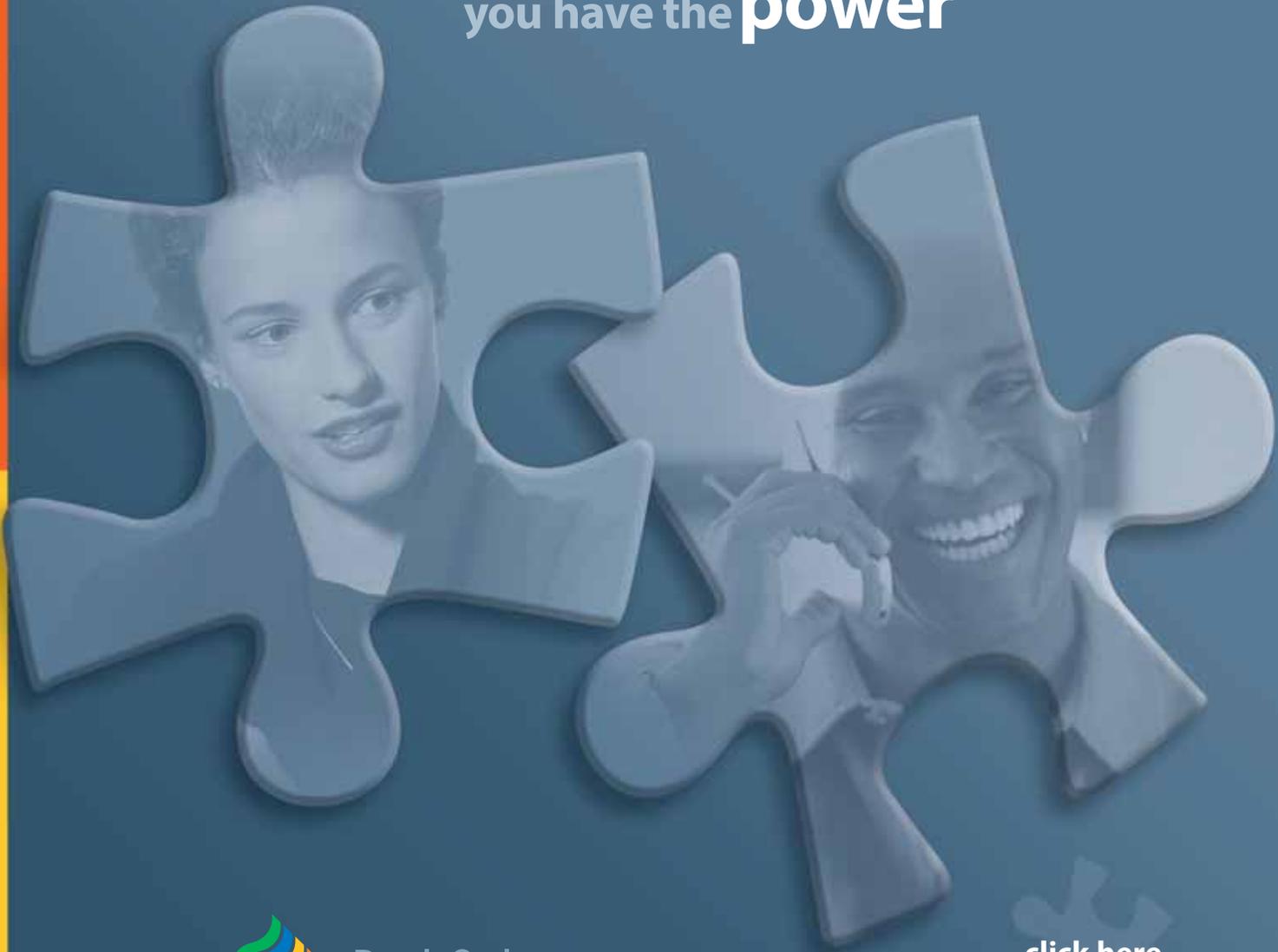


when you understand **Real Colors®**  
you have the **power**



Real Colors®

[click here  
for more](#)





the **power** to  
understand **human** nature

## Why NCTI?



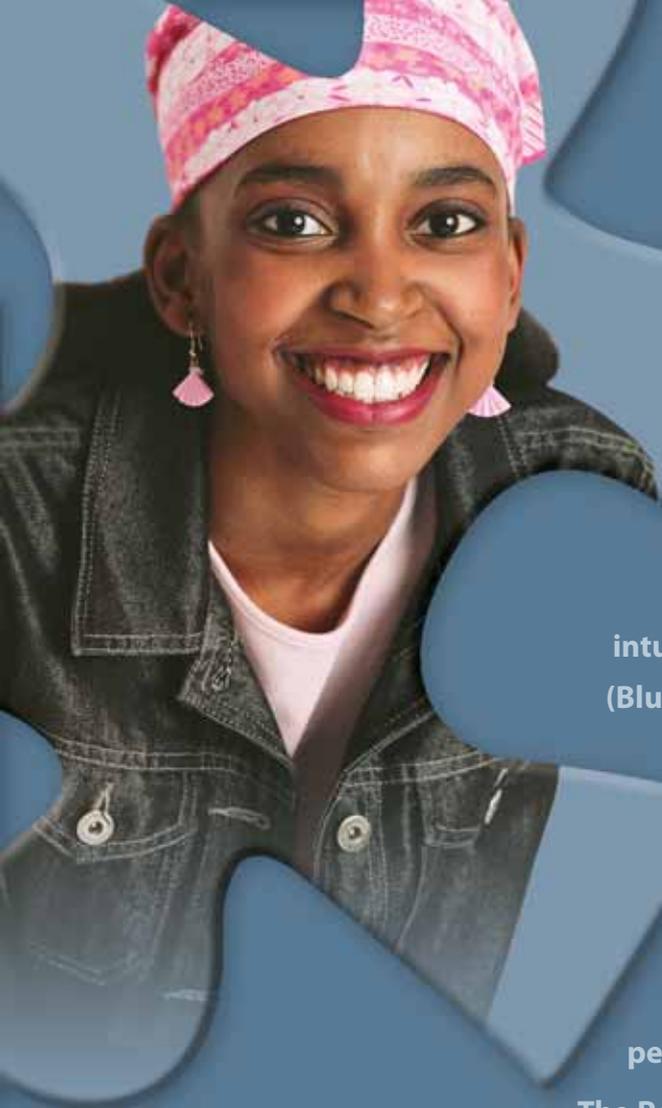
Since 1981, NCTI has provided consulting, training, curriculum, and staff development workshops for businesses, educational and professional organizations, and government agencies throughout North America.

NCTI is a longstanding leader in the training industry, earning our reputation through a unique focus on understanding human behavior. This insight has provided us with the expertise to design and deliver successful training programs.

We listen to our client's needs, then we design dynamic, entertaining training programs that deliver lasting results. Our programs are presented in a fast-paced, interactive format that delivers unprecedented retention. NCTI's philosophy is that the learning process doesn't end in the classroom but continues in the workplace and in one's personal life. We encourage you to allow us the opportunity to discuss your specific training needs.



[click here  
for more](#)



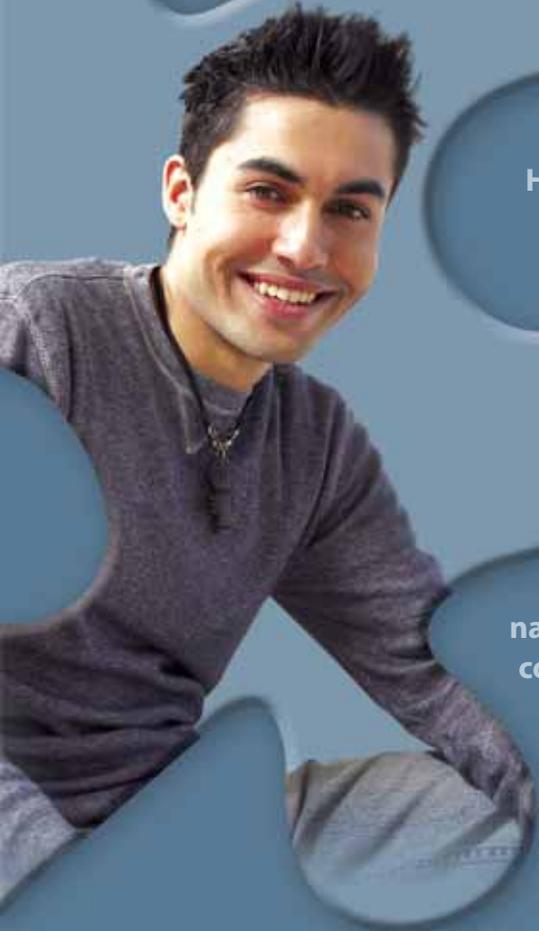
## The Power of Real Colors®

If you had a key that would unlock all the answers to human nature, would you use it? Imagine having the knowledge to truly understand yourself and others, without requiring years of study. Real Colors® is that key.

The Real Colors instrument is a simple, intuitive system for identifying the four temperaments (Blue, Gold, Green or Orange). It provides users with an effective tool for understanding human behavior, for uncovering motivators specific to each temperament and for improving communication skills. Most importantly, Real Colors is easy to incorporate into all areas of daily life. It is the key to achieving higher levels of success, both personally and professionally.

The Real Colors Personality Instrument is presented in a fast, fun, interactive format where participants can learn how to quickly identify their own temperament or “color” and that of others. Using this powerful knowledge, they can develop more effective communication skills and build better relationships, in and out of the workplace.

[click here  
for more](#)



## The History of Real Colors®

For centuries, people have searched for a convenient way to peek into the human mind. Hippocrates wrote over twenty-three hundred years ago that all human beings could be divided into four distinct personality types, and a similar understanding of human nature may have existed among the ancient Egyptians.

In the early part of the 20th century, researchers such as Jung, Adickes, Kretschmer, Adler and Spranger rediscovered this philosophy. Jung and his colleagues developed their own rationale and names for the four personality types, but each closely corresponded with those identified by Hippocrates.

Personality theory was almost completely eclipsed by behavioral psychology until the 1950's, when Isabel Myers and Kathryn Briggs used the work of Jung as the basis for the Myers-Briggs Type Indicator®. During this same time period, David Keirsey developed his concept of temperament theory.

Temperament theory is a methodology for helping people understand human behavior, allowing them to recognize, accept and learn to value the differences in others.

In recent years, different approaches have attempted to make temperament theories accessible and useful beyond the domain of psychologists and specialists. This is the strength and power of Real Colors®. It is an exciting, practical and enjoyable tool that brings temperament theory into real-life applications.

[click here  
for more](#)

## What Can You Learn Using Real Colors®?

In the Real Colors® fundamentals workshop, participants will:

- Discover their personal strengths.
- Learn to recognize the strengths of others.
- Learn how to build instant rapport with people.
- Learn the most effective methods of speaking to different people.
- Learn to hear what people are really saying.
- Discover the different ways individuals process information.
- Learn to appreciate and value the viewpoints of others.
- Learn how to apply Real Colors principles in all areas of their lives.



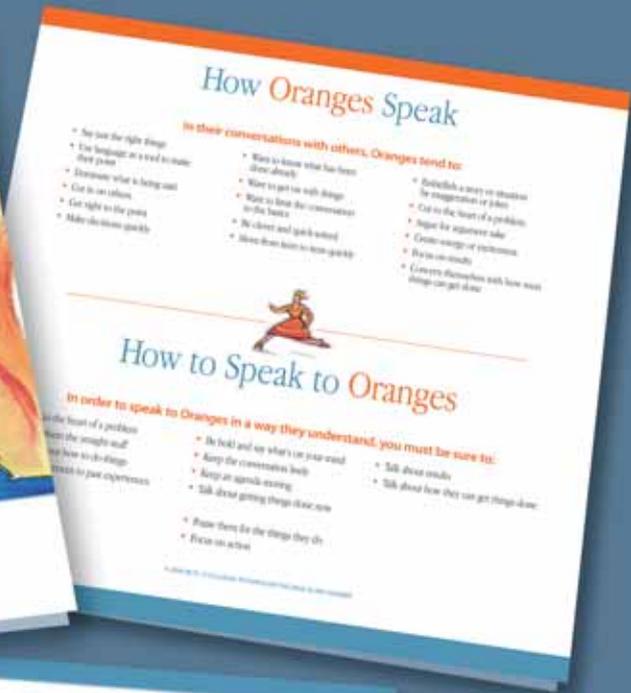
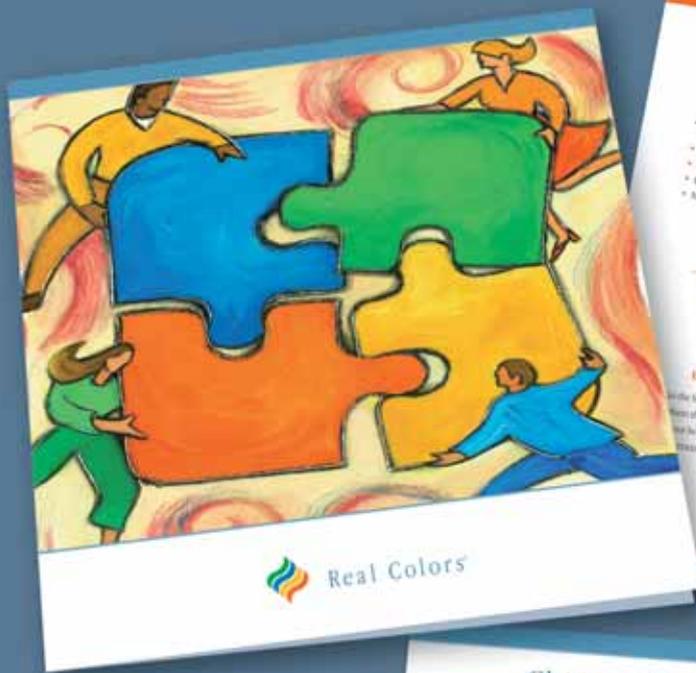
the key to **unlocking**  
the mystery of human  
**behavior**

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for more](#)

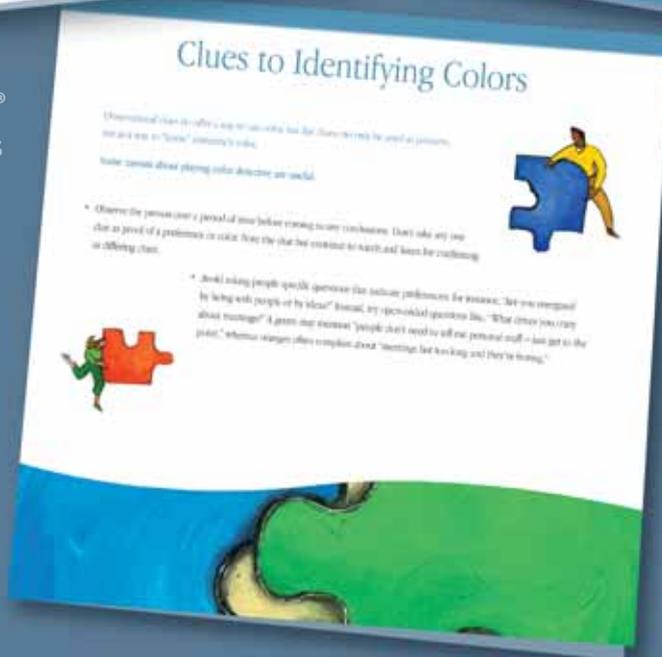
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# The Real Colors® Adult Personality Instrument



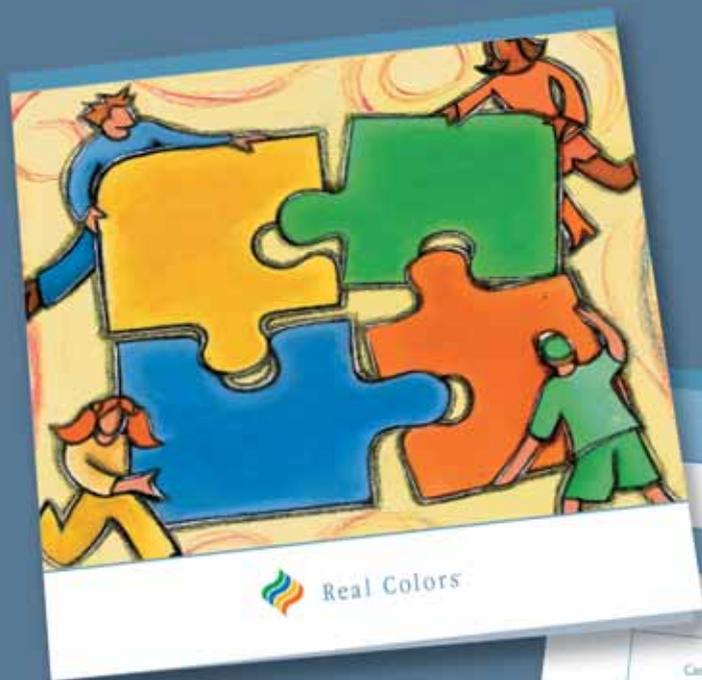
The 27 page Real Colors® Personality Instrument is available in both English and Spanish versions, and includes a tear-out card set, pointers and clues to identifying and interacting with “colors”, a color characteristics chart and complete bibliography!



[click here for more](#)



## The Real Colors® Youth Personality Instrument



The cover and an inside page  
from the Youth version.

The scoring sheet is titled "Real Colors® Scoring" and features a table with four columns: Blue, Gold, Green, and Orange. The rows are: Pictures, Cards - Text, Color Survey (with sub-rows C, D, H, A), and Total. Each cell contains a small box for recording scores. There are small cartoon figures of a girl and a boy at the bottom corners of the table area.

	Blue	Gold	Green	Orange
Pictures	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Cards - Text	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Color Survey	C: <input type="text"/>	D: <input type="text"/>	H: <input type="text"/>	A: <input type="text"/>
Total	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

[click here  
for more](#)

## Beyond Real Colors®: A Full Spectrum of Powerful Programs

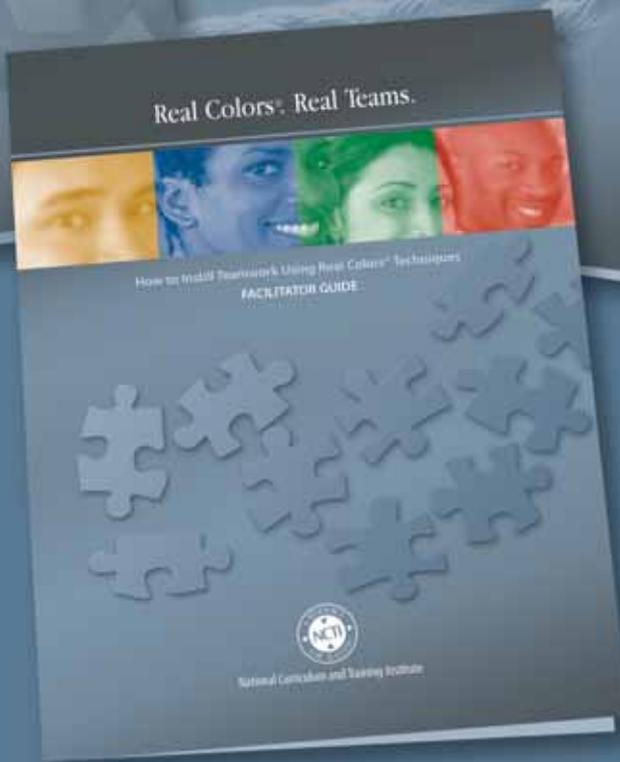
Since the early '90s, NCTI and thousands of Certified Facilitators have been presenting dynamic Real Colors® workshops in a wide variety of organizations across North America. NCTI has designed new exciting workshops and materials to take Real Colors to the next level!

NCTI's Advanced Training Modules have been specifically designed to address the everyday issues that affect most organizations. Based on Real Colors concepts, these progressive workshops teach the secrets of building a stronger, more effective team, how to reduce stress in the workplace, how to operate at peak levels and much more.

As always, NCTI's exciting and fun group interaction process allows unprecedented retention of these innovative concepts within your staff and management.

[click here  
for more](#)

advanced **workshops**  
for your real world!



## Real Colors® Advanced Training Modules

Specifically designed to address issues that affect most organizations, and grounded in Real Colors® concepts, these new Training Modules feature both participant workbooks and facilitator guides to assure successful delivery and impact. Now you can expand the programs that you offer on topics like team building, stress, and managing real world issues.

[click here for more](#)

## These Organizations Have Known The NCTI Real Colors® Experience

### **BUSINESS**

Wells Fargo Bank  
General Electric  
GEICO  
Phelps Dodge  
WMC Mortgage Company  
Bank of America  
WCI Communities, Inc.  
Blue Cross Blue Shield

Mayo Clinic  
DaVita  
Ashley Furniture Industries  
PAYMENTECH  
Harley Davidson  
Banner Health System

### **EDUCATION**

Gwinnett County Public  
School District  
Puget Sound Educational  
Service District  
University of Illinois  
Purdue University  
Oregon State University  
Vanderbilt University  
Arizona State University

Florida Gulf Coast University  
West Virginia University  
Central Connecticut State University  
Kirkwood Community College  
Southeast Community College  
University of Wisconsin  
University of Missouri  
University of Nebraska

### **GOVERNMENT**

State of Illinois  
Los Angeles County, CA  
Cook County, IL  
Maricopa County, AZ  
State of Washington  
State of California  
State of Arizona  
USDA – Forest Service  
US Dept. of Homeland Security  
US Department of Justice  
US Marine Corps  
Westchester County, NY  
City of Tempe, AZ  
US Veterans Administration  
City of Bismarck, ND  
Alachua County, FL  
Brown County, SD

City of Dublin, OH  
City of Clive, IA  
Collin County, TX  
US Navy  
City of Cedar Rapids, IA

### **NON-PROFIT**

Licensed Practical Nurses Association  
American Probation & Parole  
Association  
National Career Development  
Association  
Associated Builders & Contractors  
American Council of Engineering  
Companies  
Quad Cities Chamber of Commerce  
Gilbert, Arizona Leadership  
First United Methodist Church  
YMCA  
4-H  
Girl Scouts of America  
The Salvation Army  
Urban League  
Head Start  
Parents As Teachers National Center  
United States Olympic Committee

[click here  
for more](#)

## Real Colors® Client Testimonials

Great class! Great Instructor! Truly enjoyed the Real Colors® Facilitator Certification Training!

– *Ashley Furniture Industries, Inc.*

Thank you for introducing my team to Real Colors. We learned a great deal about each other and realized that our strengths and weaknesses off-set one another. Your session set the stage for a very productive and challenging meeting. We actually accomplished our objectives and set an achievable direction for the New Year. . . I'll continue to communicate our success to other Bank of America managers who are struggling with building new teams.

– *Bank of America*

Most of my supervisors have been around the block a few times and no longer have high expectations of training. All of them, however, are returning from your training with favorable comments. They were happy to have had the chance to attend a program that exceeded their expectations!

– *Pima County, Arizona*

The Real Colors Facilitator Certification training was excellent. We are well into the supervisor and management roll out and it has been met with a great reception by the management team.

– *GEICO*

Real Colors today was fun, intriguing, and absolutely right on target. . . Very valuable applications to apply to all facets of the participants' professional and personal lives. . .

– *Arizona Builders Alliance*

Thanks again for a wonderful Real Colors session. Not only did we hear rave reviews – the entire group loved the self learning that took place. . . Guess that is the “blue” in us!

– *City of Tempe, Arizona Leadership*

Thank you for facilitating Real Colors to our senior management. The response to the Real Colors program has been really positive. Some of our managers are already asking to schedule workshops even before the end of the year. . . We are very enthusiastic about beginning the Real Colors program for Phelps Dodge.

– *Phelps Dodge*

I just wanted to let you know that I thoroughly enjoyed your training. The material, the different training aids, and especially your enthusiasm and content and life experiences with this material I found impressive.

– *Colorado Department of Corrections*

[click here  
for more](#)

## More Real Colors® Client Testimonials

Good Morning... Been out of the office over the past few months training many groups on Real Colors®! We have a call center in Atlanta, GA that will need to have over 400 people go through Real Colors... By the way – we love the Real Colors Homeowners Guide! Have read it three times and use it as a reference.

– *General Electric*

Thank you for the great week of training the Real Colors Program... Numerous participants have been raving about Real Colors and what a great professional and personal experience it was... THANK YOU FOR COMING TO INDIANA!!

– *Purdue University*

The Real Colors training in St. Louis was cold and rainy. I would have much preferred attending your Southern California Real Colors training! Real Colors in St. Louis was

a powerful session. I am very happy to now have my certification and will be utilizing Real Colors throughout my organization.

– *DaVita*

Thank you for delivering the Real Colors training last week. It was a lot of fun. From looking at the results of the evaluation sheets and the verbal feedback I have received, I believe everyone who attended learned something extremely valuable and hopefully can use the power from the Real Colors training in their professional and personal lives!

– *Northshore Mining Company*

Thank you so much for putting on the Real Colors training this past week. I truly enjoyed the training, your facilitator and the other participants... I can't wait to start bringing Real Colors to all departments!!!!

– *Maricopa Medical Center, Arizona*

It is terrific! I have got so many new ideas on how to connect the Real Colors assessment to a person's life... I look to do more for the teens especially when we are working with them in juvenile detention... The Real Colors Homeowners Guide gave me some great ideas to have them work on their "house". It will give them a visual to see that will help reinforce "Colors". Later we'll connect their color with career choices and possibilities.

– *University of Illinois*

[click here  
for more](#)

A man with glasses and a blue sweater is holding a large yellow puzzle piece. The background is a large blue puzzle piece shape on a white background.

**you** come to us  
or we'll come **to you**

There are three ways to bring the power of **Real Colors®** to your organization:

- 1) A member of NCTI's own corporate team of facilitators can deliver workshops at your location;
- 2) One of our thousands of nationwide Certified Facilitators and Preferred Partners can deliver Real Colors workshops;
- 3) We will be happy to train key people within your organization to facilitate workshops. We also conduct regional open enrollment Real Colors Certification workshops on a regular basis.

Becoming a Real Colors Certified Facilitator can enhance your training department programs and help achieve new levels of success for everyone in your organization.

As a Real Colors Certified Facilitator, you will be able to:

- *Present Real Colors and NCTI advanced staff development curricula within your organization.*
- *Purchase exclusive Real Colors materials.*
- *Access the Real Colors members-only website with up to the minute advice, tips and information about Real Colors, new materials and much more.*

**Discover the power of Real Colors® today!**

Check us out online at [www.realcolors.org](http://www.realcolors.org), or call 800.622.1644.

**click here  
for more**

A yellow puzzle piece icon is located in the bottom right corner of the page.

get your **colors** working  
**together**



*Click one of these links to be connected to our Web site:*

Gain more general knowledge of **Real Colors**<sup>®</sup>

Register to **Become a Facilitator**

Schedule a **Real Colors Workshop** at your location



Real Colors<sup>®</sup>