

**COLORFUL  
COMMUNICATION**

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**BEFORE WE START**

- On your mobile device...
  - Please log into.... **SLIDO.COM**
  - EVENT CODE.....**WALSH1**

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**AGENDA**

- Welcome and Introductions
- "True Colors" Assessment
- How "Colors" can impact communication with others
- Navigating your legal roles and responsibilities

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## HOW I MET MY WIFE

People communicate in different ways. Don't let that get in the way. If you do, you may never "connect," whether professionally or personally.

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## YOUR AUDIENCE COMES FIRST

**PART I  
COMMUNICATING WITH A SPECIFIED AUDIENCE**

**2 Writing for Readers 9**

- Readers Defined 9
- The Concept of "Audience" 10
- Adapting Messages to Audiences 11

**John Mannon**

- Focusing on Readers' Needs 16
  - Reader Identification 16
  - Purpose of the Request 16
  - The Reader's Technical Background 17
  - The Reader's Knowledge of the Subject 17
  - Appropriate Details and Format 18
  - Due Date 19

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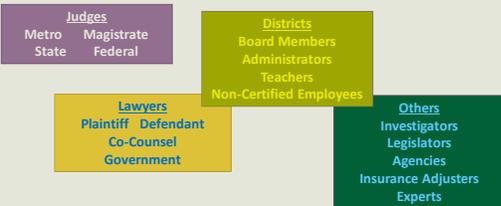
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## WHO ARE MY AUDIENCES?



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**WHO ARE YOUR AUDIENCES?**

Other Board Members      Other Administrators

Teachers      Your Attorneys      Press

Students

Superintendents      Parents      Employees



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**HOW DO YOU THINK ABOUT YOUR AUDIENCE?**

- Education
- Political Affiliation
- Technical Knowledge
- Friend or Foe



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**PERSONALITY IS IMPORTANT, TOO**

- Know your personality type
- Know your audience's personality type
- Understand how you and your audience process information
- Use that understanding to tailor your communication style



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## How Do You CLASSIFY PERSONALITY?

- Myers Briggs
- DISC
- INSIGHT
- Keirsey Bates
- True Colors




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## WHAT IS "TRUE COLORS"

*"Successful People know who they are and what their True Colors are . . . When you know what your core values and needs are, and feel good about them, you can perform at your highest potential in every area of life. A working, mutual understanding of others' core values and needs, you have the basis to communicate, motivate and achieve common goals with utmost dignity, efficacy, and mutual respect."*



*Don Lowry- Creator of True Colors*

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## WHAT IS "TRUE COLORS"

- Inventory designed to help you better understand yourself and others
- Self- awareness activity enabling individuals to become aware of their personality styles
- Helps members to understand the preferred styles of their colleagues.




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**LET'S FIND OUT YOUR COLOR**

Disclaimer:

- Each color is reflective of your personality.
- You will see your primary and secondary colors- these are your preferred styles.
- The colors you do not choose will have some characteristics that are representative of you; however it is not your preferred style.
- True Colors is valuable for improving your effectiveness in working with others; however, as a short, self-report assessment it is not 100% accurate.




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**LET'S FIND OUT YOUR COLOR**

To take the assessment

1. Compare all 4 boxes in each row.
2. DO NOT analyze each word, rather get a sense of the tone of each box.
3. Score EACH of the four boxes in each row from the most to least as it describes you.
4. In the colored boxes below, add the corresponding scores of the lettered boxes together and place score in the colored box.




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**LET'S FIND OUT YOUR COLOR**

To take the assessment

- 4=most describes you
- 3= a lot describes you
- 2= somewhat describes you
- 1=least describes you




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**LET'S FIND OUT YOUR COLOR**

Using SLIDO Answer...

What color are you?

- a. Blue
- b. Green
- c. Gold
- d. Orange




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**Let's find out about your color**

 <b>Gold</b> <i>Structure Oriented</i>	 <b>Blue</b> <i>Relationship Oriented</i>
 <b>Orange</b> <i>Impulse Oriented</i>	 <b>Green</b> <i>Cognitive Oriented</i>




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**LET'S TALK ABOUT YOUR COLOR**

**GOLD:**

- 45 % of the world population is GOLD
- They tend to require structure and organization.
- Order and rules, respect and dependability are important.
- Need to be on time, follow a plan or schedule.




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**Let's talk about your color**

<b>GOLD Strengths:</b>	<b>GOLD Values:</b>
Accountability	Authority
Trustworthy	Closure
Detail-oriented	Integrity
Prepared	Order
Responsible organized	Stability
Conservative/Stable	Policies and Procedures

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**Let's talk about your color**

<b>GOLD JOYS:</b>	<b>GOLD Stressors:</b>
Completion	Incomplete tasks
Leading	People who do not follow through
Family	Waste
Organizing	Changing details
Planning	Ambiguous answers
Being prepared	

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**LET'S TALK ABOUT YOUR COLOR**

**GOLD ... at work**

- Provides stability and can maintain organization.
- Handle details and works hard.
- Planners and conscientious.
- All about the rules, structure, detail-oriented.
- Need to belong.
- Carries their share of the workload.

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**LET'S TALK ABOUT YOUR COLOR**

**GOLD ...** at Communication/Listening

- Listens for details to figure out role/responsibility.
- Don't appreciate a speaker who switches subjects mid – stream.
- Comfortable hearing feedback.
- Need specifics rather than generalizations.
- Holds speak accountable for accurateness.

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**LET'S TALK ABOUT YOUR COLOR**

Some famous **GOLD** people:

- Connie Chung
- Henry Ford
- Margaret Thatcher
- Joan Rivers
- Winston Churchill

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**LET'S TALK ABOUT YOUR COLOR**

A **Gold** person might say:

“I take strong delight in crossing something off my to-do list. I have even written something on the list so I can check it off. It feels so good to have that sense of accomplishment – wouldn't you agree?”

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**LET'S TALK ABOUT YOUR COLOR**

**Orange:**

- 30 % of the world population is ORANGE
- They tend to be creative and active.
- Becomes bored and restless with routine and structure.
- Desires independence and freedom.

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**Let's talk about your color**

<b>ORANGE Strengths:</b>	<b>ORANGE Values:</b>
Adaptable	Action
Adventurous	Challenges
Bold	Freedom
Confident	Fun
Charming	Rewards
Spontaneous	Humor and variety

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**Let's talk about your color**

<b>ORANGE JOYS:</b>	<b>ORANGE Stressors:</b>
Being in charge	Too much responsibility
Competition	Redundancy
Crisis management	Rules and regulations
Leading	Criticism
Recognition	Imposed structure
	Too much attention on product and not enough to results

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**LET'S TALK ABOUT YOUR COLOR**

**ORANGE ...at work**

- Self-Confident and takes initiative if leadership is lacking.
- Thrive on competition.
- Creative and inventive.
- Risk taker.
- Non-conformist.
- Self-described multitasker

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**LET'S TALK ABOUT YOUR COLOR**

**ORANGE ...in Communication/Listening**

- Want communication to be entertaining, impactful, relevant and useful.
- If not, loose interest quickly and mind will wander.
- Need to understand the speakers agenda in order to listen for information and be prepared to act immediately.
- Direct communicators- tells it like it is

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**LET'S TALK ABOUT YOUR COLOR**

Famous people who are **ORANGE...**

- Donald Trump
- Cameron Diaz
- Eddie Murphy
- Elvis Presley
- Lucille Ball

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**LET'S TALK ABOUT YOUR COLOR**

An **ORANGE** person might say:

"I get bored and restless with routine and structure and find satisfaction in independence and freedom."




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**LET'S TALK ABOUT YOUR COLOR**

**BLUE:**

- 15% of the world population is BLUE
- They tend to be communicative.
- They are compassionate and empathic.
- They are cooperative and like harmony.




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Let's talk about your color

<b>BLUE Strengths:</b>	<b>BLUE Values:</b>
Authentic	Compassion
Communicator	Friendship
Imaginative	Honesty
Peacemaking	Relationships
Mediator	Autonomy
Relational	Harmony




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**Let's talk about your color**

<b>BLUE Joys:</b>	<b>BLUE Stressors:</b>
Acceptance	lack of social contact
Loyalty	Placing "the system" as a priority before people
Entertaining	A tension filled environment
People	Insincerity
Balance	Too much negative criticism
Feelings	

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**LET'S TALK ABOUT YOUR COLOR**

**BLUE ...at work**

- Adaptable- go with the flow.
- Increased desire to help others solve problems.
- Adept at motivating and interacting with others.
- Great team player.
- Successful mediators.
- Lead with feelings.

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**LET'S TALK ABOUT YOUR COLOR**

**BLUE...in Communication/Listening**

- Focuses on the meaning behind the message.
- Establishing a relationship with the person speaking is paramount.
- Always trying to find an alignment between what the other person is saying and what they value.
- Always noticing body language, tone, feelings of the person speaking.

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**LET'S TALK ABOUT YOUR COLOR**

Famous people who are **BLUE**...

- Mother Teresa
- Mr. Rogers
- Oprah Winfrey
- Michael Jackson

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**LET'S TALK ABOUT YOUR COLOR**

An **BLUE** person might say:

"I often mediate conflicts that arise because relationships and harmony are important to me."

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**LET'S TALK ABOUT YOUR COLOR**

**GREEN:**

- 10% of the world population is GREEN
- They tend crave information.
- Data drives their soul and there is never enough data.
- They seek a challenge and enjoy exploring ideas.

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**Let's talk about your color**

<b>GREEN Strengths:</b>	<b>GREEN Values:</b>
Logical/systematic	Data/information
Innovative	Knowledge
Analytical	Questions
Independent	The big picture
Intellectual	Innovation
Philosophical	"Why"

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**Let's talk about your color**

<b>GREEN Joys:</b>	<b>GREEN Stressors:</b>
Acknowledgment of own ideas	Not being in charge
Discovery	Incompetence
Problem-solving	Emotional displays
Designing	Lack of options
Develop new systems	Small talk
	Social functions

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**LET'S TALK ABOUT YOUR COLOR**

**GREEN...at work**

- Learners.
- Deliberative in making decisions.
- Tend to be reserved, seek autonomy.
- Enjoys challenges to explore ideas and innovative topics.
- Intellectual and competent.

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**LET'S TALK ABOUT YOUR COLOR**

**GREEN**...in Communication/listening

- Listening for information and want to know the purpose of the communication.
- Want to avoid extreme emotional subjects and matters that have already been discussed.
- They tend not to show outward signs of engagement in the conversation, but actually they are very engaged mentally in trying to solve the problem.

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**LET'S TALK ABOUT YOUR COLOR**

Famous people who are **GREEN**...

- Albert Einstein
- "Spock"
- Whoopi Goldberg
- Barbara Walters

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**LET'S TALK ABOUT YOUR COLOR**

A **GREEN** person might say:

"I am strong in my own convictions and let data pave the way to good decision making."

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**LETS PRACTICE USING OUR KNOWLEDGE OF TRUE COLORS**

- As one of the board members you are faced with changing a board policy regarding canine searches in your schools.
- Please review the handouts provided
- Based on the knowledge you have gained about the specific color indicated on your packet, how would you convince your other board members of the policy change?

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*The information in this presentation was prepared by Walsh Gallegos Treviño Russo & Kyle P.C. It is intended to be used for general information only and is not to be considered specific legal advice. If specific legal advice is sought, consult an attorney.*

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