

TAYLOR HARTMAN PERSONALITY PROFILE
Comprehensive Analysis

for

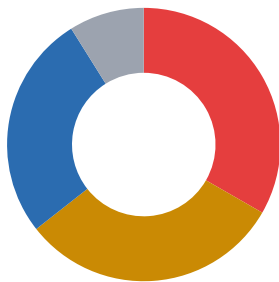
Friend

RED

Driven by Power

Report generated August 10, 2026

Your Score



Red	33.3%
Yellow	31.1%
Blue	26.7%
White	8.9%

Congratulations **Friend!** This Color Code Assessment Report has been specifically customized for you. We will refer back to these results throughout the report. From your answers, we have determined your innate strengths and limitations, needs and wants, and core and secondary colors. You are a core **RED** personality motivated by **POWER**, with a **YELLOW** secondary color. In addition to heightening your self-awareness, this report will give you insights and suggestions on creating more successful and rewarding relationships, both personally and professionally.

Life is the most exciting journey of all. To understand the vital role the four personalities play in our lives notably enriches the experience. After all, life is all about relationships, and the success

of those relationships depends on how you relate to the individuals involved. Understanding yourself and others, and learning how to properly use that knowledge, is a critical skill of success that will benefit you and those around you.

This is what your Color Code Assessment Report was designed to help you accomplish. We encourage you to seriously consider how you can apply this information to improve your relations and life.

Strengths & Limitations

RED

STRENGTHS

- Decisive
- Confident
- Action-oriented
- Responsible
- Determined

LIMITATIONS

- Arrogant
- Bossy
- Impatient
- Insensitive
- Demanding

BLUE

STRENGTHS

- Loyal

LIMITATIONS

- Worry-prone

WHITE

STRENGTHS

- Kind

LIMITATIONS

- Indecisive

YELLOW

STRENGTHS

- Outgoing
- Enthusiastic
- Playful

LIMITATIONS

- Self-centered
- Naive
- Flighty

Your Personality Style as a RED

As a RED, you are driven at your very core by the motivation of POWER. Power simply means moving from point A to point B and making things happen. You seek productivity and have an innate need to lead, direct, and accomplish. All of your behavior stems from this fundamental need to control your environment and produce results.

You are a natural-born leader who thrives on challenge and competition. You are confident, proactive, and visionary in your approach to life. When you see something that needs to be done, you don't wait for permission - you take action. Your decisiveness is one of your greatest assets, allowing you to cut through indecision and move forward when others hesitate.

You value respect above all else in relationships. You would rather be respected than loved, and if you can't respect someone, you will struggle to maintain a meaningful connection with them. You are direct in your communication and expect the same from others. Beating around the bush frustrates you - you want the facts, stated clearly and concisely.

Your task-oriented nature makes you exceptionally productive. You are a workhorse who gets things done and expects the same level of commitment from those around you. However, you can resist doing anything that doesn't interest you or offer personal incentives, which can create friction in relationships where others need your engagement on matters you find unimportant.

You have a remarkable ability to see the big picture and chart a course toward your goals. Your confidence and assertiveness inspire others to follow your lead. However, you must be mindful that your directness can sometimes come across as insensitive or aggressive, particularly to those who process emotions differently than you do.

Your driving core motive forms the essence of who you are. It is the innermost reason for your behavior and influences the way you see and interact with the world around you. Understanding your driving core motive is the key to getting yourself.

Quick Lesson on Motives

1. Motives are the innermost reasons behind your behavior and form your innate personality.
2. Your driving core motive influences your behavior and acts as the lens through which you see the world.
3. Driving core motive is not linked to heredity or environment.
4. You have only one core personality, driven by one singular core motive, though you may have strengths and limitations from more than one color.

Remember, as a **RED**, you are motivated by **Power**.

Your Role as a Heavy Weight

Both REDS and BLUES are classified as heavy weights because they spend their lives trying to control others and outcomes. They set high standards and insist on meeting them. Heavy weights are critical to the balance of life, providing structure, quality, and direction.

Your Secondary Color: **YELLOW**

You are a core RED with a secondary YELLOW. You are arguably the most charismatic and high-energy of all the RED combinations. You lead with confidence, move with enthusiasm, and bring a magnetic quality to everything you do. People are drawn to your vision, energized by your optimism, and often surprised by how much you can accomplish while making it look effortless.

In work settings, you are a natural entrepreneur and leader. You are quick to see opportunity, fast to act on it, and compelling enough to bring others along. You thrive in environments where results matter and energy is welcome. Your YELLOW secondary gives you a social intelligence that helps you inspire and persuade in ways that pure REDs can struggle to achieve.

In relationships, you are dynamic and fun. You make big promises and often deliver on them, though your YELLOW tendency to get distracted by the next exciting thing can leave commitments unfinished. You are competitive by nature but socially warm, which creates an

interesting tension: you want to win, but you also want everyone to enjoy the game.

Your most significant challenge is follow-through. The RED in you launches boldly and the YELLOW in you gets bored once the novelty fades. You can also steamroll people in your enthusiasm, missing the emotional signals that others are struggling to keep up. Slowing down long enough to check in with those around you will make you a far more effective leader and partner.

Growth for you means channeling your enormous energy into sustained commitment, learning to sit with discomfort rather than defaulting to distraction, and understanding that your greatest achievements will come not from the projects you started but from the ones you finished.

Your Needs & Wants

NEEDS AS A RED

- To look good technically
- To be right
- To be respected
- To receive approval from a select few

WANTS AS A RED

- To hide insecurities (approvals)
- To experience challenging adventure
- To lead and determine own course in life
- To please self in process

NEEDS AS A YELLOW

- To look good socially
- To be noticed and approved of
- To experience freedom and variety
- To be praised

WANTS AS A YELLOW

- To hide insecurities (playfully)
- To experience adventure and excitement
- To be spontaneous and playful
- To please self in the process

Application Activity

Cross out the needs and wants that don't seem to fit you, then circle the top two or three most critical needs and wants. Identify the ways you successfully meet those needs and wants in your life. Then identify the ways in which you try to meet these needs and wants that are problematic for you or others. This self-awareness is the foundation for meaningful personal change.

What Colors Are In Your Life?

RED

Reds are natural-born leaders driven by an innate need for power: the power to make things happen. They are dynamic, confident, and assertive, moving through life with a directness that inspires both admiration and occasional friction. In your life, Reds bring energy, decisive action, and an ability to cut through confusion and get to the point. They see problems as challenges to be solved and rarely wait for others to take the lead.

When healthy, Reds are protective, loyal, and fiercely dedicated to those they respect. They need to feel respected more than loved, and when that respect is present, they become powerful advocates and allies. When unhealthy, they can become controlling, demanding, and impatient with others who don't share their pace. To connect with the Reds in your life, offer respect for their achievements, be direct in your communication, and don't waste their time with unnecessary process.

BLUE

Blues are driven by an intense need for intimacy: genuine, deep, meaningful connection with the people they love. They are the most loyal of all the colors, committing wholly and completely to the relationships and causes they care about. In your life, Blues bring quality, consistency, and a depth of feeling that is rare and precious. They remember what matters to you, keep their promises, and will stand by you through nearly anything.

When healthy, Blues are nurturing, dependable, creative, and deeply sincere. They hold high standards for themselves and for those around them. When unhealthy, Blues can become moody, self-righteous, unforgiving, and excessively self-critical. To connect with the Blues in your life, express genuine appreciation for their efforts, create an environment of security and trust, and never betray their confidence. When a Blue feels truly understood and appreciated, the depth of their loyalty and care is unmatched by any other color.

WHITE

Whites are driven by a need for peace: inner harmony and a life free of coercion and conflict. They are the most independent of all the colors, simply refusing to be controlled by others' agendas or expectations. In your life, Whites bring calm, reason, and an extraordinary kindness that is genuinely rare. They are gifted listeners and natural peacemakers who can see all sides of an issue without personal bias.

When healthy, Whites are diplomatic, patient, and remarkably insightful. Their quiet observation of life gives them a wisdom that often surprises people who mistake their silence for disengagement. When unhealthy, they can become passive, indecisive, and silently stubborn, resisting change without openly stating why. To connect with the Whites in your life, give them space to think and respond at their own pace, treat them with consistent kindness, and avoid pressuring them into quick decisions. When a White feels safe and unchained, their clarity and inventiveness are profound.

YELLOW

Yellows are driven by an irresistible need for fun: to live in the moment and experience life with joy, spontaneity, and full enthusiasm. They are the most naturally social and charismatic of all the colors, carrying with them an infectious energy that makes any environment feel more alive. In your life, Yellows bring optimism, creativity, and a genuine warmth that draws people in. They have an extraordinary gift for making others feel included and celebrated.

When healthy, Yellows are charismatic, enthusiastic, generous-spirited, and capable of remarkable creativity and connection. When unhealthy, they can become irresponsible, self-centered, emotionally avoidant, and prone to exaggeration. To connect with the Yellows in your life, offer genuine praise and approval, give them freedom to be spontaneous, and create a non-judgmental space where they feel safe to be themselves. Beneath the playful exterior of every Yellow is a sensitive heart that craves acceptance. When that need is met, Yellows are among the most joyful and loyal companions you will ever find.

Filters Impact Your Self-Expression

Your driving core motive is innate; it is the constant, unchanging engine of your personality. However, the way that motive is expressed in daily life is filtered through a number of key factors. These filters include your introversion or extroversion, your level of intelligence, your birth order, your gender, your religious upbringing, your family environment, and the cultural forces that shaped you.

Understanding your filters helps you distinguish between who you innately are and the behaviors you have developed in response to your environment. For example, an introverted Red may appear less outwardly dominant than an extroverted Red, but both are equally driven by the need for power. A Blue raised in an emotionally cold household may struggle more with vulnerability than one raised with open emotional expression, yet both are equally motivated by the need for intimacy. Your core color never changes, but your filters explain much of the variation you may notice between yourself and others who share your primary color.

Demographics

25%
RED

35%
BLUE

20%
WHITE

20%
YELLOW

The population is approximately 25% Red, 35% Blue, 20% White, and 20% Yellow. These proportions vary significantly by profession. The military, law enforcement, and corporate leadership tend to attract more Reds. Healthcare, counseling, education, and ministry tend to draw more Blues. Technical, analytical, and research-oriented fields attract more Whites and Blues. Entertainment, sales, hospitality, and the arts attract more Yellows. Understanding the color profile of your professional environment can help you navigate relationships, communication styles, and expectations far more effectively.

Stay Congruent

Now that you know who you are, as defined by your driving core motive, you can focus on "being you" more consistently. This concept we call *congruence*, acting in harmony with who you innately are, strengthens your self-awareness.

In the process of personal development, congruence comes first by working on getting comfortable with "you" before you move on to developing positive character traits that you don't naturally possess. Becoming a better "you" by adding to your personality is crucial, but don't forget the power of your core personality or minimize the value of who you are.

Personal Development Tasks as a Core RED

Identify what you should START doing, STOP doing, and CONTINUE doing to reap more happiness and success.

Work

START

Listening to team members' ideas before asserting your own

Acknowledging others' contributions publicly

Showing patience when projects take longer than expected

STOP

Steamrolling over colleagues in meetings

Dismissing ideas that weren't yours

Taking on everything yourself instead of delegating effectively

CONTINUE

Driving projects to completion with determination

Making tough decisions when needed

Setting ambitious goals and rallying the team

Personal

START

Asking others how they feel and genuinely listening

Admitting when you are wrong without defensiveness

Practicing patience in everyday situations

STOP

Assuming you always know the best way

Dismissing emotional needs as weakness

Using anger as your primary response to frustration

CONTINUE

Being dependable and following through on commitments

Protecting and providing for those you care about

Tackling problems head-on with courage

Love & Relationships

START

Expressing vulnerability and emotional needs to your partner

Making time for connection that isn't task-oriented

Asking your partner what they need rather than assuming

STOP

Treating your relationship like a project to manage

Competing with your partner instead of collaborating

Shutting down emotionally during conflict

CONTINUE

Being a reliable and protective partner

Taking initiative in planning meaningful experiences

Standing by your partner through difficult times

Next Step: Becoming Charactered

1. You must know and accept yourself completely, including your driving core motive, your innate strengths, and your natural limitations, before you can successfully and authentically grow.
2. Character is intentionally developed when you choose to consistently add positive traits from other colors to your natural personality.
3. The goal is not to change who you are, but to become the fullest, most healthy version of who you already are.
4. Becoming charactered is a lifelong commitment that requires consistent self-honesty, genuine effort, and a willingness to be held accountable.

The Color Code identifies four levels of personal development that every person moves through: Charactered, Healthy, Unhealthy, and Dysfunctional. Most people spend their lives somewhere between Healthy and Unhealthy, occasionally rising to their best and occasionally falling to their worst.

A Charactered person has done the genuine work of not only owning their innate color but adding depth and balance by incorporating positive traits from other colors. A Healthy person expresses their core personality in balanced and appropriate ways. An Unhealthy person allows their limitations to dominate their behavior, creating friction in relationships. A Dysfunctional person's limitations are so entrenched that they consistently damage their relationships and quality of life.

The work of becoming charactered begins with radical self-honesty. It requires you to look unflinchingly at both your gifts and your limitations, not to shame yourself, but to acknowledge them clearly enough to make different choices. When you commit to this work, you don't lose yourself. You become more fully yourself.

Why Color Code Your Life?

While personality profiles only explain what you do, the Color Code delves deeper to determine *why* you do what you do by uncovering your driving core motive. Instruments that describe simply what you do (behavior-based) aren't telling you anything you don't know already. In order to improve your life and relationships, you need to understand *why* you do what you do (motive-based).