

## IDENTIFYING MOTIVES, NEEDS AND WANTS

### RED

Motive: Power

Needs: To look good (academically)

To be right  
To be respected  
Approval

Wants: To hide insecurities

To please self  
Leadership  
Challenging  
Adventure

### BLUE

Motive: Intimacy

Needs: To be good (morally)

To be understood  
To be appreciated  
Acceptance

Wants: To reveal insecurities

To please others  
Autonomy  
Security

### YELLOW

Motive: Fun

Needs: To look good (socially)

To be popular  
To be praised / noticed  
Approval

Wants: To hide insecurities

To please others / self  
Freedom  
Playful adventure

### WHITE

Motive: Peace

Needs: To feel good

To be independent  
To be respected  
Acceptance

Wants: To hide insecurities

To please self / others  
Protection  
Contentment

## ASSESSING INNATE STRENGTHS AND LIMITATIONS

### REDS

STRENGTHS

LIMITATIONS

Decisive  
Determined  
Responsible  
Powerful  
Logical  
Confident  
Pragmatic/task-oriented

Arrogant  
Selfish  
Bossy  
Critical of others  
Impatient  
Insensitive  
Argumentative

### BLUES

STRENGTHS

LIMITATIONS

Loyal  
Reliable  
Respectful  
Sincere  
Creative  
Disciplined  
Understanding & Caring

Suspicious  
Self-Righteous  
Judgmental  
Unrealistic  
Moody  
Unforgiving  
Worry-Prone

### YELLOWS

STRENGTHS

LIMITATIONS

Fun  
Outgoing  
Enthusiastic  
Happy/Optimistic  
Charismatic  
Trusting  
Popular

Undisciplined  
Too Impulsive  
Uncommitted  
Disorganized  
Won't face facts  
Rebels against authority  
Obnoxious

### WHITES

STRENGTHS

LIMITATIONS

Tolerant  
Inventive  
Kind  
Easygoing/Adaptable  
Independent  
Patient  
Diplomatic

Unproductive  
Silently Stubborn  
Unsure/Indecisive  
Reluctant  
Boring  
Uninvolved  
Unmotivated