

THE COLORS OF OUR PERSONALITIES

Personality is a set of your characteristics in all areas of your activity, e.g. in experiencing (perceiving, feeling, thinking) and behaving. Personality is also called character. Your personality is unique and inimitable, but you can be very similar to others in individual features. Just as we try to categorize colors, we also try to categorize personalities.

The core of the personality is the tendency of the organism to satisfy its instincts to the maximum, while minimizing all forms of punishment and feelings of guilt. The basic driving force is instinct. Instinct is an innate behavior that is characteristic of all people



(breathing, eating...). They have a certain energy, which, due to the action of thinking, is transformed into thinking or mentality. Instincts also have a definite origin and goal. This means that we satisfy the instinct with some object (if I'm thirsty, I drink water...). The second element of the theory assumes the origin of punishment. Guilt requires punishment. With defensive behavior, we reduce feelings of guilt and at the same time achieve our

goal of satisfaction.

Ancient thinkers recognized four temperaments, namely, according to the beliefs of the time, people are divided into sanguine, choleric, melancholic and phlegmatic. Together with Claudius Galen, the father of medicine, Hippocrates, linked an individual's personality to the lack or excess of body fluids. They connected the four earth elements with bodily juices and came to the conclusion that air is associated with blood and sanguine, fire with bile and choleric, water with phlegmatic and phlegmatic, and earth with black mucus and melancholic. It is clear that people who can be attributed the characteristics of only one temperament are extremely rare.

Among other things, Carl Gustav Jung also dealt with the recognition of different personality types. In his categorization, he first focused on two aspects: everyone falls into one of two groups - introverts or extroverts. At the same time, he emphasized that no one is only an introvert or only an extrovert, but it is nevertheless possible to determine belonging to one of the groups. Although the two terms are often used today to describe shy, quiet people on the one hand, and loud, sociable people on the other, Jung's original idea was different. According to him, introverts are those who spend too much time with other people exhausting them, and the time they spend alone fills them with energy. Meanwhile, the opposite is true for extroverts: the thought of being alone kills them, but socializing gives them energy.

Jung's personality typology was summarized in the 1920s by Katherine Cook Briggs, who then, in collaboration with her daughter Isabel Briggs Myers, produced a categorization of personality types, which is still one of the most widely used today. It is a division of traits into four categories, and within each category people are divided into two groups. In this way, we get 16 personality types, which psychologists call after the initial letters of the dominant traits. The theory of personality, presented with the help of four basic colors (yellow, red, green and blue), derives its content from the American theory of F. Littaer, the author of many books on personalities. Namely, each of the four colors represents innate personality traits that are common to people of a particular color. It should be noted that all people are a mixture of several colors, and only one (basic) determines our way of behaving and setting priorities.

THE COLOR YELLOW symbolizes the sun, light, energy, optimism, warmth. And this is also the nature of the yellow personality type. His primary need is: To have fun. In fact, whatever he does, he does it in a fun and playful way. He is interested in people, and spending time with them fills him with new energy. He has a need to express his ideas, creativity, emotions and feelings. He talks a lot and likes to be the center of attention. He often takes the role of motivator or entertainer. His weaknesses, which stress other personality types, are: disorganization, superficiality, excessive optimism, aimless verbiage, forgetfulness and indiscipline. However, he is most often stressed by people who are introverted, rarely talkative, inaccessible, reserved, cold, aloof and bullies (blue personality type).



The yellow type of entrepreneur is people-oriented in business, often for socializing and exchanging business ideas. He is passionate about the business, which gives him the opportunity to express his uniqueness and imagination. Additional elan is given to him by the praise and recognition of the people he works with and is surrounded by. In his work, he is often disorganized and a bit superficial, as his projects often remain unfinished. Nor does he have an excessive desire to pay attention to detail or achieve perfection. Boredom, routine and strict (rigid) rules bother him in business and in life. The level of risk taking is quite high and sometimes reckless with the yellow personality type. He is prone to creativity, spontaneity and flexibility at work. He knows how to think outside the box and every idea, no matter how impossible, seems feasible to him.

THE COLOR RED is a symbol of power, control, love, blood, fight and fire. This is also the innate nature of the red type. He is driven by the desire to: Have control! In



fact, whatever he undertakes, he wants to take control and the position of leader. With the red personality type, his level of maturity plays a very important role. He is goal-oriented, so he is not very interested in people as such. Unless they represent an effective means to an end. He has a need for power and proof, so he often takes on tasks that others find impossible. He often takes the role of leader and decision maker. His weaknesses, which stress other

personality types, are: arrogance, impersonality, autocracy, speed of action and cut off communication. He is most often stressed by people who are lazy, procrastinate, talk more than they do, are slow, don't follow him, and those who, in his opinion, complicate things too much (most often the green personality type).

The red type of entrepreneur is also people-oriented in business, but unlike the yellow type, for business and personal goals. He works in a structured and logical manner in his work environment. He devotes his time to carefully gathering information, facts and arguments. He likes to work with people who, like him, are goal-oriented and know what they want. He is interested in a job that provides status and good pay. It is important for him to be able to progress and prove himself. Its organization is messy but effective. At work, he tends to lead, compete, control and be productive. If things don't go as he envisioned, he becomes overly impatient. When he cooperates with business partners, he is most often disturbed by their inefficiency, indecisiveness and waste of time. He sets high goals for himself, which can also be risky and are most often written (only) in his head. It may violate your agreement or rules if they do not produce results. Red types of entrepreneurs are characterized by the opinion that the end justifies the means.

THE COLOR GREEN is reminiscent of nature, calmness, spaciousness, relaxation and harmony. This is also the innate nature of the green personality type. His primary need is: As little stress as possible! He works hard under pressure and does not like quick decisions. When he settles down somewhere (in a relationship, at work, in society,...) he doesn't want to change anything. He is a good listener and observer, so he quickly recognizes the atmosphere in the room he is in. It is more focused on people and relationships than on tasks and goals. He likes to take care of others, so he excels in support functions. His weaknesses, which stress other personality types, are: slowness, no sense of urgency, procrastination, stubbornness and sometimes laziness. He is most often stressed by people who are too fast, arrogant, patronizing and demand constant action (red personality type).



The green type of entrepreneur is more task-oriented in business, although he also pays a lot of attention to building relationships. He likes a working environment where team spirit prevails and cooperation is possible. He likes to work with people who are responsible and reliable. But they don't like people who criticize them, put pressure on them, demand constant changes from them, or treat them patronizingly. He likes to use the system very much when organizing work and time. He likes to follow proven rules and equally trustworthy business partners, clients or colleagues. He often prefers to set daily goals, short-term and with minimal risk. In the business world, he is most disturbed by insensitivity, impatience and arrogance.

THE BLUE COLOR is reminiscent of the sea, sky, ice, bureaucracy and uniforms. Introversion, self-sufficiency, discipline, high ethical and moral values are the qualities by which we recognize the wise type of personality. His guiding principle is: Do things right! In fact, whatever he undertakes, he strives for perfectionism and perfection. Because he has very high expectations of himself and others, he prefers



to work alone. He doesn't like to take responsibility for things he can't influence and make perfect. He has a need to demonstrate his intellectual abilities and likes deep discussions. His weaknesses, which put other personality types under stress, are: perfectionism, arrogance, few words and vindictiveness. He himself does not like people who, in

his opinion, are too superficial, loud, talk too much and are disorganized (most often this is the yellow personality type).

The wise type of entrepreneur is task and process oriented in business. He likes to work in a field that requires him to pay attention to details and work with graphs, analyses, and research. He likes to work with people who are capable and think carefully before they speak. He prefers to communicate in writing (via e-mail), so that he has a clear correspondence of agreements and promises. He likes people who understand his need for order and peace. At work, he is very critical and reserved towards ideas, innovations and business partnerships. He knows how to set goals clearly and well, but with a very low level of risk. It is very organized, everything is in its place and perfect. In business, he is disturbed by intrusive people, unpredictability and lateness.

We will learn more about the way of changes in life at our **RECREATION MOTIVATION MEETING** on the island of Murter in Croatia, where in addition to daily motivational meetings, we will also conduct recreational trips and visits to attractions. The recreational and motivational weekend on the island of Murter is intended for all those who are attracted to new thinking and perspectives, both on the expansion of personal aspects as well as on the initiation of personal desires and understanding of what is happening beyond static thinking. around the most beautiful part of the Adriatic, the Kornati archipelago, cycled along the coasts and bays of the island of Murter and got to know its "wooden shipbuildings" and spiced up the last evening with a culinary surprise!

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AND THE DIVINE KORNATI!!!!!!!**

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