


MIT MASSACHUSETTS INSTITUTE OF TECHNOLOGY

MIT Center for Transportation & Logistics



## Colors of Your Mind

MIT CTL Executive Education Course  
MIT Faculty Club  
Cambridge, MA

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### Session Objectives

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1. Explore the importance of balance between thinking and insight
2. Understand the way the mind works and it's impact on decision making
3. Leverage diversity of thinking patterns and optimizing supply chain solutions

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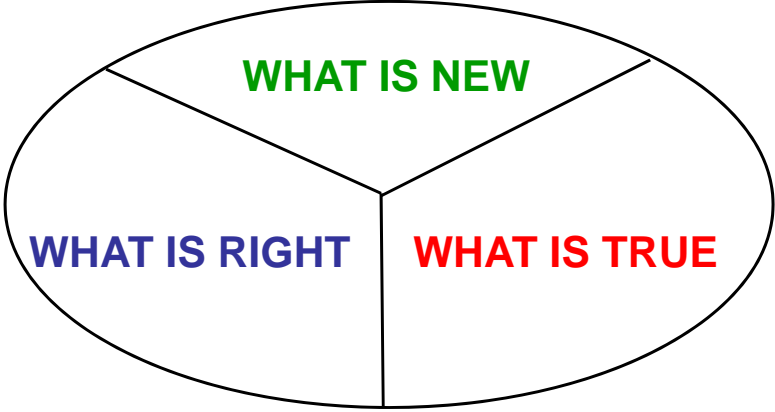
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## The Way We Think

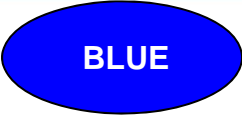




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## Colors and Information

	<ul style="list-style-type: none"><li>• Impatient – cuts things short</li><li>• Bias for action</li></ul>
	<ul style="list-style-type: none"><li>• Data is always worth more time</li><li>• Bias for information</li></ul>
	<ul style="list-style-type: none"><li>• New ideas are exciting</li><li>• Bias for newness and breakthrough thinking</li></ul>

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## Hard and Soft Conclusions

<b><u>HARD</u></b>	<b><u>SOFT</u></b>
• Objective	• Subjective
• Tangible	• Intangible
• Impersonal	• Personal
• Externally Focused	• Internally Focused

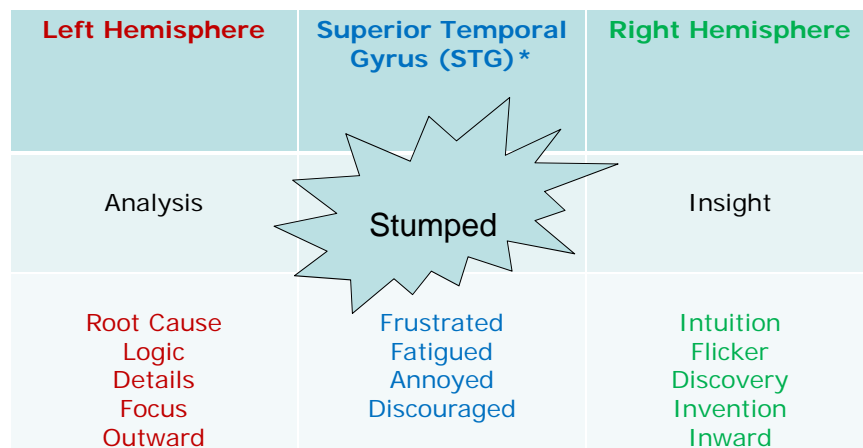
## Mind Frames and Adjectives

	<b>BLUE</b>	<b>RED</b>	<b>GREEN</b>
<b>HARD</b>	<b>Evaluative and Decisive</b>	<b>Informed and Organized</b>	<b>Ingenious and Creative</b>
<b>SOFT</b>	<b>Passionate and Committed</b>	<b>Communicative and Interactive</b>	<b>Imaginative and Visionary</b>

## What Drives Mindframes

	BLUE	RED	GREEN
HARD	<ul style="list-style-type: none"> <li>• Objective</li> <li>• Sound</li> <li>• Proof</li> <li>• Rationale</li> <li>• Logic</li> </ul>	<ul style="list-style-type: none"> <li>• Facts</li> <li>• Scientific</li> <li>• Precision</li> <li>• Monitoring</li> <li>• Groupings</li> </ul>	<ul style="list-style-type: none"> <li>• Evolutionary</li> <li>• “What if”</li> <li>• Options</li> <li>• Improvement</li> <li>• Challenge</li> </ul>
SOFT	<ul style="list-style-type: none"> <li>• Subjective</li> <li>• Belief</li> <li>• Value</li> <li>• Emotional</li> <li>• Passion</li> </ul>	<ul style="list-style-type: none"> <li>• Observation</li> <li>• Artistic</li> <li>• Expression</li> <li>• Impression</li> <li>• Interaction</li> </ul>	<ul style="list-style-type: none"> <li>• Revolutionary</li> <li>• Vision</li> <li>• Intuition</li> <li>• Insight</li> <li>• Transformational</li> </ul>

## The Process of Epiphany



## Fast Track

1. Identify a challenge or an issue facing the group.
2. Analyze the environment surrounding the issue / challenge.  
(**HARD / SOFT RED**)
3. Brainstorm solutions and creative options to overcome the issue  
or face the challenge head on. (**HARD / SOFT GREEN**)
4. Review the options, compare them and select the most applicable ones. (**HARD BLUE**)
5. Commit to action. (**SOFT BLUE**)

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## Summary of the Colors of the Mind


Hard Blue	Hard Red	Hard Green
Proof	Facts	Ideas
Rationale	Precision	Options
Logic	Scientific	Ingenuity
Reasoning	Statement	Creative
Conclusion	Organization	Evolutionary
Soft Blue	Soft Red	Soft Green
Belief	Impression	Vision
Opinion	Artistic	Insight
Emotion	Observation	Intuition
Interpretation	Expression	Innovative
Commitment	Communicating	Revolutionary



## Summary of the Colors of the Mind

Blue	Red	Green
Judging	Describing	Creating
Should	Is/Was	Could
Commit	Neutral	Explore
Rationale	Observations	Ideas
Opinions	Facts	Options

## Examples

Color	Objective	Example	Application
Do Blue	State the purpose: "This is why we are here!"	The task ahead	Improve talent retention
Be Red	Analyze the facts and root causes	Lets have our facts	We have good recruitment
	Be specific and accurate		We attract good people
	Organize data		We pay competitive salaries
	Cover logistics		We don't have good tracking system
	Leave no stone unturned		We don't conduct open dialogue
			We are too protective of talent and not willing to share 

### Examples

Color	Objective	Example	Application
Go Green	Come up with ideas to close the gaps	What are the options?	Establish a meaningful mentoring system
	Encourage creativity	Any ideas?	Evaluate each manager in terms of coaching and development
	Have fun doing it		Rotate high potentials through different jobs
	List all ideas		Train managers on how to conduct an open dialogue
	Don't rush to judgment		Engage CEO to take TM as a top agenda item

### Examples

Color	Objective	Example	Application
Do Blue	Evaluate and select best ideas	Lets select those things we can do	IT and HR form a task force to develop and implement tracking system of talent
	Review the list		Senior leadership places TM as top item on agenda
	Critique each option		HR with management change the current evaluation system
	Eliminate non feasible options		
	Select 3 to 5 best ideas		

### Examples

Color	Objective	Example	Application
Do Soft Blue	Generate Commitment	Where do we stand on TM	As the head of IT, I commit with my team to deliver a user- friendly tracking system of talent in our organization
		Are the recommendations in line with our values?	
		We need to commit as a team	