

## Attributes

1. Write down attributes that define you.

Think about how you would describe yourself, how you are introduced to other people at work, the feedback you get, what makes you different from other people you work with, etc.

*Examples: active, agreeable, ambitious, analytical, cheerful, confident, cooperative, creative, critical, curious, decisive, dependable, detail-oriented, diplomatic, direct, energetic, ethical, fast, flexible, focused, generous, independent, innovative, insecure, insightful, international, open-minded, organized, outspoken, patient, perceptive, planner, positive, practical, proactive, realistic, resilient, savvy, self-motivated, stable*

2. Look back at the list and identify your top 3 attributes:

1.
2.
3.

3. Outside View: Make a list of people –family, friends, colleagues, mentors, clients- that you feel comfortable bringing into your attribute evaluation. Choose five and ask each of them to write down the top three attributes that define you and why.

Person					
Attributes	1.	1.	1.	1.	1.
	2.	2.	2.	2.	2.
	3	3	3	3	3

- a. Are their answers similar (meaning you have a consistent reputation)?

4. Check the list from the Outside View exercise against your own list of attributes. The difference between them is the current distance between your brand attributes and your reputation.

- a. Are there any attributes you hadn't included in your own list? Should you add them to your own list or do you feel they are not the most relevant ones?

- b. Are your top three attributes reflected in their answers? If the answer is no, why do you think that is?