

## Transcript for Webinar: Introduction to Insights Discovery

### **Slide 1: 0:00 – 0:52**

Welcome to this webinar on an Introduction to Insights Discovery. In this webinar you will learn about the Insights four colour energies and you'll learn what type of personality the four colours represent and what they look like when taken together.

The four colour energies and the Insights Discovery profile that you've been given all talk about your preferred way of working, of communicating, and of building relationships with others. So, it's about preferences, not skills, and so it's worth just spending a moment thinking about your preferences. What do we mean by that word? The best way to demonstrate that is to ask you to do something.

### **Slide 2: 0:52 – 1:27**

I'd like you to get a pen and put it in the opposite hand which you normally write and just write your name down, and just see how it feels, how natural does it feel to be working with your opposite hand, the one you don't normally work with. Is the result legible? Are you able to read it? Are other people able to read it? This is your preference for working and we each have a preference. We each have a particular way of wanting to operate in the world, and what we're going to do today is talk about those preferences and understand whilst we might prefer to work in those ways, there are other ways of working as well, and so by understanding how we prefer to work it gives us actually greater latitude to also see the opportunities and the possibilities for working in different ways.

### **Slide 3: 1:27 – 2:22**

Here is a whole list of different words that start to identify different types of personality traits, different characteristics. Some of them will jump out at you as being very much you. Other ones are perhaps less you or perhaps desirable, but you know aren't actually you. What I'd like you to do is just take a moment to think about how many of those words apply to you, how many blue ones, how many green ones, how many yellow ones, and how many red ones and just take a moment to do that. Once you've done that you might find that there's one or two colours that stand out as ones which are more dominant, that really do reflect your personality, so you might be in more blue or more green or more yellow or more red in terms of the words that you've chosen. What we've started to do here is introduce you to the four colours that Insights Discovery use.

### **Slide 4: 2:22 – 3:32**

So, let's explore that a little more. The first colour, the blue, we actually call cool blue and it's about a preference for working where you show no bias. It's about being objective; it's about being detached from the situation. The green, which is called earth green, is about being more still and tranquil and calming and soothing. It's about being able to create that atmosphere. It's what Earth green tend to prefer to work in. Sunshine yellow is about being cheerful, uplifting, spirited, buoyant and then finally fiery red is about being positive, affirmative, bold, assertive.

So, you can see by now how those four colours start to describe different types of personality and you may have, as I say, one or two or even three colours that tend to reflect your personality, but there may be one that certainly seems your lowest or one that doesn't seem so present in your personality. I think it's important to remember that all of the colour energies are in your personality.

### **Slide 5: 3:32 – 5:06**

Another way of thinking about which one is your lead energy is to look at what your characteristics might be on a good day and that's what this little wheel is representing. So, we have four colour energies represented again with new words this time and just think, as you read through the words, which one appeals to you more. You might find it easier if I just talk about the little mantras that sit alongside them. So, for fire red it's about being brief, being bright, being gone. It's about getting on with it, getting into action, making it happen. For sunshine yellow it's about involvement. People who have preference towards sunshine yellow really want to be involved, whether it's a discussion, a brainstorm, a party. It doesn't matter what it is, they want to be involved. The earth green is about showing them that you care, that you're genuinely interested in other people, and they want people to be interested in them, genuinely interested. The last one is cool blue, which is about giving them the details. They want details because it provides facts and it enables them to get to the right answer. So staying with what you think is your highest or your dominant energy, for now, think about how actually on a bad day you might come across to people or maybe these are things that you know are going on for you and

you need to sort of cover up if you like. So just look at that dominant energy that you chose and just think whether those words really apply to you.

**Slide 6: 5:06 – 5:24**

What we'd like to do now is think about those four colour energies and recognising, as they say, that all the four colour energies exist within us, actually how do they stack up for you? How do they correspond to each other?

**Slide 7: 5:24 – 6:32**

The way we'd like to do this is to think about the thinking behind the Insight Discovery profile and think about the theory that Jung brought to us in the 20th Century. He codified the way that people operate their psychological preferences and he talked about there being three pairs of those preferences.

**Slide 9: 6:32 – 7:54**

First one was around introversion and extraversion and this is about how we relate to the outside world, how we react to our outer and inner experiences. The second preference is about thinking and feeling, which is about how we make decisions. The third one is about sensation and intuition., it's about how we take in information about the outside world and how we process it. What we're going to do is just take you through each of those three preferences so that you can see whether you have a preference towards introversion or extraversion, thinking or feeling, sensation or intuition, and you can see how strong that preference is, and how then later they refer back to and relate to the colour energies. So, the first one, introversion and extraversion. Let's look at introversion first. Introversion - people who prefer introversion are very much within themselves. They very much know what's going on for them, their inner reactions. They don't feel the need to share it with everybody else. They know their own thoughts, their own feelings, and they like a reflective space in which to explore that. They are seen as quite quiet. They have quite a quiet and calming presence on the world and they're quite good at responding carefully. They really do listen, and they listen without interrupting. Because they get their energy from within themselves, it's almost like that energy is zapped by other people when they're interacting with them. They become drained and tired when working with other people, particularly strangers. They need time to gather their thoughts before speaking. It's best not to bombard them with information and they really do like working in a one-to-one situation. They also prefer information ahead of time. They don't want to suddenly be bamboozled with lots of information and be expected to act on it immediately. They want time to reflect and get their thoughts and feelings together and they can be seen as quite difficult to get to know because they're quite private. They keep a lot on the inside and they don't feel the need to share it all.

**Slide 10: 7:54 – 9:11**

The other extreme along this continuum is around extraversion. So people who prefer extraversion are active and energetic. They're enthusiastic. They love thinking on their feet. They are people who talk a lot. They tend to be verbally skilled and they're easy to get to know because they give a lot of themselves, a lot of information that they share. They're very happy to speak out at meetings and they do it readily. And they like lots of information, including feedback. They want to have information from other people because it helps them understand how the external world is experiencing them. It's another source of information for them because it's mostly without themselves rather than within themselves. They like lots of interactions, they like diversions. They make all the tangents. And they really do like being in a lively group discussion. They can share their thoughts quite happily there. Possibly because they can respond rapidly. They like thinking out loud. Often extroverts are described and often criticised, actually, for thinking out loud because it's almost like their thoughts aren't known to them until they speak them out loud. It's only once they're spoken they can sort of assess them and work out whether that's what they really meant to say. Can get them into trouble, though. And because of all of the above, I guess, they tend to talk more than they listen.

**Slide 11: 9:11 – 10:07**

So, what we'd like you to do is think about that attitude, that preference between introversion and extraversion and think about, where would you sit? If you had to put yourself one side of the line or the other. Is it towards introversion? That quiet, inwardly focused, intimate, reserved, thoughtful, cautious self, or is it more towards extraversion, which is about being talkative, gregarious, outspoken, and bold? You might find it useful to go through each of these different words and draw across the line. But overall, where do you sit at work, which

side of the line would you sit? Often, we get asked whether it's possible to be completely down the centre. It is, it's called being an ambivert. And you'll be able to find more information on that if you look online. But for the purposes of this seminar, let's look at introversion versus extraversion. Where do you sit? Take a note of that.

**Slide 12: 10:07 – 10:16**

The second preference that Jung talked about was that which helps us make decisions. Do you make decisions through thinking or through feeling?

**Slide 19: 10:16 – 11:55**

So, let's look at thinking first. People who prefer thinking tend to quite like honest and frank feedback. They deal with facts, so there's no reason not to give frank feedback because it's facts. It's not something that people should take personally. They like to analyse and evaluate and critique the information that comes their way. They like to really be in full receipt of all of the facts, the information, and data. They tend to be quite objective and quite principled. And they'll often have quite a clear-thinking process and know how to make the decision because of the process to derive at it. And a good example of this, is somebody from a thinking process goes and buys a car. They don't just turn up and sort of see how they feel on the day. They'll have a defined set of criteria. So perhaps miles per gallon or how environmentally friendly, is the colour, all sorts of things. But it's a defined list of criteria they will work through. People who have a preference for thinking are genuinely interested, as you would imagine, in people's thoughts not their feelings and ask how do you think about that? What do you think? Rather than not how do you feel? And they want to know why. They'll keep asking why until their curiosity is satisfied. They tend to be quite good at spotting flaws and inconsistencies in an argument and will state it quite bluntly because, again, it's factual. It doesn't need to be taken personally. And they tend to be quite comfortable with debate and challenge, whether that being written for more or spoken out loud in a meeting. And they obviously trust competence and expertise. So that's the thinking preference.

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Those who prefer making decisions through feelings, on the other hand, tend to be people who almost can't help themselves but take an immediate and personal view of a situation. They like to know the full story. They like to know the case history. They perhaps even like the gossip. And it all helps them to come to a conclusion of the decision that they want to and think most appropriate. They really do like to show appreciation and care for other people. They're genuinely interested in other people. And because of that they can sometimes find it quite difficult to tell people unpleasant things. They are quite adept at focusing on the atmosphere. So, they'll know whether or not there's an atmosphere in a meeting or a room or a party or any interaction between people. Because they seek harmony. And they really are interested and appreciate other people's perspective. It helps them get a better understanding of what the decision needs to be.

**Slide 21: 12:56 – 13:15**

And they do like cooperation. They do like collaboration. So once again, I'd like you to think about where your preference lays. Is it towards thinking, which is at the top there, or feeling which is towards the bottom? We've got some words that hopefully will remind you what the two different ends of that continuum look like.

**Slide 22: 13:15 – 13:39**

And again, just place across, whether it's above the line or below the line, overall of where your preference sits at work when it comes to the decision making.

These two lines then can be placed on top of each other, and we start to then see how they relate to the four colour energies. So, we have introversion and extraversion along the horizontal and thinking and feeling along the vertical.

**Slide 23: 13:39 – 15:39**

Now if you just place your crosses and then join them together, you'll see that you sit in one of the quadrants, and that will be indicating where your preference sits. So, for example, if we take those combinations and look at the combination of introversion and thinking, then that's the cool blue. So that's the task focused, the being calm under pressure. The next one is the combination of extraversion and thinking which is about being high activity, being quite logical, wanting to make things happen. The next one is about the combination of introversion and feeling. And this is about liking harmony and consensus and reflection. And finally, the

sunshine yellow is the combination of extraversion and feeling. And this is about sociability, action orientation, liking to be involved, etc. So that's how the different preferences we've explored so far work together to come up with those four colour energies.

You'll be seeing quite strongly now, I'm sure, what your top energy is and what your lowest one might be. And it's quite easy to see on here that opposites actually happen along the diagonal. So, if you think about cool blue, the opposite of cool blue thinking, introversion and thinking, should be the opposite which is extraversion and feeling, which is sunshine yellow. And that's what people often see is if you think about those characteristics of cool blue, which is about the being calm under pressure and thoughtful and objective and very rational and compare that to its opposite which is sunshine yellow, which is about people and relationships and being much more spontaneous. You can see how those opposites work. Likewise, with the earth green and the fiery red. It's just worth noting at this point that's how the opposites come about when we're looking at this preference. We'll be talking more about that in other webinars.

**Slide 24: 15:39 – 17:10**

So, we had a third set of preferences, which is the sensation and intuition. And this is about how we take in information and how we process information. So here we have a picture. Just make a note of some words that come to mind as I show you this picture. For some people when they see this picture, they'll be using their senses. They'll be very much, very looking at the here and now and saying, right, that's a picture. It's two horses. It's three ears that I can see. They're noses touching. Appears to be a sun in the sky, an orange background. Very, very factual. Very factual. And that's showing a preference towards using senses or sensation. And we'll come back to that in a moment. Other people will work quite differently. They'll take in information in a very different way, which is about using their sixth sense, or intuition, gut feel as we sometimes know it. And for those people they see this picture and yes, they know it's horses and what have you, but they bypass that information because it takes them somewhere and they make a leap of thinking or feeling to somewhere else. And so, they might come up with words such as it reminds me of the new forest, it looks like dried grass, reminds me of being in the hazy sunshine at the end of the summer. Words like that, love, affection, all those sorts of words often come up when you ask people to think of words when they come from that preference, which is the intuition preference.

**Slide 25: 17:10 – 18:12**

So, let's look at that in a little bit more detail. So, people who prefer the facts and use their senses are those who prefer sensation. They do see the facts. They do want details. They do want concrete examples. And they very much relate the information that's being presented to them to what's happening now or what happened in the past. They prefer and use practical plain language. They don't like to flower things up. And because they can't see the future, they don't tend to trust long-term strategic communication. They like to trust what's tried and proven, and if you ask them to start putting a plan in place for the future and a vision of the future, the way they'll do it is to start at the beginning from what they know, what they can see. And they will then take one step at a time outwards towards that future. As I say, they tend to be quite specific and literal in the way that they speak, write, and listen. And they're quite observant and attend to details. That's those people who prefer sensation.

**Slide 26: 18:12 – 19:40**

At its opposite extreme we have people who prefer intuition. So, this is the people who when seeing the horses take that sort of leap to reminding of them being in the new forest or in summer or what have you. And they tend to be people who are quite happy with the overall picture. They like to see how the parts fit in, but they don't need to know the detail of all of the parts. In fact, they become quite bored with the details. They like to brainstorm and play with ideas, and they like seeing the big picture and they like being able to see the patterns in what's being presented to them. They thrive on change, new ideas. They love variety and often when you're talking to them, they can seem to jump across topics. They don't have a linear discussion. It just jumps all over the place. They quite like models and theories because it does provide a framework that they can refer to. But they don't like anything that limits them. They like the world of possibilities. They like being able to believe anything is possible. And they tend to be happy starting anywhere. You don't need to start at the beginning with somebody who prefers intuition. They'll be happy with the vagueness. They'll fill in the other parts of the picture themselves. And they can be quite abstract in their thinking. And I'm sure you can start to see how on this particular preference between intuition and sensation just how different the communication between people coming from these two extremes might be. So, one is the one coming from sensation, feeling

very much needing to talk about the facts and the here and now and those coming from intuition very much about the future and the possibilities and just what could be.

**Slide 27: 19:40 – 20:12**

So once again, it'd be great to sort of understand what your preference is. Is it sensation or is it intuition? Again, you might be feeling like it's somewhere down the middle. But just see if you can nudge it one way or the other. And for some people it's very strongly one way or the other.

**Slide 28: 20:12 – 20:36**

So, by now what we've done is we've looked at each of the three preferences that Jung talked about and how he codified people's psychological preferences, and we've started to see how that relates, first to how it relates to the four colour energies. What I'd quickly like to do is just show how the last one, sensation and intuition, relates to those four colour energies.

**Slide 29: 20:36 – 21:45**

And the answer is that actually we start to see some blurring between the personalities. We start to see that actually the four colours may for some people be a real mixture. And rather than sitting absolutely in cool blue or absolutely in fiery red as the dominant one, they may feel that actually it's a blurring between the cool blue and the fiery red or a blurring between the sunshine yellow and the earth green. And so, we take account of that by starting to introduce you to eight colours. And you start to see that whilst the four colours still remain, the blue, the red, the green, and the yellow, you can still see them within them, you also have an introduction of other colours, the purple and the orange, etc. And because they're difficult to describe colours at this stage, what we actually do is we start to give them names. And so, we get the introduction of names such as reformer, observer, coordinator, supporter, helper, inspirer, motivator, and director. And you'll see those names in your profile when we start to look at the wheels and graphs.

**Slide 30: 21:45 – 22:20**

And what you can also see is on this slide is the intuition and sensation, or sensing as it is on here, actually exists everywhere in this circle. And you'll start to get quite used to the wheel, as we call it. Because intuition and sensation aren't directly correlated to any parts to introversion or thinking. They exist everywhere. You can have somebody that comes from cool blue that has a preference towards sensation, equally you can have somebody who comes from cool blue that has a preference towards intuition. It sort of represents that in this circle.

**Slide 31: 22:20**

Thank you.