

Insights networking guide



How to **network for success**

Your guide to communicating
with new contacts

- Experience better outcomes
- Enjoy more meaningful conversations
- Create deeper connections

Networking is easier and more effective when you understand how your communication style affects others.

That's why Insights created the language of colour energies, to empower people to better understand one another and to communicate with each other, reducing cringeworthy missteps, reducing prejudice and bias, and increasing connection and trust.

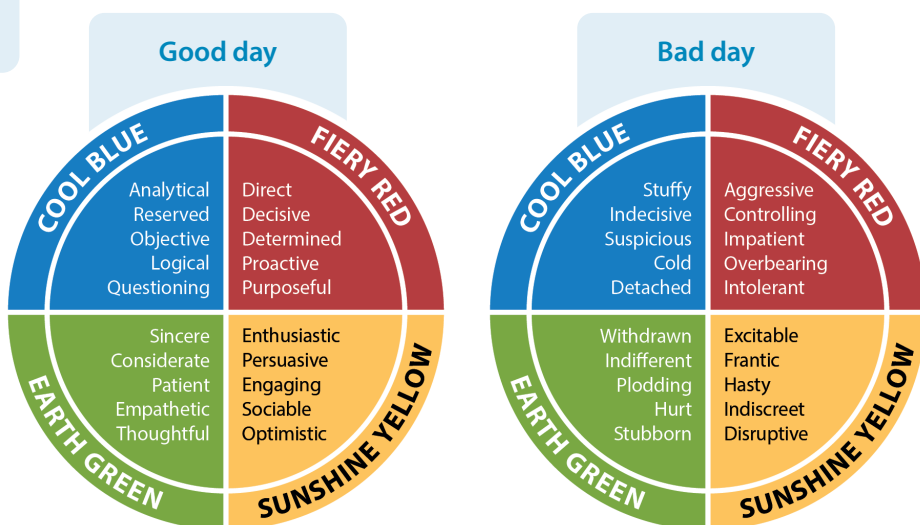
In a networking setting like a conference or tradeshow, applying the Insights language of colour energies to your conversations will make an immediate difference in your ability to connect, collaborate and learn from others.

Insights language of colour energies is based on the Jungian theory of personality. Each colour energy describes certain traits according to the Jungian perspective on introversion and extroversion and thinking and feeling.

The Insights language of colour energies

There are four colour energies that influence how you act at work, but you likely rely more on one or two colours. These are your leading colour energies, and they have a big impact on how you network.

Introducing Insights colour energies:



Those who lead with different colour energies communicate differently because they value different things:

Cool Blue

Give me details!

Values: Rationale/Why it matters

Fiery Red

Be brief, be bright, be gone!

Values: Clear thinking/Goals

Earth Green

Show me you care!

Values: Purpose/Human Impact

Sunshine Yellow

Involve me!

Values: Examples/Storytelling

Which of these energies sounds most like you?

How do you think your unique version of this energy might land with others? (Especially those who lead with a different colour energy.)

Fact: You're bound to display different traits depending on what's going on around you. If you consider how your communication style might come across to contacts on a good day vs a bad day or to those who lead with different colour energies, you'll start to understand why you connect so quickly with some people while conversations with others can feel downright painful.

With networking in mind, let's look at some typical characteristics for each colour energy:

Cool Blue

Loves to know the logic, the rationale and the 'what next?'. Wants strong evidence for any new ideas.

Fiery Red

Focuses on the vision, action plans and brevity. Talks about accountability and results.

Earth Green

Appreciates the human angle, teamwork, fairness and real-life impact stories.

Sunshine Yellow

Values interactivity and collaboration. Responds well to positivity, entertainment, metaphors and stories.

This concept refers to 'self-awareness' and 'other-awareness'. Self-awareness has been proven to be a critical factor in professional and leadership success.

Source:



Which colour energy does the person you're talking to lead with?

If you can identify which colour energy your conversation partner leads with, you can adapt your communication style to suit them.

This helps to create better relationships and trust generally, and when you need to be understood in the moment, it's a critical skill to have.

How to adapt your networking style to each colour energy

Fiery Red: Be brief, be bright, be gone!	
If you lead with Fiery Red	If you think your contact leads with Fiery Red
• Focus on the person, not just business and results • Be patient with more detailed communication styles • Ask questions to allow people to go deeper into their thought process	They want to be: In control They want you to be: Brief They can be irritated by: Inefficiency, indecision • Avoid overloading with detail • Keep language concise

Sunshine Yellow: Involve me!

If you lead with Sunshine Yellow

- Give people space to process what you've shared
- Let others complete their thoughts
- Don't fill the conversational pause every time

If you think your contact leads with Sunshine Yellow

They want to be: **Admired**

They want you to be: **Engaging**

They can be irritated by: **Rules, routines**

- Avoid preaching
- Keep your tone engaging

Earth Green: Show me you care!

If you lead with Earth Green

- Know when to keep it concise
- Be prepared to commit to a meeting or action today without consulting your team
- Don't be thrown off by differing values

If you think your contact leads with Earth Green

They want to be: **Liked**

They want you to be: **Pleasant**

They can be irritated by: **Insensitivity/impatience**

- Always speak to the human impact
- Show genuine interest in their thoughts

Cool Blue: Give me details!

If you lead with Cool Blue

- Feel free to ask one or two non-business questions
- Pull back on the detail – that can come later when you follow up
- Be patient with less formal styles of communicating

If you think your contact leads with Cool Blue

They want to be: **Correct**

They want you to be: **Precise**

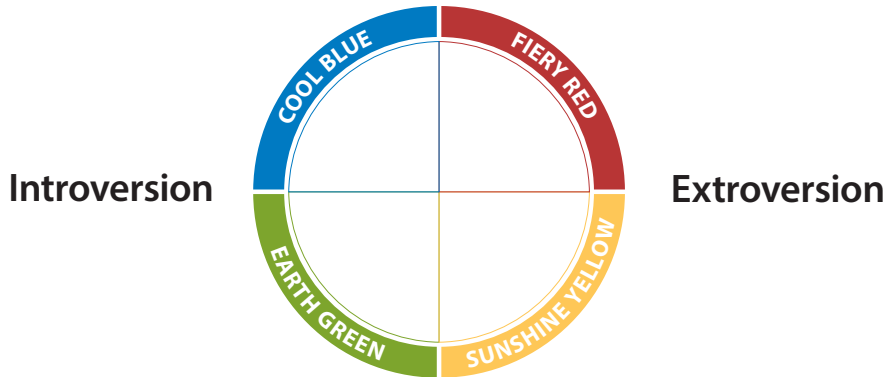
They can be irritated by:

Unpredictability, carelessness

- Speak factually, without assumption
- Pay close attention to multi-layered questions

Introversion vs extroversion

Cool Blue and **Earth Green** colour energies fall on the introverted side of the Insights colour wheel whereas **Fiery Red** and **Sunshine Yellow** fall on the extroverted side.



Introverted energies like Cool Blue and Earth Green may prefer a lower-energy approach when it comes to meeting, greeting and getting to know each other.

When communicating with people who have higher introversion:

- Give them time to process
- Don't expect immediate answers
- Try to arrange one on one opportunities to talk

More **extroverted energies** like Fiery Red and Sunshine Yellow tend to be energised by social interaction and high-stimulation environments. In this case, a high-energy approach may be welcome.

When communicating with people who have higher extroversion:

- Don't assume an agreeable response as agreeing
- Feel free to take a more casual and personal approach
- Appreciate their stories

About Insights Discovery

Insights Discovery is an L&D training system that creates high-performing teams by enhancing awareness and workplace relationships.

Using a memorable four-colour model to illustrate different behavioural styles, it creates a common language that connects colleagues across geographical and cultural boundaries, fostering collaboration, driving productivity and transforming workplaces.

To learn more about Insights Discovery and the Insights language of colour energies, contact us today.

www.insights.com