

code™

THE HARTMAN

color



IOWA CareGivers

A S S O C I A T I O N

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# THE HARTMAN color code™

## PURPOSE

Build stronger, more productive working relationships and enhanced team performance by understanding the motives that drive you and others.

## POTENTIAL BENEFITS TO YOU AND YOUR ORGANIZATION

- Lower turnover because of positive workplace relationships.
- Increased staff satisfaction and reduced conflict.
- Higher quality care due to improved team communication and motivated staff.

## OBJECTIVES

- Determine your and your team members' Hartman Color Code™ Profile (core driving motive) to understand why you do what you do.
- Describe the four personality types and the natural talents, needs, wants, and key behaviors of each.
- Identify ways to maximize natural strengths and overcome limitations.
- Demonstrate specific techniques for effective communication and interaction with others through examples and exercises.
- List ways to use The Color Code™ to improve team performance.



## WHO SHOULD ATTEND

All staff in health and long-term care, including administrators, nurses, social workers, direct care

workers, support staff, and other agencies in the health and long-term care network.

## WHAT IS THE HARTMAN COLOR CODE™?

Taylor Hartman, PhD, of Hartman Communications, Salt Lake City, developed The Color Code™ in 1987. Its purpose is to educate people from all walks of life about how they can most effectively enhance their personal and professional performance.

The Color Code™ shows people how to improve their personal and working relationships by teaching them WHY they do what they do, not just WHAT they do. Understanding this motivation is a powerful first step toward behavior change.



Since its inception in 1987, The Hartman Color Code™ has enabled hundreds of people to use its powerful insights to improve personal and business performance.

## THE COLOR CODE™ IS OFFERED ONLY BY CERTIFIED TRAINERS

Iowa CareGivers Association staffs the only certified Hartman Color Code™ trainer in Iowa.



The certified staff member has presented Color Code™ training sessions specifically for long-term care and health care organizations throughout Iowa.

## WHAT OTHERS SAY ABOUT THE COLOR CODE™ TRAININGS

“What a fun way to improve communication and teamwork in the workplace! Our staff continue to brag about what color they are and respect each other’s differences.”

— Martha Toben, Staff Development Coordinator, Brentwood Good Samaritan Center

“Helps you understand why not only others but YOU react the way you do and in turn helps us to relate to one another and our own feelings on a higher level.”

— Marilyn DeWitt, Staff Development Coordinator, Bartels Lutheran Retirement Community

“Our agency participated in The Color Code program. It was a lot of fun and interesting to find out how people interact. With your new knowledge from The Color Code you can communicate more effectively.”

— Judy Haberman, Home Care Aide and Home Care Aide Supervisor, Buena Vista County Public Health and Home Care

## NEED MORE INFORMATION?

If you would like more information on how The Color Code™ can benefit you and your organization, contact the Iowa CareGivers Association at 515/223-2805 or [information@iowacaregivers.org](mailto:information@iowacaregivers.org).

