

Foundation Color

Component Definition	Design / Strategy (Blue)	Sales / Marketing (Green)	Operations/Technology (Red)	Admin / Fiscal (Yellow)
Fundamental Organizational Strengths & Focus ➤ How one sees Success ➤ How one sees Problems ➤ How one sees Solutions <i>(Primary taken from Foundation Colors Report or first 4 columns of Org Strengths Report)</i>	<ul style="list-style-type: none"> • Focuses on Strategy and Innovation • Generates Ideas and Concepts • Values the Welfare of People • Operates with Idealistic Outlook • Engages in Research and Development • Provides Vision • Sensitive and Creative 	<ul style="list-style-type: none"> • Focuses on Sales and Marketing Efforts • Influences and Motivates People • Seeks Recognition • Supports and Manages Change • Actively Communicates with Others • Acts Independently • Outgoing and Enthusiastic 	<ul style="list-style-type: none"> • Focuses on Operations and Production • Values Tactical, Short Term Goals • Takes Action on Objectives • Communicates Candidly • Produces Tangible Products • Makes Decisions Quickly • Practical and “Hands On” 	<ul style="list-style-type: none"> • Focuses on Organizational Process / Systems • Values Accuracy and Detail • Analyzes Data Thoroughly • Cooperative when Working with Others • Uses Plan when Acting on Objectives • Appreciates Stability in Environment • Cautious and Consistent
➤ Needs and Values	<ul style="list-style-type: none"> • Consideration of ideas • Creative imagination • Welfare of people • Self direction 	<ul style="list-style-type: none"> • Energy, enthusiasm • Flexible rules / policies • Spontaneous activity • Personal engagement 	<ul style="list-style-type: none"> • Clear goals • Tangible projects • Activity and forcefulness • Practical solutions 	<ul style="list-style-type: none"> • Stability and accuracy • Measurement and quality • Systematic approaches • Consistent defined procedures
➤ Usually Produces By	<ul style="list-style-type: none"> • Personal strategy • Providing vision / opps • Initiating by suggestion • Intuitive leadership 	<ul style="list-style-type: none"> • Personal influence • Cultivating support • Personalized benefits • Clarity of expectations 	<ul style="list-style-type: none"> • Direct supervision • Fast action & decisions • Team collaboration • Implementation of goals 	<ul style="list-style-type: none"> • Listening and mediating • Strong process orientation • Historical perspective • Democratic leadership
➤ Interests ➤ Preferred job activities ➤ Activities one enjoys or is attracted to. * From Name Tag Report	<ul style="list-style-type: none"> • Strategic Planning • Providing Vision • Stimulating Change • Innovative Design • Dealing with concepts • Focus on People • 1 to 1 Relationships 	<ul style="list-style-type: none"> • Communicating Ideas Verbally • Enthusiasm for New Projects • Engaging Others • Persuasion • Selling, promoting • Motivating and Developing People 	<ul style="list-style-type: none"> • Tangible Projects • Implementing the Plan • “Hands On” Activity • Making the Tough Calls • Building and organizing • Leading projects • Deciding and doing 	<ul style="list-style-type: none"> • Providing Systems and Numbers • Managing Processes • Quality and Follow Through • Analysis of details / data • Organization and Measurement • Fiscal responsibility