

4 PERSONALTY ASPECTS

Keep the preferences + triggers in mind of each!



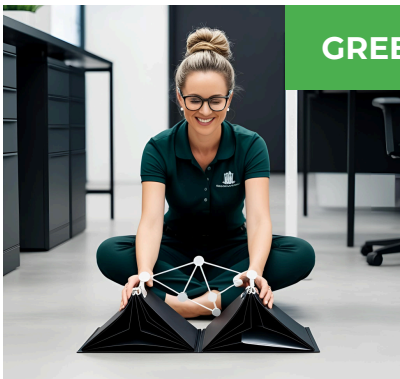
GOLDS

Golds approach life in an organized, systematic way. They appreciate **punctuality, details, clear goals, professionalism, efficiency, concise content, and usually have a high expectation for excellence!** Golds might be “triggered” by speakers that aren’t prepared, start late, troublesome tech, confusing logistics, things that feel “thrown together” or content that feels “light” or irrelevant to their position. They tend to be the “color” that focuses just a little more on the “perfect” and the not so “perfect” in the details!



ORANGES

Oranges take their own, free-flowing approach to life! They appreciate **flexibility, networking, a sense of playfulness, and not having to sit too long in one place.** They might be “antsy” if content is too heavy, sitting too long, or if they aren’t contributing much to the environment. Think “busier” energy folks- who benefit from things that require shorter attention spans, engaging opportunities and the ability to “pop in and out” if they feel they need to! Oranges are the most likely to “go with the flow” with no problem!



GREENS

Greens are matter-of-fact, “no fluff” people (like the Golds!) and prefer a straight forward approach who will appreciate **expert speakers, optional interaction, and useful and relevant data and resources.** They’re looking for choices that “make sense”-from logistics to content, and they don’t mind functional utility over the “wow factor”. Greens are the “color” most likely to judge an event as a good use of time based on content quality and proven expertise. Provide that-and they’ll know attending was a great choice!



BLUES

Blues look to maximize connection in their lives! They are the relationship-driven people who appreciate **opportunities to learn from people in their industry, make friends out of strangers, and learn exciting new things to strengthen their team.** They are looking to talk and share and of all the “colors”, Blues are the most likely to be enthusiastic about the event. Logistically, they are the most influenced by their second “color”. Give them quality content and a chance to plug-in to colleagues, and it’s a hit!

“Color” Challenge:

Reflect on what you know about the people you are designing an event for: what is the industry? Are there any characteristics these people might share? What color might those characteristics be indicative of? If all “colors” are represented, how might you start planning with ALL colors in mind?



REACH OUT TO TAKE THE FULL TEST!

ALLISONMCCLINTICK.COM