

DISCOVERING YOUR PERSONAL BRAND

CORE VALUES

Authenticity	Morality	Justice
Success	Family	Philanthropy
Generosity	Open-mindedness	Connectedness
Love	Optimism	Creativity
Honesty	Community	Growth
Kindness	Ethics	Wisdom
Loyalty	Appreciation	Contentment
Courage	Happiness	Security
Inspiration	Adventure	Service
Good deeds	Wealth	Spirituality
Warmth	Empathy	Having fun
Knowledge	Devotion	Commitment
Friendship	Good health	Tolerance
Good humor	Freedom	Integrity

KEY ATTRIBUTES

Accomplishment	Versatility	Professionalism	Enthusiasm
Analytical	Accessibility	Receptive	Good attitude
Competence	Inventiveness	Economy	Good-natured
Creative	Visionary	Strategist	Knowledgeable
Dependability	Commitment	Team playing	Organization
Eagerness	Accountability	Eloquence	Speed
Extroversion	Assertiveness	Honesty	Reliability
Follow-through	Competitiveness	Perspective	Skill
Hopefulness	Decisiveness	Intelligence	Strength
Loyalty	Initiative	Integrity	Thoughtfulness
Patience	Efficiency	Ambition	Responsiveness
Quick thinking	Flexibility	Cheerfulness	Even-handedness
Responsibility	Good listener	Cooperation	Good communicator
Smarts	Interest	Dedication	Energy
Structure	Motivation	Determination	Risk taking