



# The People Code: It's All About Your Innate Motive

*Taylor Hartman Ph.D.*

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# The People Code: It's All About Your Innate Motive

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## **The People Code: It's All About Your Innate Motive** Taylor Hartman Ph.D.

In his life-changing book, Dr. Taylor Hartman introduces you to the People Code and why people do what they do. The concept of Motive is a fresh method for analyzing your own innate personality as well as that of those around you. You then have the ability to utilize that knowledge to improve workplace and personal relationships. As an author, psychologist, and leadership coach, Dr. Hartman offers a remarkably astute system for segmenting everyone into specific Motive-types denoted by a color: Red (power wielders), Blue (do-gooders), White (peacekeepers), and Yellow (fun lovers). He then explains how to ensure that all possible alliances between them function at optimum effectiveness. If you struggle with self-acceptance and have questions about why you and others act the way you do, Dr. Hartman and *The People Code* can help you maximize your life success by improving your day-to-day relationships.

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