



True Colors®

# Strategies for Effective & Professional Communication

*Understanding Our Board's True Colors Language*

*Facilitator: Perla Y. Molina*

**#TrueColorsIntl**



# Welcome

- I. About Me...**
- II. Expected Outcomes of Session**
- III. Group Activities**
- IV. Final Thoughts**





# True Colors History

- **400 B.C.**      **Hippocrates – Bodily Fluids**
- **1921**            **Carl Jung - Psychological type**
- **1956**            **Isabel Myers & Katharine Briggs – MBTI Personality**
- **1967**            **David Keirsey - Temperament**      **Types**
- **1978**            **Don Lowry - True Colors**

# **What do YOU mean...**

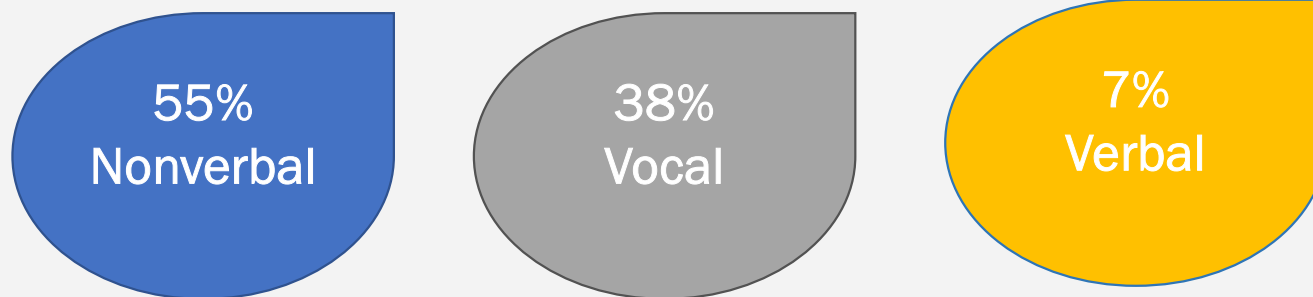
# **What do I mean?**

**When communicating with our Board of Trustees, it can be frustrating when our message doesn't seem to resonate or get through.**

- My Board respects and appreciates my role.**
- My Board is responsive to my communications.**
- My Board understand their role and responsibility.**

# Communication: More Than Verbal

We communicate with more than words. Most of our real communication is done through body language, and how we vocalize our thoughts.



Source: Lie Detection 101, Dr. David Craig, Skyhorse Publishing, 2012



# How do WE Communicate?



**Understanding my own Communication Style**



# True Color Spectrum

What is your  
True Colors  
Spectrum?

4 is most like you  
3 is almost like you  
2 is somewhat like you  
1 is least like you

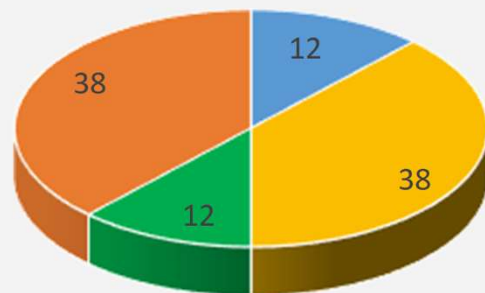
Card  
Sort  
Results

4	3	1	2
ACTIVE OPPORTUNISTIC SPONTANEOUS <input type="checkbox"/>	PARENTAL TRADITIONAL RESPONSIBLE <input type="checkbox"/>	VERSATILE INVENTIVE COMPETENT <input type="checkbox"/>	AUTHENTIC HARMONIOUS COMPASSIONATE <input type="checkbox"/>
COMPETITIVE IMPETUOUS IMPACTFUL <input type="checkbox"/>	PRACTICAL SENSIBLE DEPENDABLE <input type="checkbox"/>	CURIOUS CONCEPTUAL KNOWLEDGEABLE <input type="checkbox"/>	UNIQUE EMPATHETIC COMMUNICATIVE <input type="checkbox"/>
REALISTIC OPEN MINDED ADVENTURESOME <input type="checkbox"/>	LOYAL CONSERVATIVE ORGANIZED <input type="checkbox"/>	THEORETICAL SEEKING INGENIOUS <input type="checkbox"/>	DEVOTED WARM POETIC <input type="checkbox"/>
DARING IMPULSIVE FUN <input type="checkbox"/>	CONCERNED PROCEDURAL COOPERATIVE <input type="checkbox"/>	DETERMINED COMPLEX COMPOSED <input type="checkbox"/>	TENDER INSPIRATIONAL DRAMATIC <input type="checkbox"/>
EXCITING COURAGEOUS SKILLFUL <input type="checkbox"/>	ORDERLY CONVENTIONAL CARING <input type="checkbox"/>	PHILOSOPHICAL PRINCIPLED RATIONAL <input type="checkbox"/>	VIVACIOUS AFFECTIONATE SYMPATHETIC <input type="checkbox"/>
TOTAL ORANGE <input type="checkbox"/>	TOTAL GOLD <input type="checkbox"/>	TOTAL GREEN <input type="checkbox"/>	TOTAL BLUE <input type="checkbox"/>
THIS IS YOUR TRUE COLORS SPECTRUM!			

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# Communication Gaps Between Educators and Leaders

General U.S. Population



■ Blue ■ Gold ■ Green ■ Orange ■

- Educators predominantly Blue and Gold
- Leadership and Board members often skew Green and Gold
- Potential communication misalignment with educator groups.

Source: True Colors International training trends (2024–2025) and educational leadership applications. Source: <https://truecolorsintl.com>





# Understanding How YOU Communicate?

**Break into Color Groups to discuss:**

- 1. Values, joys, strengths and needs.**
- 2. Stressors and frustrations.**
- 3. Define good board engagement, communication and collaboration.**

**Be ready to report out.**

**10 - 15 MINUTES**

# Orange at Work



- Playful
- Energetic
- Adventurous
- Resourceful
- Spontaneous
- Action



**WHAT?**



# Orange Attributes

## **Ideal Situation:**

Someone else handles the details, lively environment, freedom, competition.

- Charming
- Risk-taker
- Test limits
- Quick witted
- Master negotiator
- Creative, inventive
- A natural entertainer
- High need for mobility
- Just do it!
- Pushes the boundaries
- Natural nonconformist
- Thrives on competition
- Likes tangible rewards
- Impulsive and spontaneous
- Appreciates immediate feedback
- Prefers informal environments
- Natural troubleshooter
- Play, then work

**STARTS IT**



# Orange Trustees

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**Decision-Making Style:** Quick, instinctive, and results-oriented. They prefer practical solutions and are comfortable making bold moves.

**Boardroom Presence:** Engaging and persuasive, often the one to spark lively discussions or offer unconventional ideas.

**Strengths:** Adaptability, creativity, and a strong sense of initiative. They excel in situations that require thinking on their feet or navigating uncertainty.

**Values:** Freedom, excitement, and tangible results. They appreciate autonomy and opportunities to lead change.

**Stressors:** Excessive rules, prolonged deliberation, and rigid structures can feel stifling to them.



# Stressors for Orange Liaisons



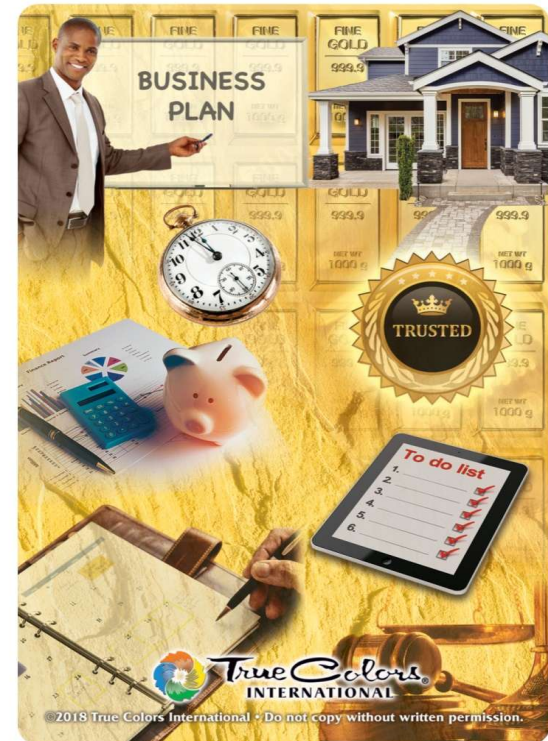
- Rigid protocols or excessive bureaucracy
- Micromanagement
- Long, drawn-out meetings
- Lack of recognition
- Being judged for spontaneity or informality

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# Gold at Work



- Responsible
- Dependable
- Organized
- Dutiful
- Detailed
- Scheduled



**WHEN & WHERE?**



# Gold Attributes

## **Ideal Situation:**

A neat and orderly work environment, a steady pace, calm, quiet and structure, sense of usefulness.

- “Be prepared”
- Loves to plan
- Detail-oriented
- Service-oriented
- Values family traditions
- Helpful and trustworthy
- Traditional and stable
- Organized
- Strong work ethic
- Prefers security
- Punctual, predictable, precise
- Value order and the status quo
- Dutiful, loyal
- Right way to do everything
- Tends to be sensible
- Follows policies, procedures, rules
- At ease with formal environments
- Work first, then play

**FINISHES IT**



# Gold Trustees

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**Decision-Making Style:** Methodical and policy-driven. They value precedent, process, and long-term stability.

**Boardroom Presence:** A voice of order and responsibility, often focused on compliance, timelines, and follow-through.

**Strengths:** Reliability, attention to detail, and a strong sense of duty.

**Values:** Responsibility, loyalty, and consistency. They take their role seriously and expect the same from others.

**Stressors:** Disorganization, unpredictability, and lack of follow-through.





# Stressors for Gold Liaisons



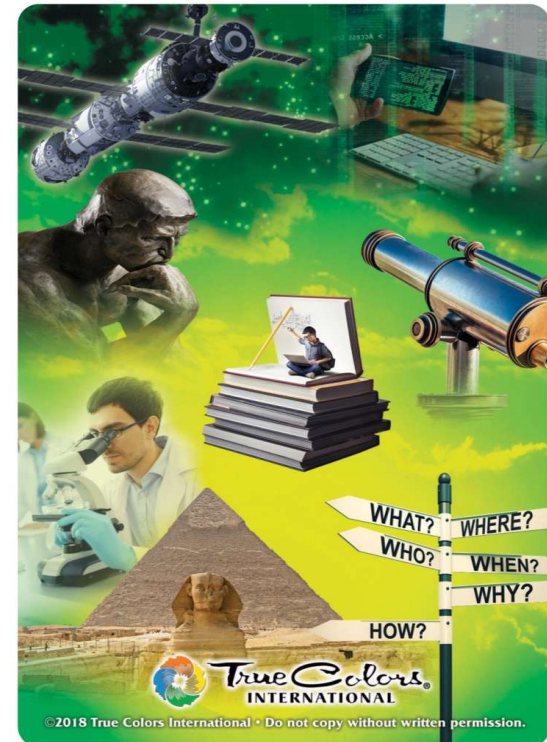
- Last-minute changes to agendas or plans
- Lack of clarity, structure, or defined roles
- Missed deadlines or unfulfilled commitments by others
- Disregard for rules, procedures, or traditions
- Being asked to improvise without preparation

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# Green at Work



- Analytical
- Intelligent
- Visionary
- Knowledgeable
- Competence
- Why?



**WHY & HOW?**



# Green Attributes

## **Ideal Situation:**

Discussion and  
debate, privacy  
for reflection  
and  
independence.

- “I’ll Think About It”
- “Knowledge is Key”
- Why??
- Theoretical
- Idea people
- Philosophical
- Very complex
- Perfectionists
- Standard setters
- Visionaries, futurists
- Can never know enough
- Cool, calm and collected
- Often not in the mainstream
- Abstract, conceptual, global
- Need for independence & private time
- Explores all assets in decision-making
- Logical approach in relationships
- Work is play – play is work

**PLANS IT**



# Green Trustees

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**Decision-Making Style:** Data-driven and logical. They seek to understand the “why” behind every issue.

**Boardroom Presence:** Often the critical thinker or strategist, asking thoughtful questions and challenging assumptions.

**Strengths:** Objectivity, innovation, and a thirst for knowledge.

**Values:** Competence, autonomy, and intellectual integrity.

**Stressors:** Emotional appeals without evidence, inefficiency, and micromanagement.



# Stressors for Green Liaisons



- Emotional or vague communication without data or logic
- Being rushed to make decisions without time for analysis
- Repetition or inefficient use of time in meetings
- Lack of autonomy or being micromanaged
- Having to navigate interpersonal dynamics without clear rationale

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# Blue at Work



- Authentic
- Empathetic
- Passionate
- Communicative
- Harmonious
- Relationship Oriented



**WHO?**



# Blue Attributes

## **Ideal Situation:**

Must have social interaction, harmony and cooperation in a non-competitive environment.

- Mediators
- Optimistic
- Caretakers
- Imaginative
- Peacemakers
- True romantics
- Cause-oriented
- Need to feel “special”
- Always has a kind word
- Strong sense of spirituality
- Sensitive to needs of others
- Nurturers/Other Centered
- Harmonious/Conflict Averse
- Relationship-centered
- Motivates/Encourages Others
- Looks for meaning & significance
- Cooperative; not competitive
- Work and play together (in harmony)

**SELLS IT**



# Blue Trustees

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**Decision-Making Style:** Guided by values, ethics, and a desire for consensus. They seek inclusive, people-centered solutions.

**Boardroom Presence:** A calming, thoughtful presence who listens deeply and fosters collaboration.

**Strengths:** Strong interpersonal skills, emotional intelligence, and a commitment to service.

**Values:** Authenticity, connection, and purpose. They care deeply about the mission and the people behind it.

**Stressors:** Conflict, insincerity, and environments that lack empathy or appreciation





# Stressors for Blue Liaisons



- Lack of appreciation or emotional connection in professional interactions
- Conflict or tension among Board members
- Feeling excluded from decisions or not being heard
- Environments that prioritize efficiency over empathy
- Having to deliver impersonal or critical messages without context or compassion

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# **Applying What We Know to Managing our Board**

## **Flexing My Communication Style**

- 1. Pair Up with Someone Not Your Dominant Color**
- 2. Role Play as Liaison and Board Member**
- 3. Deliver some difficult news about their canceled travel plans.**
- 4. Adapt Your Communication Style**

**15 MINUTES**

## Conversation Prompts:

- What communication habits or preferences do you notice in each other?
- How do your values and stressors show up in your Board work?
- What misunderstandings might arise between your colors?
- How can you adapt your tone, timing, or approach to build trust?
- What does support look like from your perspective—and how can the other person provide it?

**15 MINUTES**

# **Discussion: Difficult Conversations with a Board Member**

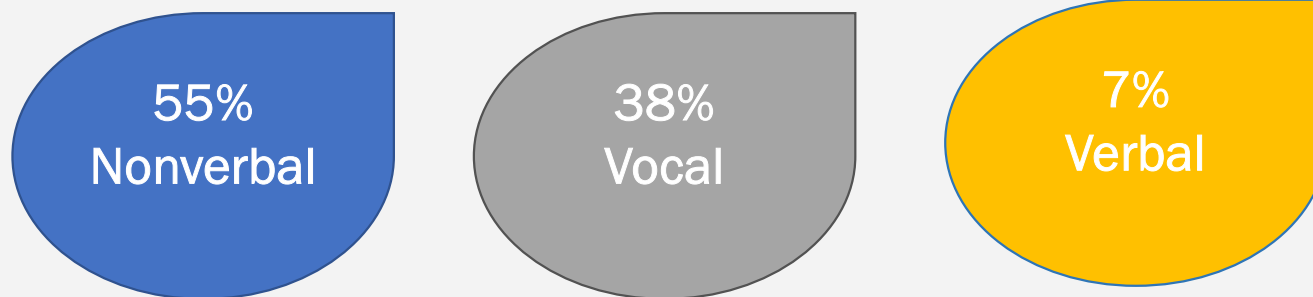
- Know Their Color Style, Adapt Your Approach
- Start with Common Purpose and Respect
- Be Clear, and Speak in Their Language
- Anticipate Emotional or Logical Reactions
- Collaborate Toward a Respectful Resolution

# Adapting Your Approach

- Adapt your own communication style
- Identify core needs and motivators
- Navigate challenging topics in ways each color will best receive, adjust tone, pace, and content accordingly.
- Build Common Ground
- Explore how misunderstandings arise when color styles clash
- Practice communication strategies with clarifying questions or flexible responses.

# Communication: More Than Verbal

We communicate with more than words. Most of our real communication is done through body language, and how we vocalize our thoughts.



Source: Lie Detection 101, Dr. David Craig, Skyhorse Publishing, 2012

# Communication:

## Perceptions We Convey

What we do and how we act can convey more than what we say. Although, it won't paint a full picture, it will always create certain perceptions for others.

What perceptions do we want to convey but actually do?

**Situation:**  
**Three Volunteers**  
**to Interview**

- Dress code
- Posture
- Smiling
- Mood
- Office Decor
- Reactions
- Empathy
- Attention to Detail

# Communication: Perceptions We Convey



***Be aware and  
mindful of yourself.***

***Be present in your  
conversation and  
contribute in a  
meaningful way.***



# Communication: Appropriate Reactions?

*Valuing Differences, Creating Unity*

**Everyone reacts differently to different situations. Our reaction to these situations are also judged by others.**

**During a Board meeting, the Chair announces a major shift in the organization's strategic priorities—moving away from a long-standing initiative to pursue a new, high-risk opportunity. The decision was made quickly by executive leadership and is being presented for Board endorsement.**



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# Final Thoughts



***As a result of this training, I will:***

- ***Red Light: What will you stop doing?***
- ***Yellow Light: What will I do less?***
- ***Green Light: What will I do more?***



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**Thank You!!**

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