

Frontal Left Preference – The Greens

- Think before speaking, very considerate of their 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 for its own sake
- Don't like to repeat themselves, or raise their voices unnecessarily
- Why? Why? Why? What's the purpose? Would rather connect with data than people, networking seems to be a pointless pursuit
- Are of 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 and theoretical

Frontal Right Preference – The Reds

- Pattern recognition; can almost 'see' events happening ahead of time, connections
- Creativity; on the spot, act then think along the way, get moving then adapt, spontaneous, think on their feet, driven by ideas and new opportunity, prefer freedom, autonomy rather than rules and procedures
- Eager to speak, join in the conversation, contribute to demonstrate understanding, restless desire for change and excitement; think through movement and activity
- Piles of paperwork – they have a 'piling' system that may seem somewhat chaotic or unstructured to the other person
- Can sometimes switch off their attention if they're not 'active' in the conversation
- Turbo speed, love to do things at the last minute, the thrill of the deadline
- Unexpected decisions – if it's fun they're 'in'
- Natural 'fire fighters' in business, can bring order to chaos instantly
- Prefer entrepreneurial activity, capital raising, deal making, natural negotiators
- Tend to speak using metaphor or allegory, build bridges of understanding
- Use imagery, descriptive language to develop understanding
- Can adapt to any environment, big picture thinkers, naturally imaginative

Teetch Cognitive Style Descriptions

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
- Detailed, fine motor skills, the intricacy of activity
- Very family oriented, traditional group events
- Prefer a formal approach, by the rules, official and documented activity
- The most likely to have a work-life balance
- Planning, tick-boxes, prefer specific, measurable tasks, absolute clarity
- Quality is key, audit, compliance, contingency planning
- Process driven, re-use, learn from the past; why reinvent the wheel?
- Prefer advanced notice and scheduled change
- Likely to relate to insurance as a concept and perhaps a career
- Democracy, fairness, responsible, reliable, traditional or formal clothing
- Use highly specific tools for tasks, precise, manufacturers, craft work

Basal Right Preference – The Blues

- Harmony is important, how people work together, get along.
- 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