



# Visionary

*Turning potential into performance*

The leadership style with yellow as the guiding drive is seen as the Visionary. Yellow driven people are curious and want to analyze, understand and explore in depth. Matters have to be right and they think in a theoretical way. They also like innovation, develop ideas and search freedom in thinking and doing. Besides this, they are future oriented.

## How does a Visionary behave?

- Hold weekly evaluations and know your strengths
- Keep developing yourself, get inspiration by reading, arts, music etc.
- Aim for synergy (between products and between people)



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## **Managing a yellow-driven team member**

- Stick to a vision and communicate it
- Ensure there is a coherence between form and function
- Take things back to basics, make it simple



**+ Creative, inspiring, space giving**

**- Theoretical, does not give clarity, is not practical**





# People manager

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The leadership style with green as the guiding drive is seen as the People Manager. Green driven people are very involved with the people around them and would like nothing more than seeing them develop. Green is a drive that places a lot of value on emotion and puts others, rather than themselves on center stage. They are sociable and like to collaborate with others. They believe everyone is equal.

## How does a People manager behave?

- Think 'together' and 'win-win'
- Keep encouraging and complimenting each other
- Gather the right people around you



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## Managing a green driven team member

- First understand the other person before you try to be understood
- Be empathetic and give the other person space, active listening
- Use each other's strengths



**Empathetic, creates mutual bonding, has eye for the weak**

**Follows the slowest, does not talk directly to others, but talks about others, doesn't take decisions**





# Entrepreneur

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The leadership style with orange as the guiding drive is seen as the Entrepreneur. Orange driven people are happy to take initiatives, consider risks and spot opportunities. They are constantly on the lookout for possibilities to improve and achieve results. They see the world as a place full of opportunities and possibilities. Orange driven people are focused on progress and achievements.

## How an entrepreneur behaves:

- Be proactive and experiment
- Put the customer center stage and pull him in
- Create valuable work, there is no such thing as 'good enough'



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## **Manage an orange driven team member**

- Aim for clear results and keep things practical
- Set challenging, inspiring goals, think big, target the maximum
- Focus on long-term and ensure short-term success

- + **Always sees new opportunities, is driven and ambitious**
- **Has difficulty receiving criticism, can get lost in the delusion of the day**





# Organizer

*Turning potential into performance*

The leadership style with blue as the guiding drive is seen as the organizer. Blue-driven people make sure that the execution of tasks and agreements are carried out correctly. They are loyal and disciplined. It is good for them if things are well organized, as this creates reliability. Blue-driven people behave responsible, want to know things precisely and have an eye for detail.

## How does an Organizer behave?

- Look honestly and factually at the situation and act accordingly
- Use your time consciously, do things as efficiently as possible
- Start with the end in mind



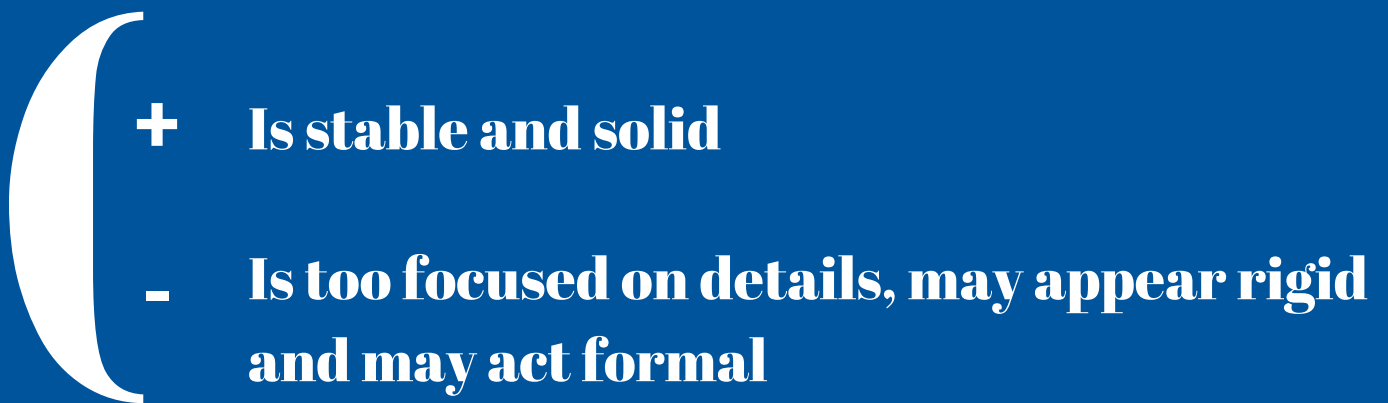
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## **Manage a blue driven team member**

- Be transparent and provide clear frameworks
- Set an example, be disciplined
- Take responsibility, plan and organize







# Authority

*Turning potential into performance*

The leadership style with red as guiding drive is seen as the Authority. Red-driven people are clear, authoritative and direct. They have the guts to take on tasks and takes other along with him. They are focused on decisiveness and acquiring and maintaining focus. The essence of red lies in the conviction that strength and speed determine their position. They have guts, take action and show strength.

## How does an Authority behave?

- Do anything you can do within two minutes immediately
- Identify bottlenecks and get rid of them
- Do the important things first, stay active, maintain focus



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## Managing a red-driven team member

- Focus on the most important, most effective decisions
- Never give up, always insist on success, be steadfast
- Create urgency

**+ Determined, decisive, communicates directly**

**- Is unpredictable, coercive and alienated from people**





# Nestor

*Turning potential into performance*

The leadership style with purple as guiding drive is seen as the Nestor. Purple driven people create bonds, maintain customs, traditions and rituals. They guard the good and are subservient to what they are committed to. They feel part of a team and do not find it necessary to be in the spotlights themselves. They behave modest and serve the big picture.

## How does a Nestor behave?

- Find your inner voice
- Respect your roots and your past
- Every man to his trade



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## Managing a purple driven team member

- Be modest
- Be authentic
- Be uncontroversial, create bonds and pride

**+ Creates great commitment, sense of pride, 'belonging'**

**- Little self-critical, closed to outsiders, groupthink**







# R-scale

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The R-scale indicates the extent to which you reflect. People who are high on the R scale constantly reflect like this. Before they take action, they ask themselves the question whether what they are being confronted with is actually relevant or makes any sense. They only want to work when they have a feeling of relevance.

## Characteristics

- Works with what really matters
- Before you start something you always wonder if it is relevant
- Filters matters on relevance

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