

What is “Surrounded by Idiots” About?

Our core values and attitudes affect how we behave and who we aspire to become.

We also moderate our behaviors (or wear different masks) based on what we think is appropriate for a given situation.

what matters isn't what you say but what the recipients hear and interpret based on their perceptions, biases and frames of reference.

you need to understand (i) your own tendencies, (ii) others' needs/preferences, and (iii) how others may perceive your actions, so you can tailor your approach accordingly.

**Four Behavior Types:
4 Colors, DISA, DISC**

This book describes 4 behavior types—Dominance, Inducement, Submission, and Analytic (DISA)—which explain the key differences in human behavior and communication.

Erikson's 4 colors are derived from the DISA model: Red for Dominance, Yellow for Inspiration, Green for Stability and Blue for Analytic.

Each behavior type is associated with a color: Red, Yellow, Green, and Blue.

UNDERSTANDING THE 4 BEHAVIORAL TYPES

Thomas Erikson's 4 colors are meant to help us understand why people behave the way they do

Only 5% of people have 1 dominant color. The majority have >1 dominant color: 80% have 2 dominant colors and 15% have 3 dominant colors. No one seems to have all 4 dominant colors.

RED = DOMINANCE

Reds are driven, ambitious, decisive and dynamic, which makes them natural leaders

YELLOW = INDUCEMENT

Yellows are positive, creative and sociable. They are social butterflies: outgoing, popular, and have a huge social network.

GREEN = STABILITY

Greens are calm, stable, and loyal. They prefer a calm, predictable environment

BLUE = ANALYTIC

Blues are detail-oriented, analytical and perfectionists who seek to have the right answers to everything.

2

adapt to
people who're
not like you

3

manage
collaboration
and group
dynamics



TIPS FOR



EFFECTIVE COMMUNICATOR

1

respond to each color
type via written
communication and body
language

4

UNDERSTAND WHAT ANGERS
OR STRESSES OUT EACH
COLOR TYPE



QUOTES

"THE IDIOTS WHO SURROUND YOU ARE...NOT
IDIOTS AT ALL. INSTEAD, THEY ARE
INDIVIDUALS WORTHY OF RESPECT,
UNDERSTANDING, AND BEING VALUED."

"COMMUNICATION HAPPENS ON THE LISTENER'S
TERMS...EVERYTHING YOU SAY TO A PERSON IS
FILTERED THROUGH HIS FRAMES OF REFERENCE,
BIASES, AND PRECONCEIVED IDEAS."

"BEHAVIOR PATTERNS ARE LIKE A TOOLBOX.
ALL TYPES ARE NEEDED."