

True Colors®

True Colors® is a fun, interactive and successfully proven communications tool that can be used:

- Within the workplace to enhance teamwork and individual communication or interpersonal relationships
- With individual coaching clients to help develop self confidence, self esteem or self understanding around values and strengths

True Colors® has been successfully used in the United States for the past 30 years and is grounded in the Myers Briggs Type Indicator (MBTI) – an instrument which helps people to understand their personality type.

What is True Colors®?

True Colors:

- is a communications tool that helps people better understand and appreciate themselves and others;
- provides an interactive and fun learning process, which is quick and easy to complete and interpret. Developed from the Myers Briggs Type Inventory and David Keirsey's PersonalityTyping research – True Colors is grounded in theory - but delivered with lightness and high energy;
- uses the metaphor of a four "Color" spectrum to simplify four personality characteristics it provides a simple to understand and easy to recall tool;
- can be used in team workshops within business; be incorporated into lesson plans within education; support personal development as an individual coaching tool;
- enables people to develop a better sense of their personal values, needs, strengths and characteristics to define what is important to them. Thus creating better relationships, enhance self confidence and self esteem.

What Makes True Colors® Unique?

The uniqueness of True Colors® is that it is not an "assessment" tool – it helps people to explore and appreciate who they are and what is important to them by using a variety of different learning methods. It helps them to explore in a fun and interactive way who they are and what makes them tick.

The whole essence of True Colors® is to identify our strengths and values and to understand and appreciate these and use this knowledge to develop more effective relationships with others – creating unity and collaboration through this understanding. True Colors® was born from a desire to enable people to hold themselves and others in the highest esteem and to make life choices which are driven from their own innate sense of who they are, what is important to them and how they can maximise the natural elements of who they are in all aspects of life – relationships, learning, work and play.

Sonia Gavira is one of the first people to be accredited to use the True Colors® tool in the UK and has used it extensively particularly to support team development activity.

"I recommend True Colors® to any organisation that is eager to find better ways of drawing employees together to seek common goals."

General Manager – Kraft Foods

