

Branding Exercise

For this exercise, please think about your organization in terms of a person - what kind of personality does your organization have? What do you value? What do you want people to think of when they think of your business, its management, etc.?

1. As you read through the following pages, please circle each word that you think relates to your brand.
2. Next, review the words you've circled and add any that you believe are missing.
3. From all the words you've chosen, choose the 3 most significant words.
4. Number those 3 words in order of importance (1 being THE most important).
5. Now think about these three words in terms of values. Are these absolutes for how you do business? Would you say you must have these in order to feel fulfilled?

What is your brand's personality?

Balanced	Optimistic	Healthy	Adaptable
Elegant	Intelligent	Organic	Youthful
Neat	Passionate	Agile	Eager
Wealthy	Skilled	Innovative	Benevolent
Friendly	Wise	Bold	Trustworthy
Sensitive	Mature	Giddy	Parental
Outgoing	Experienced	Conservative	Steady
Dramatic	Giving	Natural	Fun-loving
Reserved	Critical	Factual	Mainstream
Mysterious	Generous	Inventive	Eco-friendly
Dominant	Responsible	Cutting-edge	Pretty
Confident	Tasty	Metaphysical	Dainty
Strong	Handsome	Unusual	Economical
Lively	Charismatic	Hopeful	Expensive
Extroverted	Clean	Impartial	Patriotic
Active	Introverted	Wholesome	Educated

What is your brand's personality?

Energetic	Benevolent	Careful	Lavish
Supportive	Liberal	Avant-garde	Imaginative
Charitable	Considerate	Radical	Inspired
Cooperative	Tolerant	Revolutionary	Productive
Happy	Gracious	Advanced	Original
Organized	Altruistic	Standard	Unique
Structured	Progressive	Status quo	Stylized
Passive	Pro-active	Thoughtful	Receptive
Prepared	High Tech	Contemplative	Resilient
Purpose	High End	Attentive	Durable
Improvise	Opulent	Inventive	Dazzling
Arranged	Abundant	Meditative	Brilliant
Helpful	Take Charge	Reflective	Persuasive
Accommodating	Orderly	Introspective	Significant
Collaborative	Precise	Luxurious	Remarkable
Generous	Efficient	Affluent	Spiritual