



Three Sisters
NEW DIRECTIONS

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The Red Personality

The “Let’s Get It Done” People

The words that best describe Reds are responsible, realistic, down-to-earth, sensible, pragmatic, dogmatic and practical. They are traditional in their beliefs and values and are often described as the backbone of society. They are loyal to their families, their causes and their country. They operate best within a traditional power structure where everyone knows their place. They are sensitive to the lines of authority and are conscientious about staying within those lines. Reds believe in the need for rules and established ways of doing things. They accept rules as a necessary part of life, and even if they do not agree with them, they will not challenge them. They have a strong need for structure and organization in their lives. Reds understand that without structure, there would be chaos, and for a Red, chaos is not acceptable.

Hard work is the hallmark of Reds. They are the “just-get-it-done” people, and they do not rest until tasks are completed. They are action people who believe in rolling up their sleeves and jumping right in. They do not mind taking on tasks that are routine and redundant. Reds do not measure on effort—they measure only on the bottom line. Don’t tell them how hard you are working; tell them when you will have the job done. Reds have little tolerance for people who are non-productive, and because of their hard-work ethic, they expect the same of others. Reds are detail oriented, and for them, no detail is too insignificant to overlook. They prefer a work environment where there are policies, procedures, and systems already in place, and where expectations and results are clearly explained. They expect their job descriptions to be well defined and want to know precisely how their performance will be measured. Reds are the kind of people every employer dreams of because they are loyal, steadfast, and dependable.

Reds are literal in the interpretation of things. Everything is black or white, and any gray or ambiguity is not comfortable for them. Intangibles have little value in their world. Reds approach life from a no-nonsense point of view. What you see is what you get. They are not abstract thinkers, and in fact, have very little patience for those who are. Reds think that spending time exploring possibilities and creating ideas without a sense of direction is nonproductive. They will only spend time creating ideas or listening to others’ input if there is a process in place to follow through on those strategies. Reds place great value on their time and become resentful when others waste it. As a result, Reds will not spend their time doing things that don’t make sense or that do not directly benefit them.

Reds are controllers—they need to be in control of their environment, their schedule and their task list. They believe that if they are in control, then they can somehow buffer themselves from the unexpected. Reds do not like surprises. Their need to control is so strong that they are accused of being domineering. They tend to be autocratic and dictatorial in their interactions. As a result, they are seen as insensitive or uncaring. They are highly effective in using voice and body language as a means of intimidation and displaying aggression. Reds are strong, forceful personalities who are motivated by power, status and money.

This information is based upon the work of Carol Ritberger, Ph.D., and her book *What Color is Your Personality?*