



# The Color Code: The People Code for Dealing Effectively With Different Personalities

*Taylor Hartman, Ph.D.*

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Everyone has a distinct personality pattern. Your personality includes specific ways of thinking, reasoning, feeling, and acting. Each person is born with a single core motive that remains stable throughout life. While your core motive never changes, you can use the insights you'll learn from *The Color Code* to overcome your natural limitations and develop strengths outside your innate personality. Why colors? Just as no color is no better than another, no personality is better or worse than any other they are just different.

While the idea of four distinct personalities is not new, most personality profiles focus solely on behaviors because they are observable and easy to document. Dr. Taylor Hartman discovered the revolutionary idea that each personality is driven by a motive. Knowing the core motivation behind behaviors is far more significant in assessing and understanding the person because it explains *why* people do what they do, not just *what* they do.

*The Color Code* (also published as *The People Code*) is unique because it explains personalities in terms of people's motives for action and offers you critical insights into the reasons why you behave, think, feel, and respond as you do.

This entertaining and informative audio seminar will forever change how you look at relationships, communication, and personal development. You'll gain valuable insights that will help you to deal effectively with different personalities and improve yourself at the same time.

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