

THE "TRUE COLORS" STORY

"True Colors" is a state of mind. It is a metaphor for understanding human characteristics and how intrinsic behavior must be differentially rewarded.

"True Colors" is a color key or language for identification of the central theme that individuals choose as a means to feel good about themselves. People who feel good about themselves are successful.

The "True Colors" philosophy recognizes that there are four innate systems which drive behavior and through which human beings strive to experience self-esteem. As a result, people are imprinted with specific ways of thinking, understanding, valuing and conceptualizing.

Their behavior, therefore, manifests certain attitudes, preferences, wants, aims needs, motives and desires which make them feel good about themselves. These predispositions drive their actions and habits, making their behavior predictable in all contexts of their lives.

This theory of individual differences is not new and traces back to Hippocrates who identified four different types of human beings, and again more recently, to Carl Jung, who described these differences as a fundamental basis for understanding human beings, in his 1921 release of *Psychological Type*.

Soon after, Isabel Briggs-Myers developed the now famous Myers-Briggs Type Indicator which states that much "random variation" in human behavior is actually quite orderly, and can be characterized by 16 different personality types.

For the past thirty-five years, Dr. David Keirsey has been refining the work of Myers-Briggs. It is his landmark book, *Please Understand Me*, that reflects the basis of the "True Colors" philosophy.

It was in 1979 when Don Lowry, the creator and author of the True Colors concept, was introduced to the works of Dr. David Keirse. Don was initially drawn to the theory because of its accuracy in predicting human behavior. He adopted the theory to his own personal environment and found explanations for virtually all of his life experiences.

In Don's words,

"I read it at a time when I was trying to decide how to pursue a new career for myself - one that would make a contribution to other people, and share how I felt about how much we have to offer one another. For me, there was wonderful clarity and preciseness in Dr. Keirse's work that would facilitate my goals. I wanted to share this exciting perspective with everyone."

As founder and president of a national publishing company for 20 years, Don decided to form a new business venture ... **Communications Companies International (CCI)**. Because he saw the application of this information as **fundamental and universal**, CCI would offer programs to assist individuals in utilizing a variety of contexts ... from education to law, from corporate training to consumer advertising, and from public seminars to network television.

The key to Don's success in all of these contexts has been his selection of **entertainment** as the vehicle to introduce people to the power and dynamics of the concept of True Colors. He believes that the entertainment format breaks down **resistance** and allows everyone who experiences it to become aware of their own True Colors, which in turn leads them on the path of discovering themselves as a "True Colors person" ... one who is aware of who he or she is, who can adapt to others, and one who can take action for success in any context while preserving their own esteem and that of others. Don's vision was to **integrate entertainment and education** and pioneer his now famous "edu-tainment" models.

Don is driven by the belief that we must deal with and **dimensionalise the whole environment**. This means that we must show everyone how to make their differences work for them. The **unifying force** of a system - any system - is to esteem its members so that **everyone can have a sense of contribution**. It is when the system becomes greater than the individuals that Don feels it will ultimately destroy itself.

It is Don's hope that he will reach everyone with the message "**appreciate your uniqueness**," for he believes that without differences, no one person could experience a sense of pride or self-esteem.

In pursuing his goal, Don developed the pilot production with ABC network television for the game show, "**True Colors**," in which viewers see how their favorite celebrities reveal their values and attitudes. The pilot aired in May, 1987. Future television plans include the production of a special, "**The National Personality Test**;" a half-hour comedy, "**The Four of Us**;" and a dramatic series entitled "**The Magician**."

Don's first love, nevertheless, is **live theater**, because of the power of the **audience interaction**. After many productions, he is currently developing a show for Broadway audiences, as well as many classroom shows for children ranging in age between five and seventeen years.

In this latter arena, he is currently working in one of the most challenging environments ... the inner city of New York ... producing shows and workshops for youth whose **debilitating environments** place **extraordinary pressures on self-esteem**.

As Don says,
"There is an incredibly powerful energy in these kids, much of which will be forever wasted unless we can find a means for them to experience success. Over 40% of New York City kids drop out of school. I feel we

need to give all kids the opportunity to succeed, to experience a sense of pride. But so many of our systems do not support that, due to their inherent structure."

All of these shows for kids follow his "edu-tainment format and are coupled with in service programs for administrators, teachers and counselors which will help them them understand how to nurture a sense of pride within each child.

However, it has been the realization of his television product that has fulfilled Don's master plan for True Colors products. Subsequent shows will spearhead his national campaigns, providing him with advertising and mass communications support.

As a result, the demand for CCI products is even greater. With Don's decision to re-enter the publishing world, he is directing the emphasis on offering self-taught awareness products which precede the more intense and interactive action training programs.

Don has developed a series of publications whose template is "Discovering Your True Colors." Supporting these mass appeal booklets are other consumer booklets and vertical market booklets which lead their reader on the path to "becoming a True Colors person."

In Don's words:

"The 'True Colors person' recognizes that he or she has a central theme of perception which influences his judgement of everything. He recognizes the channels by which he esteems himself and knows the basis by which others different from him, can make decisions that often influence his self-perception. The 'True Colors person' establishes rapport with others through his own awareness; he makes adaptations which still preserve his own esteem and takes actions that are seen to be mutually beneficial for both himself and the others around him. The 'True Colors person' is successful because he preserves his own sense of self-esteem, regardless of context, and is able to relate to others in productive ways that preserve the other person's esteem also."