

Exercise

PERSONALITY

1. Where does our company fall on the brand personality spectrum? If your brand was a person, how would it act and show up in front of your customers? It's okay to be in the middle of some things, but try not to be middle of the road on all things. Use your values (Part 1, Exercise 1) and the impact of your product and services (Part 3, Question 5) as guides.

Feminine	<<<	<<	<	>	>>	>>>	Masculine
Simple	<<<	<<	<	>	>>	>>>	Complex
Bright	<<<	<<	<	>	>>	>>>	Subtle
Contemporary	<<<	<<	<	>	>>	>>>	Classic
Friendly	<<<	<<	<	>	>>	>>>	Authoritative
Economical	<<<	<<	<	>	>>	>>>	Expensive
Playful	<<<	<<	<	>	>>	>>>	Serious
Unconventional	<<<	<<	<	>	>>	>>>	Mainstream
Natural	<<<	<<	<	>	>>	>>>	Industrial
Approachable	<<<	<<	<	>	>>	>>>	Elite
Casual	<<<	<<	<	>	>>	>>>	Elegant
Open	<<<	<<	<	>	>>	>>>	Exclusive
Entertaining	<<<	<<	<	>	>>	>>>	Educational

VOICE

2. Pick 10-15 adjectives that further characterize our brand. Think about how our customers want to feel or talk about us. What do they need along their buyer journey?

Affectionate	Courageous	Friendly	Lively	Popular	Smart
Agile	Crafty	Funny	Logical	Practical	Sociable
Agreeable	Creative	Futuristic	Loud	Precise	Sophisticated
Alert	Critical	Generous	Loyal	Proactive	Soulful
Altruistic	Curious	Gentle	Mature	Proud	Stable
Ambitious	Delicate	Happy	Methodical	Prudent	Strong
Analytical	Devoted	Helpful	Meticulous	Reasoning	Studious
Balanced	Diligent	Hip	Modern	Rebellious	Subtle
Brave	Diplomatic	Humble	Modest	Refined	Systematic
Calm	Disciplined	idealistic	Motivated	Reserved	Tactful
Candid	Dramatic	Inclusive	Natural	Resolute	Talented
Capable	Driven	Indenous	Nostalgic	Resourceful	Thoughtful
Caring	Eager	Independent	Nurturing	Respectful	Tidy
Charismatic	Energetic	Innovative	Old-fashioned	Responsible	Traditional
Charming	Enterprising	Insightful	Optimistic	Safe	Trustworthy
Chatty	Enthusiastic	Inspiring	Outgoing	Sarcastice	Unconventional
Chic	Exuberant	Intellectual	Outspoken	Sassy	Urban
Classy	Fashionable	Interesting	Passionate	Scientific	Versatile
Clever	Fearless	Joyful	Patient	Sensitive	Warm-hearted
Coherent	Fervent	Keen	Patriotic	Serene	Watchful
Compassionate	Fiery	Kind	Peaceful	Sexy	Wealthy
Competent	Flashy	Knowledgeable	Picky	Sharp	Wise
Confident	Formal	Laid-Back	Playful	Silly	Witty
Cooperative	Frank	Liberal	Polite	Sincere	Young