

Frontal Left Preference: the Greens

- Think before speaking, very considerate of language and use of words
- Naturally investigative, usually looking for proof, evidence, data, background details
- Poker faced – tend to keep their emotions underneath the surface
- Use tentative language – “I think..”, “..perhaps..”, “..that depends..”, “..we need to look at the details..”
- Think through contemplation and silent analysis: when they understand they're quiet, when they don't they'll ask a question
- Enjoy solving complex puzzles, codes, formula, mathematics
- Perfectionists, like to do a thing perfectly well just so that it is done perfectly well
- Don't like to repeat themselves, or raise their voices unnecessarily
- Why? Why? Why? What's the purpose?
- Networking seems to be a pointless pursuit
- Great help in their field of expertise, otherwise prefer not to comment
- Tend not to offer assistance but happy to help if asked
- Can be very difficult to 'read' in a relationship
- Their approach to relationships can be somewhat 'formulaic'
- Gifted with 'things' rather than people – highly conceptual & theoretical

Frontal Right Preference: the Reds

- Pattern recognition
- Creativity
- Spontaneous, think on their feet
- Prefer freedom and autonomy rather than rules and procedures
- Eager to speak first, join in the conversation
- Fidget; they think through movement and activity
- Piles of paperwork – they have a 'piling' system
- Seem somewhat chaotic or unstructured to the other person
- Can sometimes switch off their attention if they're not the one speaking
- Turbo speed, love to do things at the last minute
- Unexpected decisions – if it's fun they're 'in'
- Fire fighting approach to tasks – “I'm Spartacus”
- Prefer the worlds entrepreneurial activity, capital raising, deal making – natural born negotiators
- Prefer to act then think and/or take the initiative
- Tend to speak using metaphor or allegory

Basal Left Preference: the Yellows

- Sequential, here and now, real data, what's actual
- Prepared, ordered, punctual, filing systems, sequences, labelling
- List makers – holiday, work, agendas (and spare agendas)
- Value teams and team contributions
- Very family oriented
- Prefer formal approach (work / life balance)
- Planning, tick-boxes, prefer specific, measurable tasks
- Quality is key, audit, compliance, contingency planning
- Rule makers / observers
- Process driven; why reinvent the wheel?
- Prefer advanced notice
- Likely to relate to insurance as a concept and perhaps a career
- Pre-warn them of changes
- Democracy, fairness, traditional, classic choice of clothing, etc.

Basal Right Preference: the Blues

- Harmony is important
- Emotionally expressive - “wear their hearts on their sleeves”
- Think through dialogue, if they understand they talk
- Helping all the time, tend to put others ahead of their own needs
- Friends most important, people come first, work comes second
- Listening, empathic, an intuition about people and how they're feeling
- Can be very spiritual, at one with nature, caring for animals
- Great at offering counsel to friends or in their jobs, likely to be teachers, especially in early years education
- Natural ability to handle people
- Can spot incongruence in people and their actions
- Great supporters of the other person's accomplishments
- Everyone needs a blue friend- loyal, tend to be tactile: 'touchy feely'
- Social animals, very chatty and personable
- How you say it is more important than what you say; they can read non-verbal language and tone naturally
- Appreciative of colour, accessories, interior design, the look of something