

Presentation Title: Are You Blue? Personality, Communication, and Leadership

This workshop will identify participants' dominant personality styles utilizing the True Colors questionnaire developed by Don Lowry in 1978. Lowry's work built on the work of Psychology professor David Keirsey by simplifying Keirsey's theories and assigning a "color" to each personality archetype. (E. Scott Geller 2007) A key component in leadership utilizing one's personality strengths to build social capital (Marina Tulin 2018) As our society becomes more aware of the power of language in improving diversity, equity, and inclusion (DEI), it is more important than ever to be aware of our communication style *and* the communication styles of others, as cultural, socioeconomic, racial factors all impact how one's message is perceived. (Silveyra n.d.) In enhancing effective communication, one can build relationships of trust wherein "the aim is to surpass the professional level of the relationship and to talk to each other not only as representatives of an organization or institution, but on a personal level. This connection...will create new opportunities." (Hug 2016)

To that end, there will be a discussion on each color's communication and leadership strengths, weaknesses, and stressors. This is a fun activity that requires movement and most people enjoy. Finally, participants will be paired up with rotating partners and given a departmental chair scenario wherein they need to communicate and lead by utilizing what they have learned about dealing with the personality types of the colors. This exercise will help participants develop a strategic approach to their communication in order to ensure that their goals (to motivate, to collaborate, to direct, etc.) are effective. As Carlile states, "By ensuring a match in how you present your identity and how you are perceived by key audiences, communication for profile raising can help build trust and credibility," (Carlile 2011) which is especially important in establishing trust and openness to change. (Cen April Yue 2019) After each scenario, there will be a group discussion wherein participants can learn from each other and devise communication strategies.

Works Cited

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- Hug, Vincent. *The Role of Personal Relationships in Peacebuilding Interventions*. Swisspeace, 2016.
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