

Success Stories...

“I have used True Colors in the past three companies I have worked for and although the products, services, goals and values of each company have been different, the message of True Colors has been beneficial and meaningful in each. The non-threatening language used in True Colors makes learning comfortable even for the most skeptical participant. I have seen teams acknowledge each other and understand each other’s differences, (even laugh a little), through the use of True Colors. True Colors takes people away from feeling as if they are being put into a box to truly understand why they function the way they do.”

***Molly Hill, Consumer Group Organizational Capability
Washington Mutual Inc
Seattle, Washington- 206-377-6012***

“Over 800 of our 1200 employee base has had True Colors Training. It has become a key component of our “Learning Environment” Program and is the heart of our teambuilding and diversity training. We use True Colors to teach our sales staff how to sell to the different personality types. Finally, our associates value differences in behavior and understand the various perspectives that drive that behavior. We now realize that it is a good thing we are not all just alike. This has been a major influence on our ability to work together to achieve goals and to appreciate what each individual brings to the table. We are stronger and happier as a result. And, as an added bonus, this training has enriched our personal lives. It is a gift to our associates that benefits them, their families, and the company as a whole. It’s the best training value I’ve ever seen.”

***Nikki Hanna, Vice President
Blue Cross and Blue Shield of Oklahoma
Tulsa, Oklahoma- 918-560-3505***

“I would say that True Colors has been utilized at Ford in a few different ways: a) as an icebreaker in our Mentoring Launches, aiding a mentoring partnership in it’s beginning stages, b) Team Development through the use of the True Colors tool...sparks fun and interesting dialogue within a team, inviting a person to develop more understanding of their teammates strengths and suggestions for brightening their paler colors, c) enhancing diversity through “thought styles” and “understanding strengths” on an individuals True Colors.”

***Cathy Kansman, Training Department
Ford Motor Company
Dearborn, Michigan- 313-322-7301***