



The Quarterly Newsletter of the International True Colors Association, Volume VIII, Issue 1, January, 2013

ITCA 2013 Global Conference

The International True Colors Association (ITCA) invites YOU to attend the upcoming True Colors Global Conference at fabulous Treasure Island in the heart of the Strip in Las Vegas, Nevada, on June 23-25, 2013 .

The theme of the conference is “Unleashing Our Potential” and will focus on all the ways we can build on the successes of True Colors and take it to new levels. What works, what doesn't, and what have we learned along the way.

Whether you are using True Colors in your own business, providing seminars to participants in your programs, or using True Colors to get your foot in the door for larger projects, we know you will want to stay current on the latest training available in one of the fastest growing business service industries. Come to Las Vegas this June and further develop your True Colors skills! Attend two of the newest Additional Applications available. Pick up delivery techniques from the experts. Network with others in your field. Find out what works from others facing the same challenges!

As always, ITCA conferences are exciting hands-on events designed to bring the latest in training techniques to you. Once again we have partnered with True Colors International to offer Additional Application Certification Trainings in conjunction with the conference. We will start our conference with a casual evening Mingle, a painless and easy way to meet people for the first time or renew acquaintances before the first session!

If you are a True Colors Certified Facilitator, we want to hear what works for you. What great ideas, techniques, scripts, tools, and activities do you have to share? Submit a proposal to give a conference breakout session! The Breakout Session Review Board is now accepting Breakout Session Proposals online. Go to the ITCA website: www.truecolorsassociation.org, click on 2013 Conference. At the bottom of the page read the Call for Proposals. Click on Proposal Submission and complete the online form.



By Bill Reid



ITCA Members,

Happy New Year! The good news is the world didn't end on 12/21/12 as some thought the Mayan calendar predicted. So now that you have some extra time you hadn't counted on, why not put June 23-25 on your calendar for the ITCA Conference in Las Vegas? We are planning for an exciting event and hope that you will join us. Are the dates perfect? Is Las Vegas in June your dream vacation site? Whether the answer is "yes" or "no", the gathering will be a fun-filled, educational, thought provoking, and social opportunity for all of us involved with True Colors. Just say "yes" and make your plans to attend!



We are blessed as the new year gets started with a dynamic group of board members who enthusiastically are preparing for the June conference and discussing future sites for our conferences. I know that there are others who would like to participate as well. Please contact me if you would like to be involved in the board or the conference planning for this year or the next. We are also talking about other ways that ITCA can provide services to our members like on-line seminars and our newsletter. We are always looking for a few good men and women who would like to add their talent and skill.

I recently flew across the country and got involved in a conversation with my next door seat mate. Inevitably the conversation turned to a discussion about relationships and I just had to mention True Colors. Before long, I had a set of cards out and this person was asking how she could learn more about True Colors. I indicated that I could put her in touch with someone in her area of the country and she jumped at the opportunity and gave me her business card. I contacted someone in her state and hopefully, they will get together soon. Amazing how quickly people can see the benefits of the system.

How many times have you had a conversation that included some reference to True Colors? How many times has someone mentioned to you what a difference True Colors has made in his/her life? Would you be willing to share one of those stories? Dave Tikker from Spokane tells of using True Colors in his Community College class with his students and having one tell him that it made the difference in her marriage and another who said that he figured out how to work with his boss because of an exposure to True Colors. We all have stories like that. Are you willing to share one? If so, send it off to Sherri Sutton at ssutton@firmsolutions.us and we'll compile the best and publish them or use them at the conference.

The good news is that True Colors has made a difference in our lives. Let's continue to learn from each other and find more and more ways to impact others through True Colors.

Have a great year!

Tom Doyle
ITCA President
tom@truecoaching.net



Value of Membership

By Tracy Wilson

Are you a certified True Colors facilitator? If so, being a member of the ***International True Colors Association*** is the next step. Membership is economical and valuable. ITCA membership gives you immediate access to tools for trainings, copies of forms, Power Points, and miscellaneous ideas that are great when you are putting the finishing touches on presentations. It also puts you in touch with many other facilitators around the world! Click on our map to find other facilitators in your area, state or region. Annual membership dues are \$35 and worth every penny!

Thoughts from Bruce

By Sherri Sutton

Bruce Maxwell, Past President of ITCA, sent me an email about an article he read in the January 2013 National Geographic titled *Restless Gene* by David Dobbs. Bruce is always looking for evidence of personality type in everything around him and when I received his email, I thought it was so interesting, I forwarded it to a friend. Then, I realized, I should forward it to all of you as well by including it in this newsletter.

Bruce said he felt this article provided him another piece of the personality puzzle. He went on to say, "I know from my studies in psychology and human development that personality preferences are thought to come from hereditary links, response patterns developed throughout the thousands of years of evolution, and through individuals experience. What this article gave me was a summary of actual research that

demonstrates in part how certain genes have been selected over time by evolution.

We learn from True Colors that there are specific behaviors that are more likely to occur in each of the four personality types. For example, someone who is more likely to take risks, explore new places, ideas, food, relationships, drugs, sexual opportunities, change, and adventure would probably have a high degree of Orange personality.

In this article David Dobbs points out that in our human genome there is a mutated gene known as DRD4-7R found over 20 years ago by Yale geneticist Kenneth Kidd, that is carried by roughly 20% of all humans [Editor's note: How many Oranges are there again?] that is thought to cause curiosity and restlessness. "Dozens of human studies have found that 7R makes people more likely to take risks; explore new places, ideas, foods, relationships, drugs, or sexual opportunities; and generally embrace movement, change and adventure" Sounds like an Orange gene to me!

He goes on to say that, "Most provocatively, several studies tie 7R to human migration....[which] support the idea that the nomadic lifestyle selects for the 7R variant"

So here in current literature we begin to see a reputable glimpse of the idea that personality does in fact have an evolutionary root. Over the 200,000 years of human development (see the great human migration map in this article), consider all the challenges that brought about this what I will call an "Orange" gene. How wonderful to find another tiny piece of the personality puzzle!"

Thank you Bruce for sharing this article with us!



Jump Rope Meets True Colours

By Brenda Reid, Head Coach, Canadian Nelson Rhythm Ropers

Jump Rope is a sport which is popular worldwide. From double-dutch to single rope speed routines with tricks and acrobatics, youth and adults around the world can belong to a club and within that club compete in 4 events as an individual and in 8 events as a small team of 4 or 5 jumpers. In this sport, the jumpers practice and compete at all levels of skill.



Our Jump Rope team, the Nelson Rhythm Ropers trains for at least 10 –11 months of the year 3 times a week. We have been successful at the provincial, national and international level and last July brought home 34 trophies and 87 medals from the World Championships in Washington, DC. We credit a portion of our success to True Colors.

Dynamics within the club are crucial to the strength of the club and the individual teams which consist of 4 or 5 members. Your teammates are also your competitors. The jumpers in the gym with you range in age from 6-26.



The club started using True Colours several years ago. In the beginning it was only used with the jumpers in the 14 and up age categories but has now expanded to all 40 jumpers ranging in age from 6 to 26 and the coaches. The jumpers and coaches all know their own colours and wear a True Colour wrist band to help others be aware of who they are interacting with.

Parts of the practices are in blended groupings and part of the practice uses brightest colour. The Teams of 4 or 5 are set up to include all four colours within the top two colours of the members on that team. Special Activities such as the Christmas party are arranged on a True Colour theme to provide ongoing reinforcement of the personal awareness of the individual colour traits.

The jumpers also have access to a chart which outlines the way to praise each colour and the stresses and frustrators for each colour. When a conflict occurs on a small team of 4 or 5 they call a team meeting where they sit with a coach and analyze the problem in terms of the colours and work out a solution that all four colours can agree too.

In the opinion of the coaches, it has led to fewer blow-ups within the teams. Here are the thoughts of two of our jumpers who have experienced True Colors for a couple of years and are now moving into leadership roles in the sport both within the club and the sport in British Columbia as BC Allstar Members.



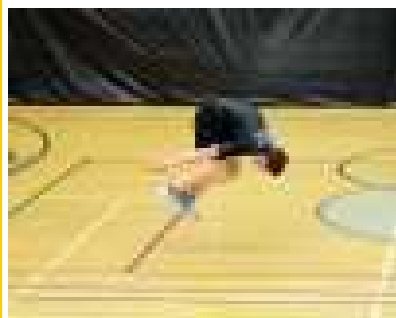


Ropers Continued from Page 4

How can True colours help with coaching? Tessa says that:

“Different kinds of people have different needs in terms of structure, learning style, praise, and motivation. True Colors is an easy system that allows us to categorize people into four personality groups (blue, green, gold, and orange) so that we can work around their needs to ensure they are benefitting the best they can from our coaching. The first step is to learn how to recognize the type of person you are working with. For example, someone who is orange will likely have a high energy level and will have a hard time staying focused. A blue person will be constantly seeking your attention and may try to start a conversation. Someone who is green will most likely ask a lot of question, break down a skill you are teaching, and create new ticks from it. A gold person will demand structure and discipline when you are working with them.”

So now that you know how to recognize the four colors, here’s how you can apply it to your coaching.



Orange people are risk takers. They like to have fun and hate following rules and structure. They are also very competitive. If you are coaching an orange, your biggest challenge will be keeping them focused. An easy way to deal with this is to make what you’re doing into a game or a competition. This will appeal to their sense of fun and their competitive nature. To keep an orange engaged you should also have a very loose structure. Make sure you are adaptable and stay in the moment, not planning too far ahead. A good way to praise someone orange is to give them free time for a job well done.

Blue people are very social. They thrive off of relationships and need to know that you are always being sincere. The easiest way to work with someone blue is to build a relationship with them. Take the time to ask them about themselves, and to tell them a bit about you. When teaching a blue, give lots of praise but make sure it is always sincere.

Green people are innovative thinkers. They love to problem solve and think outside of the box. They always like to be right. If you are working with someone green who is losing interest, try giving them a challenging move or asking them to create one of their own. To keep a green engaged, if a move they are doing isn’t working, ask them what is wrong and see if they can figure it out. The best way to praise a green is to complement their intelligence, and always acknowledge when they are right.

Gold people love structure and organisation. They respect someone who holds to their rules and only like being praised when it is deserved. The best way to work with a gold is to have a firm structure and to stick to your schedule. Once you





Ropers Continued from Page 5

have set your standards, make sure you stick to them. The best way to praise a gold is to make sure you acknowledge their jobs well done, but not to give unnecessary praise when it wasn't earned.

Knowing how to praise, motivate, and create structure for each of the true colors can improve your coaching in many ways. It will help you keep the people you are working with engaged, and also ensure that they are happy working with you. It reduces conflict and improves the overall quality of experience for the person you are coaching. True Colours can be applied in any coaching situation.”

How can True Colours help with team dynamics? Danielle says that “Having used true colours with our team for a few years now, I have learned that it can really help to better understand your teammates and how to interact with them in the most effective way possible. Sometimes it can be frustrating to work with people who are not the same colour as you, since they can have very different views than you, and tend to communicate differently as well. I have been on teams where we all had a hard time getting along, because we were all so different and couldn't understand how to communicate and get along. I now know that those jumpers were all different colours and we each wanted things the way it worked for us.



I have been on teams with different colours since then, and there are far less issues that cause conflict. True Colours allows you to take a minute, and to really look at the situation how the other person is seeing it. Sure, it's easy to say you can see someone else's point of view, but if you don't know what their point of view is that it can be really challenging! Most importantly, I think true colours is way for you to take others feelings and opinions into consideration. Being able to see how your actions affect others is taken into a whole other light with true colours. Something you consider casual could really affect someone of another colour. Every colour is sensitive to different things, and it is important to realize that and understand their stressors and frustrations. Understanding how to organize your practice time while meeting everybody's needs is key to establishing a healthy team dynamics. This becomes even more important when your team enters competition. Each jumper has their own way of prepping for the events – greens tend to like to go off by themselves and be quiet while outgoing oranges like to joke around and appear very unfocussed which can stress the gold if they don't understand that they are each handling themselves in the way they need to and are not really goofing off. The blues really want to go out on the competition floor knowing that everyone is as one. By keeping everybody happy, you will have a group more willing to put in 100% and have a productive practice and very successful competitions!”

Want to watch the Nelson Rhythm Ropers? Check out their YouTube clip—<http://www.youtube.com/watch?v=T6DRtNb8GtY>.



Bucket Theory in Education and Beyond

By Bill Reid, Master Trainer

In classrooms throughout North America you should not be surprised if you hear people talking about Bucket Theory. Popular in the mid 1970's, it is making a comeback as things often do. I've always liked Bucket Theory and the metaphor of every person having an internal emotional bucket. When we talk to people we have the opportunity to "fill" their emotional buckets simply by saying something that builds their self-esteem. We also have the capability of depleting their bucket by saying something hurtful or negative.

Interestingly, but not surprising, when we fill another person's bucket by saying something good about them, we also fill our own buckets. Imagine however, the child in school who hears nothing but negatives; it does not take long for the bucket to be completely empty. Imagine the child in school who does not take long for the bucket to be an empty bucket every single day from poverty, bullying, being the honor roll student. It is not being the best athlete, not being a terrible way to live. And you have probably already figured out that bucket theory works well beyond the school years.

When we offer the True Colors often talk about how to create esteem in each color. We create esteem in each color. We often give a handout which lists the things that create esteem by color, just as we often have a handout about the things that create stress. Those things which create esteem, the bucket fillers, differ depending on the person's color.



This is where True Colors meets Bucket Theory. We know that different colors react differently to different comments. The comment which fills the gold "bucket" does not necessarily fill the green "bucket" and so on.

Personal Awareness Seminar, we esteem and the factors which create stress. Those things which create esteem, the bucket fillers, differ depending on the person's color.

At a seminar, try this: Have 4 buckets representing each color (hello Dollar Store) and make up little slips of paper. Distribute four slips of paper to everyone in the seminar. Have each person write a "bucket" filler for a person of each colour and throw it into the appropriately colored bucket. Read all the bucket fillers from each bucket. How are they different for each color? Allow people to discuss in groups. Encourage everyone at the seminar to be bucket fillers and to use their True Colors skills to be the best bucket fillers anywhere.

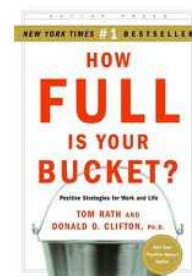
For more on bucket theory, you may find the following books interesting:

How Full Is Your Bucket?

Tom Rath & Donald O. Clifton, Ph.D.

How Full Is Your Bucket? For Kids

Tom Rath (Author)





Reading in Color

By Tracy Wilson

Looking for a writing sample of colors to share with a training session? Look no further than your local newspaper or favorite magazine. I have found “Letters to the Editor” to be an entertaining and insightful review of True Colors in action. Try to find letters that are written about a “hot topic.” Look for feedback about a new policy, a new format, a change in a long standing way of doing something. These types of topics will bring out the True Colors in everyone!

Gold is likely to voice opinions about the way it has always been and feelings about change! Orange will likely voice opinions about things being faster and easier to use, Green will likely voice opinions about efficiency and reliability, and Blue will likely voice opinions related to how people feel.

One of my favorite activities to do with professionals is give them a copy of a “Letters To the Editor” and ask them to analyze it for colors. It is also very revealing to give them a scenario and ask them to write a Letter to the Editor in either their brightest or palest color groups.

What is your favorite way to help participants recognize True Colors?



Good Tip

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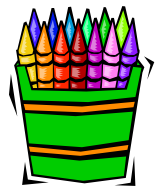
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The Crayon Box



This is the Quarterly Newsletter of the International True Colors Association (ITCA).

If you would like to help, have articles, Best Practices, or ideas you would like to submit for the April newsletter please send them to sherrisutton@firmsolutions.us.

The DEADLINE for submissions is March 15, 2013.