

The True Colors Story

True Colors lively and interactive programs have become the easiest and most convenient way of discovering one's strengths, and understanding human behavior.

Since 1978, when [Don Lowry](#) founded True Colors, its mission has been to enhance the way we live, work, communicate and interact with those around us at work and in our personal lives.

Over the last 26 years, thousands of individuals have experienced the True Colors process, which is widely used in the United States, Canada, Latin America the United Kingdom and parts of Asia and is available in multiple languages.

A distinguishing quality of the True Colors Programs is the artful blending of education and entertainment, into "edu-training" programs that combine audience interaction with insightful materials that inform and delight participants because they are easy to understand, to apply on a daily basis and to retain over a lifetime.

True Colors is used in schools, businesses, corporations, government and nonprofit organizations, and in people's personal, family and social interactions.

The Genesis of True Colors

In 1978, founder Don Lowry, the driving force behind True Colors, became interested in the work of clinical psychologist David Keirsey. Keirsey, author of the best-selling self-help book *Please Understand Me*, studied the work of psychologists Carl Jung, Katherine Briggs and Isabel Myers who theorized that all people fit into one of four broad categories of personality.

The concepts instantly rang true with Lowry, who quickly recognized their potential to improve people's lives, careers and relationships. So he set about developing a fundamental and universal way to package the information into practical guidelines that could be understood and easily applied by both children and adults alike.

The result is True Colors, which expands upon Keirsey's four temperament types, and translates complicated personality and learning theory into "one of the easiest, most convenient ways of understanding and appreciating human behavior."

The True Colors program asks participants to identify their "color spectrum" using four cards that represent key personality types: Blue, Gold, Green or Orange. Each color has particular strengths and each analyzes, conceptualizes, understands, interacts and learns differently. But these differences, if not acknowledged and understood, can become barriers to interpersonal communication, making understanding between people of different types difficult.