

PERSONALITY OVERVIEW  
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The People Code

	RED	BLUE	WHITE	YELLOW
Motive:	Power	Intimacy	Peace	Fun
Needs:	To look good (academically)	To be good (morally)	To feel good (inside)	To look good (socially)
	To be right	To be understood	To be understood	To be popular
	To be respected	To be appreciated	To be respected	To be praised
	Approval From a select few	Acceptance	Kindness	Approval from the masses
Wants:	To hide Insecurities (tightly)	To reveal insecurities	To reveal insecurities	To hide insecurities (loosely)
	To please self	To please others	To please others	To be noticed
	Leadership	Autonomy	Protection	Freedom
	Productivity	Quality	Tolerance	Happiness
	Challenging Adventure	Security	Contentment	Playful adventure