

# True Colors®

## True Colors Trainer Authenticity

True Colors is a powerful tool for understanding yourself and others. Unfortunately with its ever-increasing popularity there have been Facilitators/Trainers (collectively referred to as "Trainers" on this page) masquerading as legitimate True Colors Trainers, when in actuality they have not been certified or are not following our established standards. The following information is provided to help you assess whether the Trainer you are about to hire (or have already hired) is a legitimate, Certified True Colors Trainer.

If you hired a Trainer who conducted a "True Colors training or seminar" and the following criteria were not met, you may want to ask for a refund from the party you hired on the grounds of misrepresentation.

A **Certified True Colors Trainer** in the United States and Canada will *always*:

1. **Conduct a card sort using genuine True Colors Character Cards.** You can tell if the cards are genuine because they will be professionally printed in full-color. Photocopies of any type are not legitimate.
2. **Allow participants to keep the cards.** If the Trainer collected the cards at the conclusion of the training, this is a strong indication the Trainer is not legitimate.
3. **Provide you with further information** about True Colors products and services, including the True Colors web site address, [www.true-colors.com](http://www.true-colors.com).

If your Trainer distributed copies of cards or collected the cards\* at the conclusion of your training, they did not follow established protocol and are not a legitimate True Colors Trainer. A True Colors Trainer will have samples of genuine True Colors books and materials.

To verify the authenticity of a Trainer you have hired or wish to hire, please [\(Click Here\)](#) to contact True Colors for more information.

*\* This does not apply to Canadian Trainers before 2004*



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