

WINNING COLORS[®]

Builder Behaviors (brown, decide)

Builder Vocabulary:

Always Leading People
Power
Responsible
Duty
Results
Tradition
Money
Prepared
I Give Directions
Do It My Way
I Like To Get Things Done Now

Hot Buttons:

Down-to-earth and traditional

Planner Behaviors (green, think)

Planner Vocabulary:

Changing and Improving
Analyzing
Being My Best
Dreaming
Caring
Invention
Planning
Inner Life
Exactness
Seeks the Future
Freedom of Thought

Hot Buttons:

Freedom to think, dream, create

Adventurer Behaviors (red, act)

Adventurer Vocabulary:

Excitement
Test The Limits
Risk
Act and Perform
Fun
Action
Fast Machines
Freedom
Challenge
Do It Now!

Hot Buttons:

A life of fun, action and freedom

Relater Behaviors (blue, feel)

Relater Vocabulary:

We Are The World
Friendly
Romantic
I See Everything
Hugs Are Special
Giving
Teamwork
Groups
Wanting People to Like Me
Let's Get Along With Each Other

Hot Buttons:

Friendly, caring, feeling people