



# COLOUR ASSESSMENT AND INFLUENCING

## Course Outline

### Course overview and duration

Colour Assessment is a powerful psychometric profiling tool that is designed to increase people's self-awareness. By improving communication and decreasing conflict, it enables individuals and teams to perform at their optimum level. Based on the work of the pioneering psychologist, Carl Jung, it identifies 'colour energies' – driving Fiery Red; energising Sunny Yellow; analysing Cool Blue; and, organising Earth Green – and uses these as a personal development tool to give individuals an engaging, reinforcing, and transformational insight into themselves and others. This is a one-day course.

### Who will benefit from this course?

This training is aimed at anyone who wants to increase their own self-awareness, improve their interactions with others, and gain skills in persuasion and influencing. It will help delegates to confidently engage with others in the workplace, and to become more adept in influencing key stakeholders in order to achieve specific outcomes. The course can be pitched at employee or managerial levels, according to delegates' needs.

### What you will learn:

- Understanding the steps to personal effectiveness.
- Clarity of perception.
- Colour energies.
- The Jungian Preferences.
- The Four Types and how to recognise them.
- The Colour Personal Profile
- What the difference is between influencing, persuading and manipulating.
- Presenting your case with impact to gain results, while respecting other views.
- Learn how to manage the barriers to effective influencing and persuasion.
- Handle difficult situations without involving emotions.
- Leave a clear and memorable message to prompt action and outcome in others.

All delegates will leave the training with a personalised action plan.