



Tracy Flynn Bowe

NEW DIRECTIONS

32104 County Road 1, St. Cloud, Minnesota 56303
www.tracybowe.com | www.newdirectionsct.com
P 320-654-0001 | F 320-654-0002

The Yellow Personality

The “Let’s Do It Differently” People

Yellows are self-confident personalities. The words that apply to Yellows are self-reliant, self-respected, self-made, self-motivated, self-esteem, self-starters, and self-fulfilled. They believe in themselves and their capabilities, and they rely heavily on their intellectual abilities. Yellows know that if they put their mind to something, they can accomplish it. Their philosophy is that if they believe it, they can achieve it. When you combine these strong Yellow characteristics with their ambition, they are truly capable of transforming their dreams into accomplishments. Yellows are true visionaries and conceptual thinkers. They find great pleasure in thinking about the future and just letting their minds wander, exploring the world of endless possibilities.

Yellows are challengers, and their primary purpose in life is to make a difference. They are not shy when it comes to challenging authority or the establishment’s way of thinking. The drive behind the Yellow’s need to challenge is they want to know why and how things work so they can make them better. The motto of the Yellow is to think-out-of-the box. Their need to challenge is not only directed at others, it is also self-directed. They are always escalating their standards and personal expectations. They are the personalities who dare to do things differently just to see if they can do it better, or to see if there is a more effective way. They are compulsive about improving things.

Yellows are often described as nonconformists and mavericks. And, even though they may learn to look as if they are conforming to the conventional way of doing things, they are truly square pegs trying to fit into a round world. Yellows need autonomy and independence. They live by their own internal rules and code of conduct. They have very high principles and values, and will challenge anyone or anything that questions either. They are not compliant personalities and are not easily influenced by others or by traditional limitations. Yellows march to their own drummers.

Yellows need the freedom to utilize their intelligence, to pursue their quest for knowledge and wisdom, and to continue to develop their competency by acquiring new skills and expanding their capabilities. They are deep and innovative thinkers. For Yellows, being an expert is not the only thing, it is everything. They are very demanding on themselves and will not settle for anything less than perfection. They view life as something to master. They are the perfect scientists because of their need to comprehend, predict, and explain both concepts and realities. Research is their forte. They are driven by the need to understand.

Yellows live to solve problems in order to create better systems and procedures. In fact, the more complicated the challenge, the better. For a Yellow, problems offer the opportunity to exercise their minds and expand their intellect. Yellows pride themselves on their problem-solving skills and realize that identifying the problem is only half of the equation—finding the best solution is the other half.