

# Short-Form Content

## EACH COLOR AND TRUST

### Purpose:

The short-form content of Keep Real Colors® Alive is an ongoing series of informative content designed for use as a tip of the week, a way to quickly close a meeting with a thought to reflect upon, or to be used in social media/intranet postings.

### Each Color and Trust:

**BLUES** trust feelings over facts and give trust freely in relationships.

A **GOLD'S** trust is built and maintained by many small actions over time.

To build trust with **GREENS** present facts, logic, and reasoned explanations.

An **ORANGE** will trust their instinct before your facts, tradition, or feelings.

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