

| Values | | Purple | Red | Blue | Orange | Green | Yellow | Turquoise |
|----------------------|------------------|---|--|--|--|---|---|---|
| Perspective receiver | Values receiver | Security; roots; rituals | Energy & strenght | Order & safety | Competition & entrepreneurship | Ideals & group sense | Complexity & synergy | Global & holistic |
| | Need receiver | Being part of the group | Respect | Approval of the authority | Success | Social acceptance by the group | Insight, impact on the environment | Interconnection |
| | Frame receiver | I like to be guided | I want it my way; I want to be with the winners | I am loyal; I want structure & clarity | I want to get something out of this | I want attention; Care for each other; We are all equal | I want to learn something, to be inspired | Simplicity & essence; I do what is necessary |
| Perspective speaker | Attitude speaker | I am the patriarch; I personalize the identity of the collective; I serve & lead it | I am the boss; You can 'win the war' with me; I will take care of you | I am present; I explain; I am the official | Follow me! I will lead you to success; I will lead you to where success can be gained | I listen; We are together; I am your equal | We must develop a meaningful contribution to help the system on its way | I formulate out of my intuition and the collective energy; Ego is subsidiary |
| | Frame speaker | I canalize the emotions of the collective; I understand the world; I express your feelings and values | I decide; You are for me or against me; Let's face it, you have winners and losers | The ball is in my court; Do not worry; It is under control; There is no problem that we can not solve; Stay calm | All is well; It is not too bad; We shall overcome; I am a leader; Fresh start; The goal is the essence | I am human; I am part of it; I understand people; You matter I value your opinion | I have an idea that is important; I want to hear your contribution; No fear | We are an organism; We have no other task than care for ourselves, each other and the earth |

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| Verbal, what the speaker says | Structure (logos) | Narrative; Fluent; Indicate the location; the event; Cause and effect; Past-present (no emphasis on the future) | To appeal to everyone directly and personally; To name concrete actions directly; Examples from my personal past; We-them thinking | Exact and logical: background, problem, solution, results; To elaborate all the pros & cons; Numbered structure (1,2,3); Formal | Results or best advice first, few alternatives Direct; To the point; Positive; No-nonsense | Take time to get acquainted; Emphasize the relationship between proposal and stakeholders; Demonstrate the success of an idea in the past; Use references; Informally, narrative; We-form | Posing of provocative propositions to trigger interaction; Asking for opinions, contributions; Provoke reactions; Respond to unexpected twists; Rambling on | Simple sentences; Keep asking |
| | Demonstrate credibility with (ethos) | Express collective feelings consciously; Refer to the symbols of the community; Show how you are part of history | Radiate willingness to take action; To give an example in behavior, wanting to lead | Function (competence) Completeness; Authority; Mandate; History; Documentary evidence | Success; (Proven) vision; Ability; Courage; Confidence | Understanding; (Experience); To listen; To take everything serious; Talk / discuss | The power of insight / idea; Many facts and examples from unexpected links; Superstructure from broad context | Examples in the here and now |
| | Illustration | With history; traditions; rituals; biblical stories; heroes; feelings; memories; lessons; wisdom; parables | Personal "war stories" with examples how you succeeded in the end in a hopeless situation | With impersonal facts, figures, rules; Definitions | With examples of practical feasibility and profit; Images; metaphors; Resourceful; big words | With personal anecdotes; Emotional examples; Vivid descriptions | Unexpected associations and connections in words and pictures; Use of all senses | Usually very concrete; Metaphors |
| | Wording (pathos) | Poetic; visual; narrative; rhetorical means; decorate; aesthetic; flourishing | Describing a situation in terms of battle. Concrete appeals Loyalty (to) confirm, per individualal (you, and you, and you) | Facts, procedures (planning, organizing, checking, testing, analysis, observation, evidence) details, safeguards, rules, laws, protocols, agreements, duty | Results, objectives, performance, pro-activity, efficiency, progress, challenge, change, excel, decision making, responsibility, autonomy, planning, organizing, checking, testing, analysis, observation, evidence | People, need, motivation, teamwork, communication, feelings, understanding, sensitivity, cooperation, values beliefs, expectations, relationships, self-development | Abstract language, without the need to translate to here and now; The examples speak for themselves, leave connections open for interpretation by the recipient | Space for clarification of questions; Simple language with space for silences |
| | Form of address | You | Informal | Formal | Depending relationship with target | Where possible informal | Not relevant, everything is possible | Not relevant, everything is possible |

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| Vocal, how the speaker sounds | Intonation (pathos) | Passionate; Engrossing; Powerful; Weathered | Compulsory; Emotional; Stirring; Aggressive | Careful; Quiet; Plane; Thoughtful; Sober | Convincing; Self-confidence; Enthusiasm; Autonomous; Optimism | Mild; Empathic; Bridge | Inspired from the content; Looking; Responsive, interactive | Soft and clear; Interactive |
| | Pace | Fast and slow as a function of emotion | Short harsh sentences | Intelligible; Clear; Somewhat slow | Accelerate; Building tension | Quiet; Moved | Quick, hasty | Quiet |
| | Volume | Louder and softer as a function of emotion | Building up to a climax | Light monotonically; Stable | Power in voice; Exaltation in voice; Rapture | Soft; Empathetic; Telling | Variable | Ordinary conversation |

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| Visual | Setting | Traditional. Symbolic environment: church, town hall, old buildings; Lectern or pulpit | Where the action starts between the desks, factory, in the locker room, on the field) | Enhancing reliability and authority; Distance; Quiet setting; Will not be attacked; Lectern | Symbolizes goal; Key people; Impressive place; Low angle of camera; moves when in view | Informal; One of us; Among the people; Close-up image | Informal; Non-conformist; Likes to go to the lair of the lion | |
| | Appearance | Clothing shows tradition, paraphernalia (chain of office) | | Suit, white jacket, uniform | Power Suit (contrasts, smooth fabrics, bright (red) tie) | Clothing: no contrasts, cuddly fabrics | | |
| | Gestures | Theatrical; Registers open | Waving with the tools in hand | Subtle; Emphasize order and structure | Stirring; Energetic; Extrovert | Emotions; Binding; Spontaneous | Agile; jumpy | Thoughtful |
| | Attitude | Dignified; Enthusiastic | Energetic; Bossy | Quiet; Sure; Unmoved | Firm; Dominant; Impatient | Open; Equal; Accessible | Focus on interaction; Alert; Amongst the audience | Reassuring |
| | Mimicry | Expressive; Weathered; Solemnly | Compelling address to each individual | Serious; Polite; Solid | Passionate; Convinced; Inspired | Warm; Understanding; Moved | Expressive; Curious | Concentrated |