

Community & Economic Development Strengthening Arkansas Communities

Understanding Personalities

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Introduction

One of the biggest challenges we face when communicating with others is that individuals often have very different approaches to life. A highly organized person may become frustrated with a co-worker who is creative but disorganized. An abstract thinker may be dismissive of a task-oriented person who cannot see the big picture. These differences can lead to conflict and communication problems. Understanding personality types provide one way to see how people make decisions and why they sometimes clash. They help us understand what situations are likely to stress particular people. And they can help us communicate more effectively based on a better understanding of ourselves and how we relate to others. *Credit to Michelle Collins & Julie King, 2004*

Target Audience

- EHC
- Adults

Objectives

- Understand your personality type (color)
- Understand others' personality types
- Recognize each color's unique blend of strengths
- Understand everyone is a mix of all four types
- Use understanding "colors" to better communicate with others

Main Teaching Points

- Definition of personality
- History of personality research
- Four personality colors' characteristics
- Representative occupations of each color
- How to communicate with each major color



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Handouts

Mulkeen, Patricia, West Virginia University Publication WLG 347. 2002. Clash or Coordinate? Understanding Personality Styles

Understanding Personalities Evaluation Form

PowerPoint

Understanding Personalities

Evaluation

Understanding Personalities Evaluation Form

Suggestions for Teaching

Have participants complete the evaluation

References

Keirsey, D. and Bates, M. (1984). Please understand me: Character and temperament types, 5th ed. Del Mar, CA: Prometheus Nemesis Book Company Mulkeen, Patricia, West Virginia University Publication WLG 347. 2002. Clash or Coordinate? Understanding Personality Styles