

Color	Attribute	Associated ideas	Associated words
Red	Dynamism	Ability to change and keep ahead of the curve, continually assessing priorities and how to put them to work	Goals, objectives, risks, priorities, decisions, syntheses, directions, values, convictions, confidence, precision, straightforwardness, brevity
Magenta	Optimization	Ability to improve processes, operations	Improvement, perfecting, enhancing, better, higher, more, follow-up, reinvest
Blue	Coherence	Ability to follow a determined path, to maintain a course of action with accuracy	Logical, method, anticipation, accuracy, plan, procedure, rigorous
Cyan	Open-communication	Ability to relate – to assimilate - facts, ideas, partners	Exchange, links, sharing, relationships, listening, networks
Green	Adaptation	Ability to react to demands, to the context or clients	Creative, reactive, flexible, mobile, agile, pragmatic
Yellow	Harmonization-Complementarity	Ability to reach an agreement, to learn from differences	Alternatives, diversity, variety, contrast, opposition, agreement, consent, tension, convergence, difference, dissonance, conflict, deepening, enrichment, heterogeneous