

Your Brand Attributes

Tick the words that resonate with you in each category. Then add up each category and select the top 3-5 words in the top 3 scoring categories. These are your top Brand Attributes.

Category: Visionary

Adventurous _____
 Ambitious _____
 Creative _____
 Forward-thinking _____
 Future-oriented _____
 Global _____
 Imaginative _____
 International _____
 Optimistic _____
 Trend-setting _____
 Visionary _____

Total _____

Category: Bold/Driving Force

Active _____
 Adaptable _____
 Aggressive _____
 Assertive _____
 Big (personality) _____
 Bold _____
 Bright _____
 Colourful _____
 Competitive _____
 Confident _____
 Convincing _____
 Daring _____
 Dramatic _____
 Driven _____
 Dynamic _____
 Egotistical _____
 Energetic _____
 Extroverted _____
 Enthusiastic _____
 Forceful _____
 Passionate _____
 Persuasive _____
 Productive _____
 Risk-taking _____
 Sophisticated _____

Total _____

Category: Caring/People

Accessible _____
 Authentic _____
 Caring _____
 Collaborative _____
 Community-oriented _____
 Connected _____
 Cooperative _____
 Devoted _____
 Diplomatic _____
 Friendly _____
 Generous _____
 Helpful _____
 Honest _____
 Human _____
 Just _____
 Kind _____
 Likable _____
 Loving _____
 Loyal _____
 Open-minded _____
 Philanthropic _____
 Sensitive _____
 Sincere _____
 Spiritual _____
 Supportive _____
 Tolerant _____
 Trusting _____
 Warm _____

Total _____

Category: Smart/clever

Charming _____
 Enterprising _____
 Entrepreneurial _____
 Intelligent _____
 Intuitive _____
 Inventive _____
 Leader like _____
 Original _____
 Savvy _____
 Successful _____
 Witty _____

Total _____

Your Brand Attributes

Category: Fun

Carefree _____
Cheerful _____
Congenial _____
Easygoing _____
Entertaining _____
Fun _____
Funny _____
Gregarious _____
Happy-go-lucky _____
Humorous _____

Total _____

Category: Motivational

Communicative _____
Flexible _____
Genuine _____
Inspiring _____
Prolific _____
Wise _____

Total _____

Category: Steady

Accurate _____
Calm _____
Conservative _____
Credible _____
Dependable _____
Ethical _____
Experienced _____
Formal _____
Healthy _____
Methodical _____
Orderly _____
Organised _____
Precise _____
Refined _____
Resilient _____
Resourceful _____

Total _____

Category: Analysis

Analysing _____
Analysing figures _____
Budgeting _____
Crunching numbers _____
Fact finding _____
Finances _____
Forecasting _____
Investigating _____
Managing money _____
Performing analysis _____
Reporting _____
Researching _____
Scheduling _____
Seeing the details _____
Solving problems _____

Total _____

Category: Communications

Brainstorming _____
Building consensus _____
Collaborating _____
Communicating (listening, speaking) _____
Interviewing _____
Mediating _____
Negotiating _____
Presenting _____
Public speaking _____
Relating to others/building relationships _____
Selling _____
Teaching _____
Training _____
Writing _____
Writing/ presenting reports _____

Total _____

Your Brand Attributes

Category: Vision

- Creating _____
- Defining needs _____
- Designing _____
- Identifying problems _____
- Innovating _____
- Inventing _____
- Seeing the big picture _____
- Thinking internationally / globally _____
- Visioning _____

Total _____

Category: Motivate

- Coaching _____
- Counselling _____
- Delegating _____
- Empowering others _____
- Facilitating groups _____
- Inspiring others _____
- Motivating _____

Total _____

Category: Leadership

- Leading _____
- Making decisions _____
- Managing conflict _____
- Managing crisis _____
- Managing people _____
- Managing projects _____
- Managing time _____
- Team building _____

Total _____