lead with Sunshine Yellow but flex into Fiery Red under pressure. Or lean into Cool Blue when planning, and Earth Green when supporting others. This flexibility is the foundation of strong leadership and teamwork.

Everyone uses all four colour energies to different degrees. Your Insights Discovery profile reveals your unique blend. Some people are very dominant in one energy; others are more balanced.

Breaking down each colour:

Cool blue – ‘give me details’

These are generally individuals who:

- are very exacting, who want everything they do to be to a high standard, who are cautious and thoughtful
- thrive with lots of detail
- like to gather their thoughts internally before communicating ideas verbally – they like to think before they speak, prepare and be organised in their thoughts

They are:

- deliberate in their actions and work within a formal structure. In a group they strive for understanding

They can be perceived by others as:

- thoughtful and analytical but sometimes distant and unemotional.

At work they:

- work best with clear expectations and systems
- value logic over emotion
- may be seen as reserved or cautious

DO'S AND DON'T WITH A COOL BLUE

DO:

- be well prepared and thorough when engaging with them
- put things in writing (email follow up works well)
- give them time to consider the details of what you are saying

DON'T:

- go off on a tangent
- invade their personal space, or hug them if you don't know them well
- dismiss important issues of the person because they aren't top of your agenda

Earth green – ‘show me you care’

These are generally individuals who:

- are caring and encouraging and who value stability
- can sometimes focus on the needs of others over their own as they have a deep-rooted want to help others
- are often the advice givers and sounding boards because they want to listen and help
- are happy to share with others and are patient when teaching new skills
- are value driven and their moral compass is always pointing due north

Their ultimate goal is

- harmony
- to foster consensus in a group

They can be perceived by others as:

- agreeable and relaxed but can also be seen as mild and docile

At work they:

- seek harmony and team cohesion
- often the peacemaker or steadying force
- may resist rapid change or conflict

DO'S AND DON'T WITH AN EARTH GREEN

DO:

- be patient and supportive
- slow down and work at their pace
- ask their opinion and give them time to answer

DON'T

- take advantage of their good nature i.e: pile the work on to them
- push them to make quick decisions
- throw them into an unexpected situation

Sunshine yellow – ‘involve me’

These are generally individuals who are:

- fun and love interacting with others
- life's bubbly and sociable people who love to verbalise their thought processes
- value socialising and they are enthusiastic around others, particularly when demonstrating a skill

When working in a group they:

- desire recognition

If they are left out of the equation or work in isolation for long periods of time, they can become demotivated.

They are seen by others as:

- dynamic and spontaneous, which can lead others to see them as disorganised.

At work they:

- bring energy to brainstorming and collaboration
- may overlook details or structure
- value freedom, flexibility, and interaction

DO'S AND DON'T WITH A SUNSHINE YELLOW

DO:

- involve them in decision making
- be open and flexible
- be entertaining and fun in your approach

DON'T:

- bore them with too many details
- tie them down to routine when they can use their creativity instead
- leave them out of the picture

Fiery red – ‘be brief, be bright, be gone’

These are generally individuals who:

- are direct and to the point and have a need to get things done quickly
- are action driven, certain and confident
- enjoy a challenge and are often competitive and determined to succeed
- measure success on actions, results and tangible things

They are determined individuals, and excel at driving progress, making decisions, and providing leadership.

Their assertiveness and ability to take decisive actions can help the team navigate challenges and stay on track.

Due to their single-minded focus, it can sometimes lead others to see them as being impatient, and their high standards can feel very demanding for those around them who don't have so much fiery red energy.

At work they:

- set ambitious goals and move fast
- get frustrated with indecision
- often seen as strong-willed or task-focused

DO'S AND DON'T WITH A FIERY RED

DO:

- be direct
- get to the point quickly
- focus on results and objectives

DON'T

- hesitate or waffle
- focus on feelings
- try to take control of the situation
- take their bluntness personally - it's just the preferred style of someone with a lot of fiery red energy

Indicators of good and bad days for colours

We will display different traits of our personality depending how we are feeling on a particular day. Understanding what this looks like can help with our approach when dealing with others across the working day.

On a good day:



On a bad day:

