

# Marketing

Your Strengths for the workforce



How to market your strengths & develop your own personal brand to help you stand out in the job market!

Workbook developed by Laura Bustamante, CTRS & Edited by Sharon Vocino



WORKFORCE READY WORKSHOP SERIES

# MARKETING YOUR STRENGTHS

*For the Workforce*

Are you looking to start your career with a bang or to take it to the next level? Then you've come to the right place! Our *Marketing Your Strengths* workbook is the perfect tool to help you discover what makes you truly unique and how to use those strengths to your advantage! In this workbook, we'll be diving deep into the art of marketing your strengths and showcasing your unique personality. From discovering your hidden talents to crafting your personal brand, we'll equip you with the tools you need to stand out.

In this comprehensive guide, we'll explore everything from your personal values and motivations to your learning style, all with the goal of helping you build a strong personal brand that will set you apart from the competition in the job market. So whether you're just starting out in your career or looking to make a change, this workbook has what you need to succeed. Let's get started!





## MONTEREGIE-WEST COMMUNITY NETWORK

### Our Vision

To develop a strong and vibrant English-speaking community in Montérégie West

### Our Mission

Bring together individuals, community groups, public organizations, professionals, and businesses.

Form partnerships and bonds within the Montérégie West community and with its neighbours.

Encourage lifelong learning for everyone from the youth to the elderly;

Provide information and resources to promote improved access to health and social services for all. [www.mwcn.ca](http://www.mwcn.ca)

## NOVA CAREER CENTRE

Our experienced teachers, counselors, and staff are here to help you every step of the way. Whether your goal is to take a trade program, finish high school, or get ready for CEGEP, we offer you the support you need to meet your learning and career goals. Meet one-on-one with one of our counselors to create a personalized learning path that helps you get where you want to go. The journey begins with you!

[www.nfsb.me](http://www.nfsb.me)



New Frontiers School Board  
**CONTINUING  
EDUCATION**

The journey begins with **you.**





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NFSB CONT.ED &amp; MWCN

# WORKFORCE READY WORKSHOP SERIES



## POWER SKILLS

Discover the "Power skills" that make employees stand out in the workforce. Participants will learn about tried and true strategies to improve skills such as organization, productivity, communication, time-management and more!



## DRESS FOR SUCCESS

Learn about "dressing for the job you want" and fun new ways to upgrade your personal style to present a professional image. Participants will learn tips and tricks about everyday style to look and feel good for less!



## SELF CARE & PROFESSIONAL PRESENTATION

This workshop will cover professional social media use, online hiring platforms such as LinkedIn, and self-care practices to prevent burnout. You will also learn about tried and true strategies to manage stress and revamp your online presence!



## MARKETING YOUR STRENGTHS

Discover your most valuable strengths and learn how to use them to their full potential. An interactive activity will follow, where you can design your own business cards and receive a personalized marketing kit.



## INTERVIEW SKILLS

At the end of this workshop, participants will have everything they need to show up to an interview prepared, professional, and with strategies that will make a lasting impression!



# About THE PROGRAM

The workforce-ready workshop series was developed in partnership between the Monteregie-west community network and the New Frontiers School Board Continuing Education Department with the goal of equipping students with social, emotional, and tangible tools to support the successful transition to the workforce.



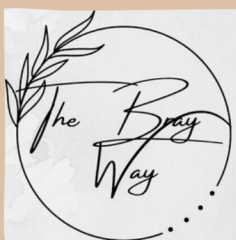
**DISCLAIMER:** *The content of this workbook is intended to provide guidelines and suggestions to support your personal growth and development. It is important to remember that everyone's needs and circumstances are unique, and the information provided may not apply to every situation. Please use the content as a tool to support your journey and adapt it to suit your individual needs. Remember always to prioritize your well-being and seek professional advice when necessary.*

## ABOUT THE AUTHORS



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*This workbook and the workshop content were developed on behalf of the Montérégie West Community Network & The New Frontiers School Board by @thebrayway\_ Wellness Services & L.B Therapeutic Recreation Coaching & Consulting along with the expertise of professionals specializing in the field.*



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# MARKETING YOUR STRENGTHS

*For the Workforce*



“The best way to predict  
the future is to create it.”

— Peter Drucker

Are you about to enter the workforce? Do you want to stand out from the crowd and land your dream job? Then it's time to start marketing yourself!

But wait, what does that even mean? Marketing yourself simply means highlighting your strengths and values in a way that makes you stand out to potential employers. It's like creating a personal brand that showcases what makes you unique and valuable.

Think about it this way: when you're trying to sell a product, you need to promote its best features and explain why it's better than the competition. The same goes for selling yourself in the job market. You need to identify your strongest skills and qualities and show employers why they should choose you over other candidates.

So, how do you do this? First, start by identifying your strengths and values. Are you a great communicator? A natural leader? Do you have a strong work ethic? These are all examples of strengths that you can highlight in your job search.

Next, think about how you can showcase these strengths and values to employers. This could be through your resume, cover letter, or even your social media presence. Make sure that everything you put out there is consistent and reflects the best version of yourself.

Finally, don't be afraid to be creative and think outside the box. Use your strengths and values to set yourself apart from other candidates. Maybe you can create a video resume or design a unique business card that showcases your personality. The possibilities are endless!

Remember, marketing yourself is all about showing employers why you're the best fit for the job. So, take some time to identify your strengths and values, and then start promoting yourself!





# FINDING YOUR SPARK

Article by: Vanessa Rassi

## *What Makes You, You?*

One of the most important first steps in marketing yourself is finding your spark so that you become clear on what unique skills you have and on what you are passionate about that the world around you might need or that you can share with the world.

Sparks are the emotions, activities, and relationships where we forget about what is holding us back and feel the excitement of our passions and interests. When we become clear on what our spark is we can focus on ways to use it which will lead us down the right path for our future.

You're probably asking yourself; how do I find my spark? Here is a list of questions you can ask yourself.

1. During which activities and times do you experience a state of flow?
2. What times in your life do you find yourself able to focus completely?
3. What makes you want to jump out of bed in the morning?
4. When in your life have you felt victorious or successful?
5. When in your life have you felt understood and accepted?
6. When in your life do you feel like your silliest and freest self?
7. When in your life do you feel the most excited and optimistic?

Write down the answers that first come to mind.

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# BELIEFS AND LIMITING BELIEFS

## BELIEFS

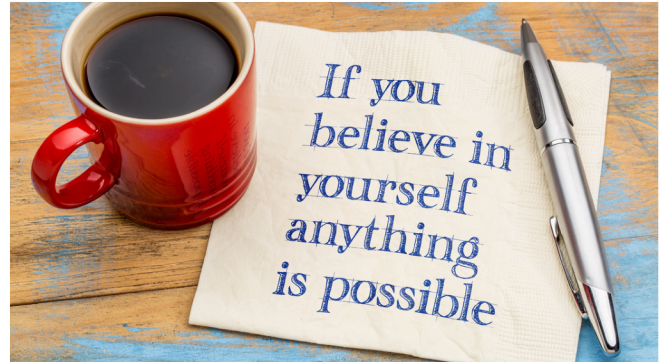
It's not the events of our lives that shape us but our beliefs as to what those events mean that have such an impact on us and can alter our thoughts and emotions.

Most of our beliefs are generalizations about our past based on how we felt about painful or pleasurable experiences that we have gone through.

Once we have accepted these feelings, our beliefs become such strong ideas in our minds that they have the power to expand or destroy all the possibilities of our present and future life.



ARTICLE BY: *Vanessa Rassi*

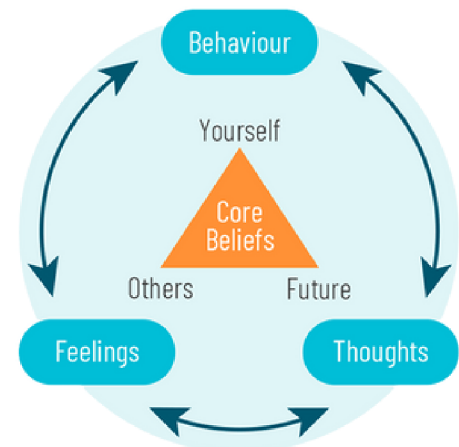


## LIMITING BELIEFS

The beliefs that have the possibility to destroy our present and future lives are called limiting beliefs because they can turn into excuses as to why you can't succeed in life moving forward.

A limiting belief is a thought or frame of mind that you think is the absolute truth and stops you from doing things that you most probably could do.

When we can change our limiting beliefs into positive beliefs by choosing carefully the words we use, we can start to change our lives.







# BELIEFS AND LIMITING BELIEFS

ARTICLE BY: *Vanessa Rassi*

## LIMITING BELIEFS

- “I’m not good enough”
- “I’m not talented enough”
- “I’ll never be a great leader”
- “I don’t have enough experience”
- “I don’t have enough time”
- “I’ll never be successful”
- “I don’t have enough money”
- “I’ll never be one of the best”

## BELIEFS

- “I’m a good person and treat others with kindness”
- “I am talented in my own unique ways”
- “I work better independently”
- “I learn new things every day”
- “I can always find time for the things I enjoy”
- “Everyone has a different idea of what success looks like”
- “I can still be rich in other ways without money”
- “As long as I do the best I can I will feel great about my effort”

### WHAT ARE SOME LIMITING BELIEFS THAT YOU HAVE ABOUT YOURSELF?

*Take a few minutes to write down a list of the limiting beliefs you have about yourself and about your life. Once you have finished writing your list, try to change those limiting beliefs into positive beliefs like in the examples above.*

LIMITING BELIEF	POSITIVE BELIEF



*Start to apply these new beliefs to your life and see how quickly things start to improve for you by having these new and improved ideas in your mind instead of the old limiting beliefs that were holding you back.*



# THE POWER OF OUR WORDS AND QUESTIONS



ARTICLE BY: *Vanessa Rassi*

## *Words*

The words that we choose on a regular basis affect how we communicate with ourselves and impact what we experience every day. Simply by changing the words we use all the time to describe the emotions of our lives, we can instantly change how we think and feel and live.



## *Questions*

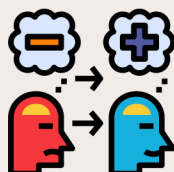
It is not only the words we use every day that affect the quality of our lives but also the questions we always ask ourselves that have the very same impact. Whenever you find yourself asking a question that you know has a negative answer to it, try asking yourself a question that has a better answer and see how much your life begins to change for the better.



What are some of the questions you ask yourself on a regular basis? Try changing your narrative by using questions that will lead to positive answers.

### **Examples of questions we ask ourselves**

- “Why can’t I do this?”
- “How come I have trouble studying?”
- “Why don’t people like me?”
- “How come I don’t seem to be as talented as my siblings?”
- “Why is life so hard?”



### **Ask yourself a better question**

- “How can I learn to do this?”
- “How can I make studying more interesting?”
- “How can I show people that I like them?”
- “How can I show my siblings that I am talented in other ways?”
- “How can I focus on the good parts of life?”



# THE 3 P' S: POSTURE, PURPOSE AND PRESENCE

ARTICLE BY: *Vanessa Rassi*

Your posture is the silent way your body communicates with others as your mind and mouth speak to them verbally. When you are having an important conversation, keep in mind not only what you are saying with your mouth but what your body is saying as well. Here are some ways to check in with your posture and body language.

## **What is my body doing?**

- Are you crossing your arms?
- Are you making eye contact?
- Are you turned away?
- Have you been rolling your eyes?
- Are your shoulders slouching down?



POSTURE



PURPOSE

The purpose of our lives is to live with intention and objective which means to have a reason for living. Everyone has a different purpose and reason for living and no purpose with good intentions is right or wrong. It is all about finding the reason for living that makes you happy and lets you share what you have to offer with the world.

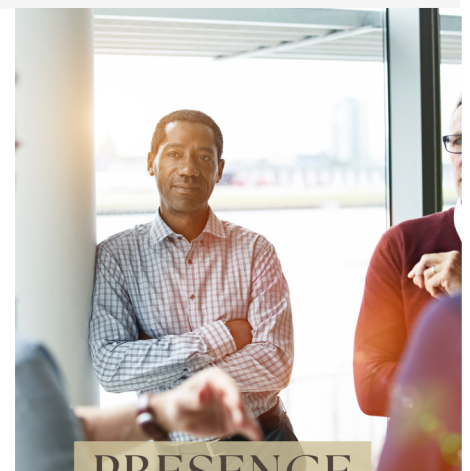
## **Your purpose is very similar to your spark.**

- What is something you genuinely enjoy doing?
- Does this also help or serve others?
- Does it make you feel like you have a reason to live?
- Does it help make you the best version of yourself?

Your presence is your attention and focus in every moment. When you are having a conversation or listening to somebody express themselves it is important not to let your mind wander to past or future experiences or ideas and be present in the moment you are in with them, as it is happening.

## **How am I presenting?**

- Am I here right now with all of myself?
- Am I open to this other human being?
- Is my mind focused on the now?



PRESENCE





# SUPPORT SYSTEMS

Not everyone has the same support systems in their lives. Some support systems are our parents and siblings or other family members such as grandparents or aunts, uncles, and cousins. Some support systems are close friends who are always there for us that are kind, caring, and non-judgmental. Other support systems are teachers we have had in our life that have taught us a special skill or taken extra time to teach us something important. We can also call fictional characters that have had an impact on us in a positive way a support system.

Whatever your support system looks like, there are times when life can feel overwhelming, and we need to ask our support system for help. If you can ask your support system for help in these moments, that is great, but if you aren't able to ask them here is a strategy to use so you can still get help in these moments.

## THE FAIRY GODPARENT EXERCISE

Think of someone that was a support system to you from your life or your childhood who was kind to you, someone who was a loving, wonderful example for you. We will call this person your fairy godparent. Once you have thought of who your fairy godparent is, close your eyes and imagine them as if they were right beside you, listening to you. After you have finished telling them all about what is overwhelming you;

**Ask them:**

- *What they would do if they were in this very situation?*
- *What their advice to you would be?*
- *For positive feedback on how to move forward from this*
- *Ask them anything and everything you want to ask them.*

Know that your fairy godparent is always there when you need them, all you need to do is close your eyes and imagine them listening to you.



ARTICLE BY: *Vanessa Rassi*

***Think of who your "Fairy Godparent might be, and what you would ask them.***

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# DISCOVER YOUR

# UNIQUE PERSONALITY



**6 FREE ONLINE ASSESSMENTS TO GET STARTED!**

**TEST**

**QR**

**KEEP TRACK OF YOUR RESULTS HERE!**



**VIA INSTITUTE ON CHARACTER**  
WWW.VIACHARACTER.ORG




**ENNEAGRAM UNIVERSE**  
WWW.ENNEAGRAMUNIVERSE.COM




**16 Personalities**  
WWW.16PERSONALITIES.COM




**HIGH 5 TEST**  
WWW.HIGH5TEST.COM




**Red Bull Wingfinder**  
WWW.REDBULL.COM/INT-EN/WINGFINDER/STRENGTHS




**disc personality testing**  
WWW.DISCPERSONALITYTESTING.COM/FREE-DISC-TEST



*How do you learn best?*

# LEARNING STYLES

As human beings, we all have different ways of processing and retaining information. This is why understanding your learning style is crucial in achieving success in your life.

## Reading/Writing Learners



- **Primary Characteristics:**
  - Learn best through reading and writing
  - Enjoy taking notes, making lists, writing stories or essays
  - Have good reading comprehension
  - Tend to be good at crossword puzzles and word games
- **Learning Tips:**
  - Take detailed notes and create outlines to organize information
  - Write summaries to help you memorize
  - Write down information and post it in visible places
  - Use flashcards, mind maps or diagrams

## Visual Learners



- **Primary Characteristics:**
  - Prefers visual aids
  - Remembers faces, but not names
  - Think in pictures and images
  - Easily distracted by noise and movement
  - May have difficulty following verbal instructions
- **Learning Tips:**
  - Use diagrams, charts, and mind maps, lists, and notes.
  - Watch videos to learn new concepts.
  - Highlight important information and use color coding
  - Use flashcards or draw pictures or diagrams

## Auditory Learners



- **Primary Characteristics:**
  - Prefers to hear information
  - Good listening skills and enjoys discussions.
  - Can be easily distracted by noise
  - May talk to themselves when recalling information
- **Learning Tips:**
  - Record lectures and refer to later
  - Use rhymes or mnemonics
  - Repeat information out loud for memorization
  - Participate in group discussions or study groups
  - Use podcasts or audiobooks to learn new information
  - Listen to music or white noise to drown out distractions

## Kinesthetic Learners



- **Primary Characteristics:**
  - Learn best through hands-on experiences and physical activity (sports)
  - Like to fidget and move around
  - May have difficulty sitting still for long periods of time
- **Learning Tips:**
  - Use hands-on activities like experiments or role-playing to learn new concepts
  - Use physical objects like blocks or toys to represent concepts
  - Pacing around a room while studying
  - Use gestures or movements to help remember information



# A STRENGTH-BASED APPROACH

## *The 7 Main Benefits*



A strength-based approach is a powerful tool for personal and professional development that focuses on identifying and utilizing one's unique strengths. Rather than dwelling on weaknesses or areas for improvement. This approach encourages individuals to build upon their existing strengths to achieve success and fulfillment.



To discover your strengths, start by reflecting on times when you felt energized, engaged, and successful. Ask friends, family, and colleagues for feedback on your strengths. You can also take online assessments like StrengthsFinder or VIA Character Strengths.



### 1. **Increased self-awareness:**

- By identifying your strengths, you gain a better understanding of your unique talents and abilities.

### 2. **Increased confidence:**

- Focusing on your strengths can boost your confidence and self-esteem, which can lead to greater success in all areas of life.

### 3. **Better relationships:**

- Understanding your strengths can help you communicate more effectively and build stronger relationships with others.

### 4. **Improved performance:** Leveraging your strengths can increase your productivity and effectiveness in personal and professional settings.

### 5. **Greater job satisfaction:**

- When you align your strengths with your career, you're more likely to feel fulfilled and satisfied with your work.

### 6. **Enhanced creativity:**

- Exploring your strengths can unlock new ideas and approaches, leading to greater creativity and innovation.

### 7. **Increased resilience:**

- Utilizing your strengths can help you overcome challenges and setbacks, making you more resilient in the face of adversity.





# SWOT

# ANALYSIS

The SWOT matrix is a strategic planning tool that helps individuals or organizations identify their strengths, weaknesses, opportunities, and threats.

To use it for self-understanding, start by identifying your strengths and weaknesses. Your strengths are the skills, talents, or personal qualities that you possess that give you an advantage over others. Your weaknesses are areas where you may struggle, lack skills or experience, or find challenging.

Next, consider the opportunities and threats in your personal or professional life. Opportunities are external factors that could positively impact your life, such as a new job or a new relationship. Threats are external factors that could negatively impact your life, such as a job loss or a pandemic.

Once you have identified these four areas, use them to create an action plan that leverages your strengths, addresses your weaknesses, takes advantage of opportunities, and mitigates threats. By doing this exercise, you can gain a better understanding of yourself and create a plan to improve your personal or professional life.

## STRENGTHS

# S

## WEAKNESSES

# W

## OPPORTUNITIES

# O

## THREATS

# T





# SWOT Exercise

Now you try it! Complete your personal SWOT analysis. Use the results to recognize your unique skills, strength, and talents. Plan strategies to manage your weaknesses and take advantage of any opportunities!

## Strengths

- What do you do well?

- What do others see as your strengths?

## Weaknesses

- What could you do better?

- What do others likely see as your weaknesses?

## Opportunities

- What are the opportunities?

- Which strengths could you turn into opportunities?

## Threats

- What obstacles do you have?

- What trends and threats could harm you?

# FINDING YOUR PURPOSE

*With Ikigai*

Have you ever questioned your life's direction, or wondered if there is something else you should be doing? You're not alone. Many people struggle with finding their life purpose or place too much pressure on the need to figure it out right off the bat. But have you heard of **ikigai**? It's a Japanese concept that can help you explore your options and discover what really makes you tick!

The concept of Ikigai is made up of four domains. Let's break it down.

**First, what do you love to do?**

*(Interests/hobbies)*

This could be anything from playing music to hiking to cooking.

**Next, what are you good at?**

*(Skills/ talents)*

Maybe you're a great writer or you have a talent for graphic design.

**Third, what does the world need?**

*(Essential & in-demand tasks/jobs.)*

This could be anything from environmental activism to social justice advocacy.

**Finally, what can you be paid for?**

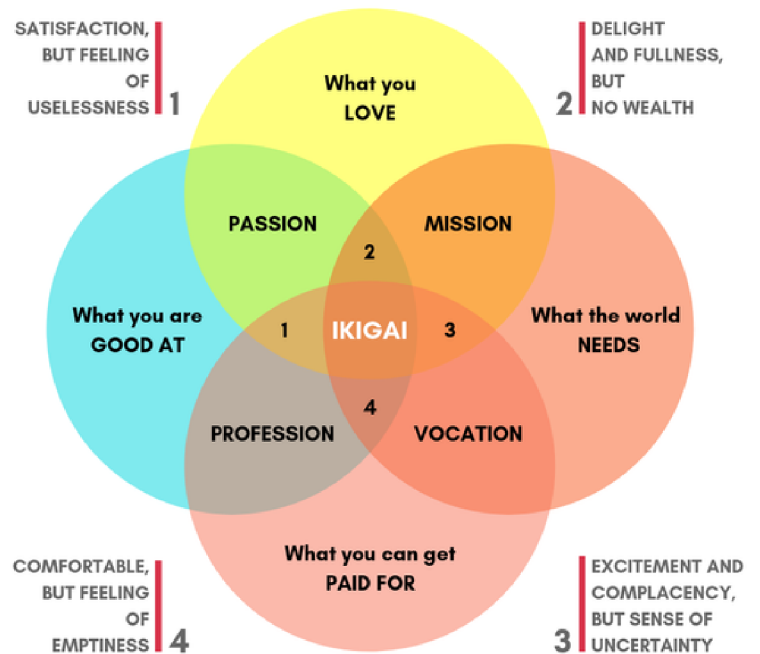
*(Profitable tasks /skills.)*

This could be a job in healthcare, finance, or any other field that interests you.

When you only focus on a few elements of this model, without investing time and energy into all domains you may feel as though certain needs are not being met. When you find the intersection of these domains, you've found your ikigai!

## IKIGAI

A JAPANESE CONCEPT THAT MEANS "A REASON FOR BEING"



inuidea

[www.inuidea.com](http://www.inuidea.com)

INUETC

### LET'S PUT IT ALL TOGETHER WITH A FEW EXAMPLES.

- If you love playing music, are good at writing songs, believe the world needs more joy and can be paid for performing, your ikigai could be a career as a musician.
- If you love studying history, are good at research, believe the world needs more understanding and can be paid for teaching, your ikigai could be a career as a history professor.

Remember, finding your ikigai won't happen overnight. It takes time and effort to identify your passions, skills, values, and marketable talents. But when you do find your ikigai, you'll feel a sense of purpose and fulfillment that can guide you on your personal & professional journey.



# FINDING YOUR PURPOSE

*With Ikigai*

**Application Activity**

## PASSION

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## PROFESSION

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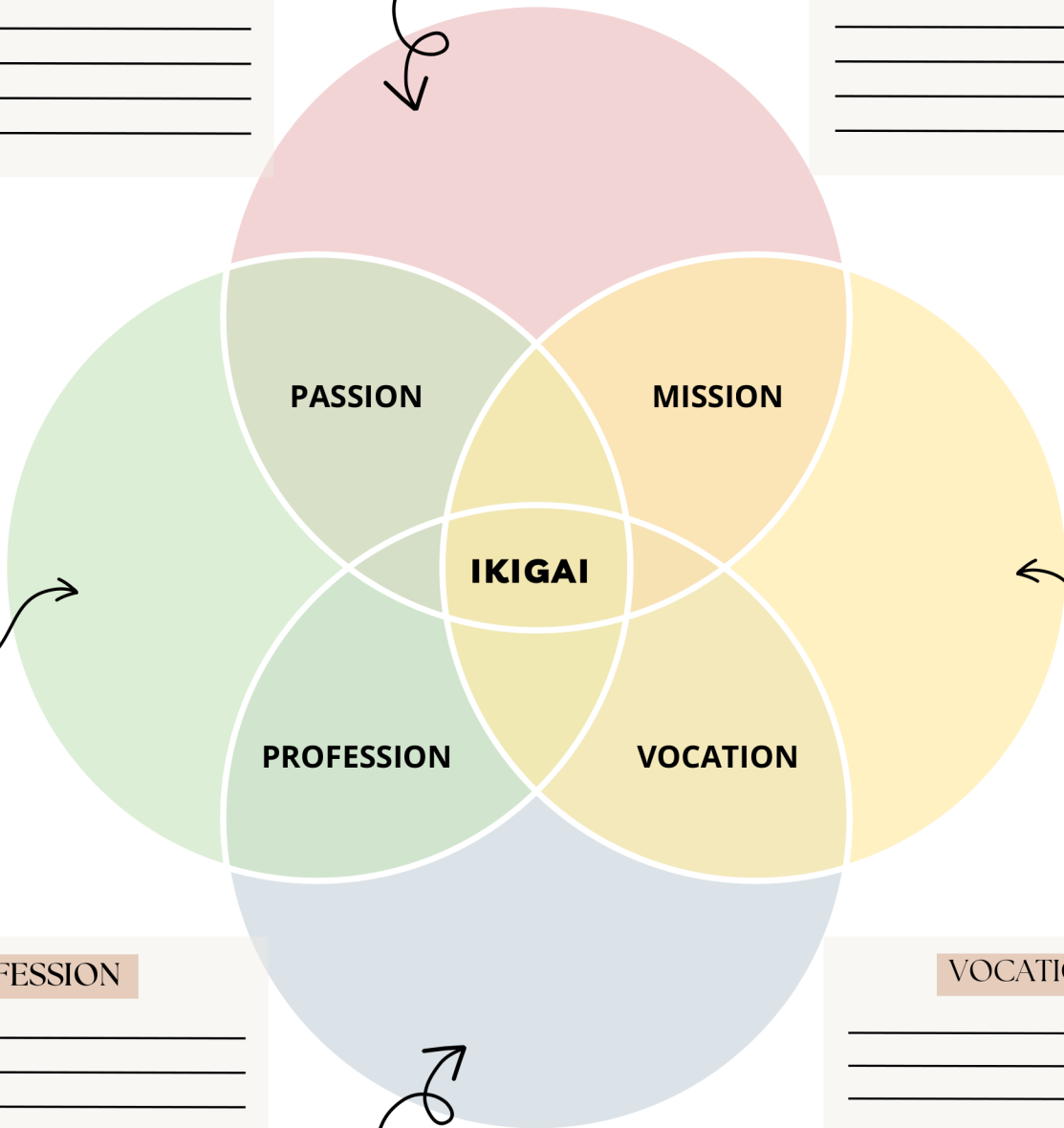


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*What you love to do*

*Your strengths*

*What the world needs*



## PROFESSION

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## VOCATION

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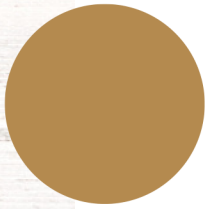


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*What you can be paid for*



# Boost Your Strengths

Write down your personal strengths below. For each strength, ask yourself these questions:

- What opportunities are out there for me?
- How could I use this strength more in life or work?
- What is underneath this strength?
- How could I turn this strength into an opportunity?
- What ideas have I had that I've been putting off?
- Where could I use this strength to make a difference in my life?

My Personal Strengths are:	I could boost them by:
<i>What personal qualities do you like the most about yourself?</i>	<ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> <li>4.</li> <li>5.</li> </ol>
<i>Do your strengths make you stand out from others?</i>	<ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> <li>4.</li> <li>5.</li> </ol>
<i>What are your greatest strengths?</i>	<ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> <li>4.</li> <li>5.</li> </ol>



“Stop apologizing! It’s ok if your ideas are different, your goals are big - don’t be afraid of what others would say. You are skilled, capable, talented - you deserve to be a leader, and you are enough. Leaning in can be uncomfortable, so don’t be afraid to own your seat, lean back, and kick your feet up.”

— *Joy Fitzgerald*





# HOW TO USE PERSONAL BRANDING

*To Stand Out in the Job Market*



## GET TO KNOW YOURSELF

Use personality tests, online assessments and feedback from others to discover more about yourself!



## KNOW YOUR WORTH

Take inventory of everything you discover and right out your strengths, beliefs, motivations and values.



## SWOT ANALYSIS

Using the SWOT method, analyze your strengths, weaknesses, threats and opportunities relating to the workforce.



## DEFINE YOUR IDEAL AUDIENCE

Brainstorm your ideal workplace to help you narrow down the type of person/organization you would like to work for and why.



## FIND YOUR WHY

Explore your true motivators with the "Many Why's" exercise and get to the root of why you are motivated to work in your profession / trade.



## CREATE YOUR STORY

Use your "reason why," to help you develop a unique "brand story" that portrays your values and the message you want to communicate to potential employers.



## BRAND PERSONALITY ARCHTYPE

Consider the message you want to send, and determine which brand personality archetype can say it best.



## BRAND IDENTITY

Using your Brand 's Personality archetype as a guideline, determine the visual elements that best capture its personality.



## COLOUR SCHEME

Select a colour scheme that captures the feelings, mood and personality you wish to convey to your target audience.



## FONT

Select a font for your headings and a font for your body text that captures the feelings, mood and personality you wish to convey.



## ONLINE & OFFLINE PRESENCE

Be consistent in how you project your personal brand, both online and in person.



## NETWORK / MENTORS

Gain inspiration, feedback, and experience by networking and connecting with mentors and people in your field. Continue to evaluate and adjust your brand!



# YOUR PERSONAL BRAND STORY FOR THE WORKFORCE



*Building a strong personal brand story is an essential step towards achieving your professional goals. Your personal brand story should communicate who you are, what you stand for, and what you aim to achieve. Here are some things to consider when developing your story.*

**Background story:**

- Your background story is the foundation of your personal brand story. It should highlight your upbringing, pivotal life experiences, and how you developed into the person you are today.

**Core values:**

- Your core values are the principles that guide your decision-making and behaviour. They should align with your personal and professional goals and shape your brand's identity.

**Unique selling proposition:**

- Your unique selling proposition is what sets you apart from others in your industry. It should be a clear and concise statement that highlights your strengths and expertise.

**Professional achievements:**

- Your professional achievements are tangible examples of your skills and abilities. They should demonstrate your track record of success and showcase your expertise.

**Future aspirations:**

- Your future aspirations are your goals and vision for the future. They should align with your personal and professional values and give your audience a sense of where you're headed.



Remember, your personal brand story is an ongoing process that evolves over time as you gain more experience and expertise. Continuously revisiting and refining your personal brand story ensures that it remains authentic, relevant, and impactful.



# My Brand Story

## Guiding Questions



BACKGROUND		
<i>What are some defining moments / experiences in your life that have shaped who you are today?</i>	<i>What have been some of your biggest challenges and how have you overcome them?</i>	<i>Main motivators and key people who have shaped who you are and who you want to be.</i>
CORE VALUES		
<i>What are your priorities in life? What makes you feel fulfilled?</i>	<i>What principles, beliefs and values guide your life?</i>	<i>What traits do you admire in others and strive to embody?</i>
WHAT SETS YOU APART		
<i>What value do you offer that others can't?</i>	<i>What skills or talents do you possess that others don't?</i>	<i>What unique perspective do you bring to a team or project?</i>
ACHIEVEMENTS		
<i>Standout projects or accomplishments you've achieved?</i>	<i>What do others say about your work and contributions?</i>	<i>What have you learned from your professional experiences?</i>
FUTURE ASPIRATIONS		
<i>What do you hope to achieve in your career or personal life? Long term Goals.</i>	<i>What skills or experiences do you want to gain in the future?</i>	<i>What legacy do you want to leave behind? What Impact do you want to have?</i>



# THE MANY WHY'S EXERCISE

## *UNDERSTANDING YOUR MOTIVATIONS*

It's important to figure out your "why" when developing your personal brand because it helps you clarify your purpose and values, which in turn makes it easier to communicate and connect with others who share those same values. The "Many Why's" exercise is a technique that involves asking yourself "why" multiple times to get to the root of your motivations and deeper purpose. By repeatedly asking "why", you can uncover your true underlying motivations and values, which can inform and strengthen your personal brand.

YOUR WHY:

BUT WHY ARE YOU DOING IT?



BUT WHY?



BUT WHY?



BUT WHY?



SO, WHY IS THIS IMPORTANT?

# IT'S ALL ABOUT THE MESSAGE

*You Want to Send!*



## THE PSYCHOLOGY OF TYPOGRAPHY

**Your brand is your true story** by *gigoing*

Be yourself; everyone else is already taken.- Oscar Wilde

- Identify your strengths and talents**  
Maximize the impact of your strengths
- Weaken your weaknesses**  
Minimize the impact of your weaknesses
- Identify your core values**  
What really matters to you?
- Create your personal brand vision**  
How you want to live your life? Write your statement
- Define your purpose**  
Why are you here?
- Pursue your passions**  
Your passions fuel your actions
- Build your brand with tools**  
Choose the best tools to create mindblowing brand
- Make an impact**  
Make a contact, collaborate, develop projects and do business
- Be yourself**  
Rock the world!

### Serif

**Popular Serif Fonts**

Times New Roman  
Bodini  
Georgia  
Garamond  
Baskerville

**Associations**

Traditional  
Impressive  
Authority  
Respect

### Sans Serif

**Popular Sans Serif Fonts**

Helvetica  
Verdana  
Arial  
Century gothic  
Calibri

**Associations**

Clean  
Modern  
Stable  
Objective

### Slabe Serif

**Popular Slabe Serif Fonts**

Rockwell  
Courier  
Museo  
Clarendon  
**Bevan**

**Associations**

**Bold**  
Strong  
Solid  
Modern

### Script

**Popular Script Fonts**

*Lobster*  
*Zapfino*  
*Pacifico*  
*Lucida*  
*Brush Script*

**Associations**

*Feminine*  
*Friendly*  
*Elegant*  
*Creative*

### Modern

**Popular Modern Fonts**

Infinity  
Eurostyle  
Majoram  
Matchbook  
Polittica

**Associations**

Exclusivity  
Fashionable  
Stylish  
Sharp

For helpful tips and trusted information on business and how to become a more effective entrepreneur, visit [massimo-group.com/the-17-rules-of-email-etiquette](http://massimo-group.com/the-17-rules-of-email-etiquette)





# PERSONAL BRAND

## BRAND PERSONALITY



Brand personality refers to the set of human characteristics associated with a brand. It is the way a brand behaves, communicates, and interacts with customers. The components of brand personality include traits such as sincerity, excitement, competence, sophistication, and ruggedness.

To develop your own personal brand, start by identifying your unique skills, values, and passions. Then, create a brand statement that communicates who you are, what you do, and what you stand for. Next, develop a consistent brand image across all platforms, including social media, websites, and networking events.

The benefits of a consistent brand image include increased recognition, stronger relationships with customers and colleagues, and improved job prospects. By showcasing your personal brand, you can differentiate yourself from others and establish yourself as a thought leader in your industry.



**Sincerity** is all about being honest, genuine, and down-to-earth. Brands with a sincere personality are often seen as trustworthy and reliable. Examples of brands with a sincere personality include Coca-Cola and Dove.

**Excitement** is all about being daring, adventurous, and energetic. Brands with an exciting personality are often seen as fun and dynamic. Examples of brands with an exciting personality include Red Bull and Nike.

**Competence** is all about being reliable, intelligent, and successful. Brands with a competent personality are often seen as dependable and knowledgeable. Examples of brands with a competent personality include Microsoft and BMW.

**Sophistication** is all about being elegant, refined, and cultured. Brands with a sophisticated personality are often seen as high-class and luxurious. Examples of brands with a sophisticated personality include Chanel and Mercedes-Benz.

**Ruggedness** is all about being tough, rugged, and outdoorsy. Brands with a rugged personality are often seen as adventurous and rugged. Examples of brands with a rugged personality include Harley-Davidson and Jeep.

# BRAND ARCHETYPES

## THE INNOCENT



This archetype is associated with simplicity, optimism, and honesty. Individuals who embody this archetype are often seen as trustworthy and straightforward. Example; Dove

## THE EVERYONE



This archetype is associated with reliability, authenticity, and simplicity. Individuals who embody this archetype are often seen as approachable and down-to-earth. Examples include Levi's, Coca-Cola, and McDonald's.

## THE HERO



This archetype is associated with bravery, courage, and strength. Individuals who embody this archetype are often seen as champions for a cause or a movement. Examples include Nike, Apple, and Tesla.

## THE REBEL



This archetype is associated with rebellion, independence, and non-conformity. Individuals who embody this archetype are often seen as rule-breakers and iconoclasts. Examples include Harley-Davidson, Diesel, and Virgin.

## THE EXPLORER



The Explorer archetype is associated with adventure, independence, and curiosity. Individuals who embody this archetype are often seen as risk-takers and trailblazers. Examples include Red Bull, Jeep, and Patagonia.

## THE CREATOR



The Creator archetype is associated with artistry, imagination, and self-expression. Individuals who embody this archetype are often seen as innovators and originators. Examples include Etsy, Adobe, and Pinterest.

## THE RULER



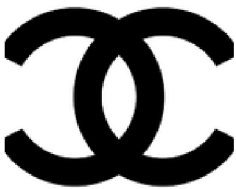
The Ruler archetype is associated with power, authority, and control. Individuals who embody this archetype are often seen as leaders and decision-makers. Examples include Mercedes-Benz, IBM, and American Express.

## THE MAGICIAN



The Magician is associated with creativity, transformation, and imagination. Individuals who embody this archetype are often seen as visionaries and innovators. Examples include Disney, Apple, and Pixar.

## THE LOVER



The Lover archetype is associated with passion, intimacy, and sensuality. Individuals who embody this archetype are often seen as romantics and emotional beings. Examples include Victoria's Secret, Godiva, and Chanel.

## THE CAREGIVER



The Caregiver is associated with compassion, nurturing, and empathy. Individuals who embody this archetype are often seen as givers and helpers. Examples include Johnson & Johnson, and UNICEF.

## THE JESTER



The Jester: This archetype is associated with humor, fun, and entertainment. Individuals who embody this archetype are often seen as playful and lighthearted. Examples include Old Spice, Geico, and Skittles.

## THE SAGE



This archetype is associated with wisdom, knowledge, and insight. Individuals who embody this archetype are often seen as mentors and thought leaders in their industry. Examples include TED Talks & Oprah Winfrey.



# SHOW YOUR TRUE COLOURS



## COLOUR SCHEMES IN PERSONAL BRANDING

Colour is a powerful tool when it comes to personal branding. It can communicate your personality, values, and style all at once. But with so many colours out there, how do you pick the right ones to represent you?

First, let's talk about colour schemes. A colour scheme is a set of colours that work together to create a cohesive look. There are a few different elements that make up a colour scheme, including the base colour, accent colour, and neutral colour.

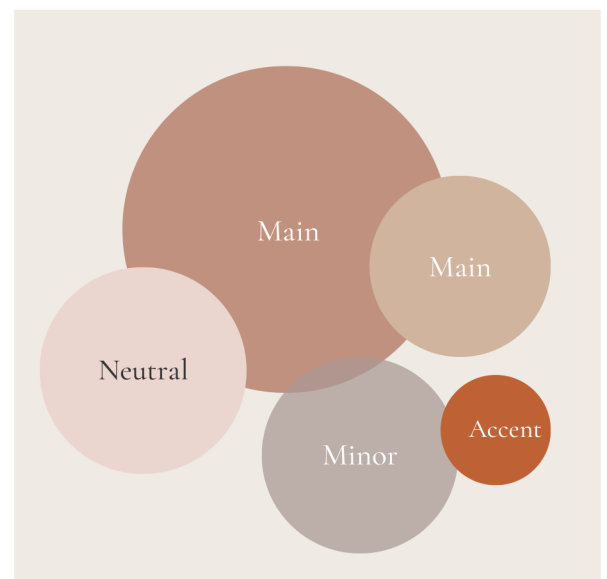
The base colour is the dominant colour in your branding. It's the one that will be used the most and will be the most recognizable. The accent colour is a complementary colour that adds a pop of interest and can be used to highlight important elements. Finally, the neutral colour is a subtle shade that ties everything together and provides balance.

So how do you go about creating your own colour scheme? Start by thinking about your personal brand and what you want to communicate. Are you bold and adventurous? Consider a bright, eye-catching base colour like red or orange. Are you more understated and professional? Maybe a classic navy blue or forest green would be a better fit.

Once you have your base colour, choose a complementary accent colour that adds a bit of interest. This could be a shade that's opposite on the colour wheel, like green and red, or a colour that's in the same family, like light blue and navy.

Finally, choose a neutral colour that will provide balance and tie everything together. This could be a soft gray, beige, or even white.

Remember, your colour scheme should be unique to you and your personal brand. Don't be afraid to experiment and try out different combinations until you find the perfect fit. With the right colours, you can create a memorable and impactful personal brand that truly represents you.



# BRAND VOICE & TONE

## *Essential Elements*

*Brand voice and tone are essential elements of any successful marketing strategy. They are the pillars that create a unique personality for your brand, making it stand out from the crowd. In this article, we will break down the process of discovering your own brand voice and tone, so you can develop a strong, consistent message.*



### **Brand Voice vs. Brand Tone**

First, let's clarify the difference between brand voice and tone. Your brand voice is the personality of your brand, the consistent set of characteristics that define your brand's values, goals, and mission. It is the way your brand speaks to your audience, the words and phrases you use, and the overall message you want to convey.

On the other hand, brand tone is the emotional inflection you use to convey your brand voice. It's the way your brand speaks in a given situation or context. For example, you may use a more serious tone when discussing an important issue, but a more playful tone when promoting a sale.

Remember, your brand voice and tone should be consistent across all channels, from your website to your social media posts. By developing a unique brand personality, you can create a powerful, emotional connection with your audience that will set your brand apart from the competition.

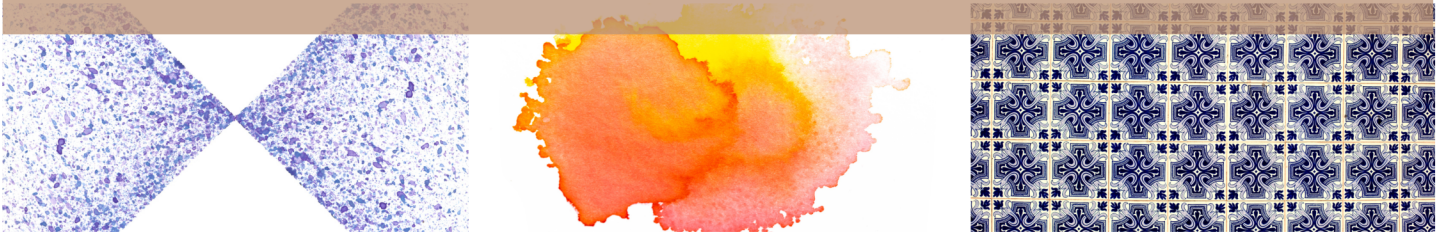
To discover your brand voice and tone, start by asking yourself a few key questions:

- What are your brand's mission and values? What do you stand for, and what are you trying to achieve? Your brand voice should reflect these values and goals.
- Who is your target audience? What are their needs, wants, and main points? Your brand tone should reflect the emotional connection you want to make with your audience.
- What is your brand's personality? Are you serious and professional, or playful and cheeky? Your brand voice and tone should align with your brand's personality.

Once you have answered these questions, it's time to put your brand voice and tone into practice!

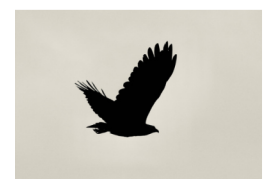


# SYMBOLS & DESIGNS *What do They Mean?*



## ELEMENTS

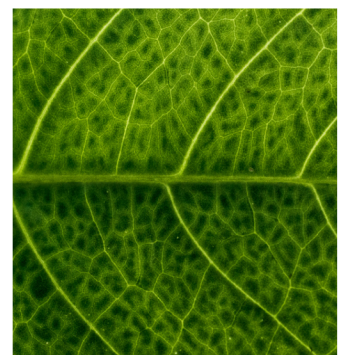
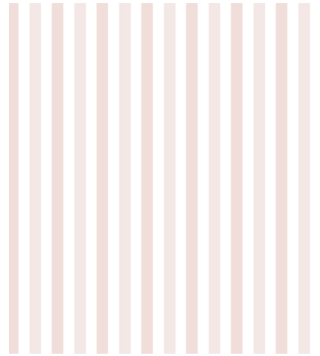
- **Circle** - represents unity, wholeness, and inclusivity.
- **Square** - symbolizes stability, balance, and order.
- **Triangle** - signifies strength, power, and energy.
- **Heart** - represents love, affection, and emotion.
- **Star** - symbolizes fame, success, and aspiration.
- **Arrow** - signifies direction, movement, and progress.
- **Lightning** - represents speed, energy, power, and innovation.
- **Wave** - signifies fluidity, motion, and change.
- **Sun** - represents warmth, light, and positivity.
- **Moon** - symbolizes mystery, femininity, and intuition.
- **Spiral** - signifies growth, evolution, and transformation.
- **Diamond** - represents luxury, elegance, and value.
- **Globe** - signifies global outreach, diversity, and interconnectedness.
- **Tree** - represents growth, stability, and sustainability.
- **Bird** - symbolizes freedom, grace, and independence.



# PATTERNS, PRINTS & TEXTURES

## *& What they Represent*

- **Stripes:** Stripes represent movement and direction, and can convey a sense of energy and action.
- **Dots:** Dots are playful and fun, and can represent creativity and imagination.
- **Geometric shapes:** Geometric shapes give a sense of structure and order, and can convey professionalism and reliability.
- **Floral patterns:** Floral patterns are often used to represent femininity, grace, and elegance.
- **Gradients:** Gradients represent a transition, and can convey a sense of depth and dimensionality.
- **Textured backgrounds:** Textured backgrounds can add depth and interest to a design, and can represent a sense of tactility and touch.
- **Abstract patterns:** Abstract patterns can be used to create a sense of mystery and intrigue, and can represent creativity and innovation.
- **Organic shapes:** Organic shapes can represent nature, growth, and sustainability, and can convey a sense of warmth and approachability.







## BUSINESS CARDS

### *Essential Elements*

A business card is a powerful tool that can make or break a potential business relationship. It's important to make sure your business card is not only visually appealing but also informative. There are several key components that make up a great business card.

First, the layout of the card is essential. Make sure there is a good balance of text and white space. The font size should be large enough to read but not too big that it overwhelms the card. A clear and concise message about your business is crucial.

Next, the logo is the face of your business. It should be prominently displayed on the card and be easily identifiable.

The logo is a representation of your brand and should be consistent across all marketing materials.

Contact information is also a key component. Make sure to include your name, title, phone number, email address, and website. This information should be easy to read and not cluttered.

Finally, the use of colour can make your business card stand out. However, be mindful of the colours you choose. Stick to colours that are consistent with your brand and avoid using too many colours that can be distracting.

In summary, a great business card should have a balanced layout, a prominent logo, clear and concise messaging, easily readable contact information, and consistent branding. With these elements in place, your business card will leave a lasting impression and help you make valuable connections in the business world.



# DESIGN VIDEOS

*TO GET YOU STARTED*



**WHAT ARE BRAND ARCHETYPES?**

By Brand Master Academy



**CANVA FOR BEGINNERS**

By Whiskey & Whit



**HOW TO MAKE A BUSINESS CARD**

By Design Talk



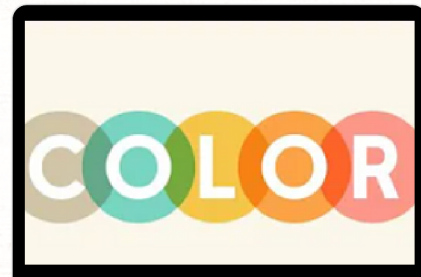
**DESIGN YOUR BUSINESS CARD**

By Canva



**WHAT IS BRANDING?**

By The Futur



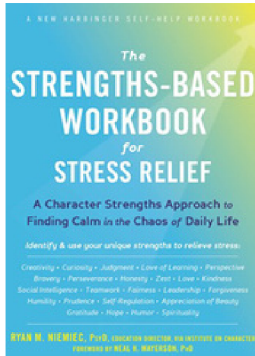
**BEGINNING GRAPHIC DESIGN: COLOUR**

By GCFLearnFree



# RESOURCE LIBRARY

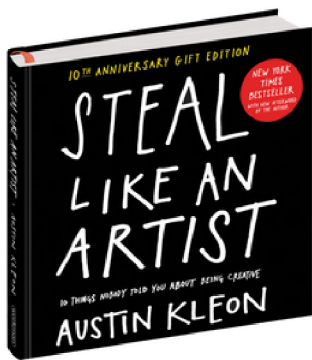
**WANT TO KEEP LEARNING? HERE ARE A FEW RECOMMENDATIONS TO GET YOU STARTED.**



## THE STRENGTHS-BASED WORKBOOK FOR STRESS RELIEF

BY RYAN M NIEMIEC PSYD

In this evidence-based guide, a psychologist offers an innovative strengths-based stress reduction plan grounded in positive psychology. You'll find tips and strategies for identifying your key character strengths—such as perseverance, social intelligence, bravery, self-control, and more—and discover how these strengths can help you cultivate greater happiness, better relationships with others, and improve your overall health.



## STEAL LIKE AN ARTIST: 10 THINGS NOBODY TOLD YOU ABOUT BEING CREATIVE

BY AUSTIN KLEON

An inspiring guide to creativity in the digital age, *Steal Like an Artist* presents ten transformative principles that will help readers discover their artistic side and build a more creative life. Nothing is original, so embrace influence, school yourself through the work of others, remix and reimagine to discover your own path. Follow interests wherever they take you—what feels like a hobby may turn into your life's work. Forget the old cliché about writing what you know: Instead, write the book you want to read, make the movie you want to watch.



## THE 1-PAGE MARKETING PLAN

BY ALLAN DIB

In *The 1-Page Marketing Plan*, serial entrepreneur and rebellious marketer Allan Dib reveals a marketing implementation breakthrough that makes creating a marketing plan simple and fast. It's literally a single page, divided up into nine squares. With it you'll be able to map out your own sophisticated marketing plan and go from zero to marketing hero. Whether you're just starting out or are an experienced entrepreneur, *The 1-Page Marketing Plan* is the easiest and fastest way to create a marketing plan that will propel your business growth.



## DIGITAL YOU: REAL PERSONAL BRANDING IN THE VIRTUAL AGE

BY WILLIAM ARRUDA

*Digital You* offers a deep dive to understanding and defining your unique promise of value - making a great first impression, mastering multimedia, and, ultimately, expanding your network and promoting thought leadership. You'll learn how to develop, design, and sustain a personal brand throughout the fluid movements of any career. Understand how to be clear about your digital brand and your unique promise of value so you can increase your success and happiness at work and in life.



# WORKSHEETS

## RESOURCES & HANDOUTS



“If you love what you’re doing... that will make it so much easier to actually sit down and create content, inspire, entertain, and educate. That’s what’s really important.”

-Jeff Bullas



# Make Your Own

## BUSINESS CARD

FULL NAME:

EMAIL:

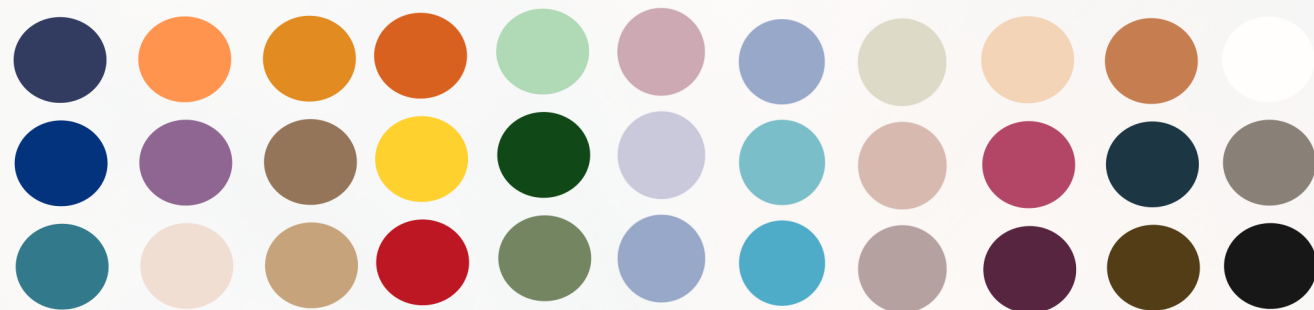
PHONE NUMBER:

OTHER:

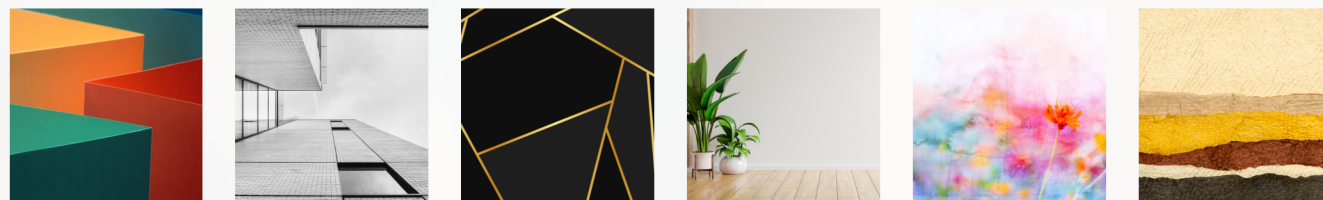
DESIGN ELEMENTS



COLOUR (CHOOSE UP TO 3)



BUSINESS CARD STYLE



SHARP, LOUD & BOLD

MODERN & INDUSTRIAL

CLASSIC & SOPHISTICATED

MINIMAL & LIGHT

CREATIVE & FUN

NATURAL & WARM

FONT FONT **FONT** *Font* Font Font  
 Font *Font* FONT **FONT** *Font* Font

FRONT

BACK

---

COLOURS

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

---

FONTS

Heading Font Name: \_\_\_\_\_

Text Font Name: \_\_\_\_\_

PATERNS / ELEMENTS: \_\_\_\_\_

LOGO

---

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company / \_\_\_\_\_

Description: \_\_\_\_\_

Location: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

Website / LinkedIn: \_\_\_\_\_



# DREAMJOB

## *Vision Board*


JOB TITLE:

JOB TYPE:

LOCATION:

JOB DESCRIPTION

JOB SECURITY:

TRAINING 	BREAKS 	WORK LOAD 	WORK/LIFE BALANCE 
---	---	--	--

Laissez-Faire Management Style	●	●	●	●	●	●	Authoritarian Management Style
Frequent Travel	●	●	●	●	●	●	One Location
Creative	●	●	●	●	●	●	Analytical
Flexible / Self Directed	●	●	●	●	●	●	Structured / Organised
Outdoors	●	●	●	●	●	●	Office
Active / Physical	●	●	●	●	●	●	Sedentary / Passive
Social / Teamwork	●	●	●	●	●	●	Independent / Solitary

PAY SCALE

| | | |

SCHEDULE

| | | |


COMPANY/ BUSINESS

MISSION:

VISION:

VALUES:

SIZE:



BENEFITS / PERKS	
<input checked="" type="checkbox"/> Paid Time off	Other _____
Insurance	
Overtime	
Pension plan	
#__ Sick Days	
Professional Development	

WORK CLIMATE

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

WORK CULTURE

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

TASKS I WANT	TASKS I DON'T WANT
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>

# 30

## Brand Personality Adjectives

Tick the adjectives that apply to your brand personality

- |                                      |                                       |  |
|--------------------------------------|---------------------------------------|--|
| <input type="checkbox"/> Adventurous | <input type="checkbox"/> Empowering   | <input type="checkbox"/> Playful       |
| <input type="checkbox"/> Ambitious   | <input type="checkbox"/> Energetic    | <input type="checkbox"/> Professional  |
| <input type="checkbox"/> Bold        | <input type="checkbox"/> Flirty       | <input type="checkbox"/> Quirky        |
| <input type="checkbox"/> Calm        | <input type="checkbox"/> Fresh        | <input type="checkbox"/> Radiant       |
| <input type="checkbox"/> Cheerful    | <input type="checkbox"/> Glamorous    | <input type="checkbox"/> Relaxing      |
| <input type="checkbox"/> Clean       | <input type="checkbox"/> Innovative   | <input type="checkbox"/> Rustic        |
| <input type="checkbox"/> Confident   | <input type="checkbox"/> Invigorating | <input type="checkbox"/> Sleek         |
| <input type="checkbox"/> Dainty      | <input type="checkbox"/> Minimal      | <input type="checkbox"/> Sophisticated |
| <input type="checkbox"/> Daring      | <input type="checkbox"/> Modern       | <input type="checkbox"/> Spiritual     |
| <input type="checkbox"/> Elegant     | <input type="checkbox"/> Natural      | <input type="checkbox"/> Vibrant       |



# 7 Brand Guideline Must Haves

„Your brand is everything!“

1

## Brand identity

The explanation of your marketing strategy marks the beginning of the brand design manual. Brand identity needs to address the following points:

- ✦ Brand story
- ✦ Brand values
- ✦ Purpose (vision)
- ✦ Tonality of the brand



2

## The logo and how to use it

Presentation and use of the logo play a crucial role in brand design. The following points must be made clear:



- ✦ Size and proportions
- ✦ Distances from the edges of the page
- ✦ Permitted variants in terms of color and backgrounds
- ✦ Applications of the different variants
- ✦ The "no-goes" regarding the variants and their applications

3

## Colors and color combinations

Color contributes significantly to brand recognition. It is important to explain the interaction between main and secondary colors. Details about how to apply brand colors in different media – e.g. print media and online - should be included.



4

## Font style/typography

Uniform typography underpins the brand's personality. This applies not only to headlines, but equally to consistent use of one font for body text. The following points are essential:



- ✦ Font type
- ✦ Font size for headlines, body text, subtitles, etc.
- ✦ Permitted variants in terms of color and backgrounds
- ✦ Spacing of paragraphs and lines
- ✦ Text alignment

5

## Image style

Images evoke emotions and are incredibly powerful stylistic elements. A brand style guide must specify how to handle visual material:

- ✦ Interplay between image, text, and graphics
- ✦ Suitable motifs
- ✦ Color spectrum
- ✦ Style, light, and atmosphere
- ✦ Format and size



6

## Graphics and icons

The use of icons and graphics is another important part of brand guidelines. The design guide should define which icons may be used, what they mean, and how to use them (line width, colors, proportions, etc.).



7

## Application examples

Include examples to help users implement brand guidelines.



**CD Management Success Factors**  
Download your free whitepaper now:  
<https://hubs.li/H0Mw2kz0>



# COLOR PSYCHOLOGY IN LOGO DESIGN

RED	NETFLIX	<b>FEELINGS:</b> Excitement, Energy, Passion and Courage
ORANGE	FANTA	<b>FEELINGS:</b> Cheerful, Friendly, Optimistic and Playful
YELLOW	McDonald's	<b>FEELINGS:</b> Youthful, Energetic and Happiness
GREEN	Starbucks	<b>FEELINGS:</b> Growth, Nature, Balance and Harmony
BLUE	Facebook	<b>FEELINGS:</b> Trust, Serious, Security and Confidence
PURPLE	Twitter	<b>FEELINGS:</b> Creativity, Fantasy, Royalty and Luxury
PINK	Id	<b>FEELINGS:</b> Hope, Inspiration, Dreams and Childhood
BROWN	m&m's	<b>FEELINGS:</b> Rugged, Reliability, Honest and Natural
BLACK	Nike	<b>FEELINGS:</b> Efficiency, Power, Elegance and Luxury
GRAY	Mercedes-Benz	<b>FEELINGS:</b> Classic, Mature, Modest and Neutral
WHITE	TESLA	<b>FEELINGS:</b> Youthful, Purity, Peace and Simplicity

WWW.ZEKAGRAPHIC.COM



# THE 5-MINUTE PERSONALITY TEST

L . O . G . B

Read the words listed in each row. For each row, rate yourself with a number from 1 to 4, with 4 being the word that is most like you and 1 being the word that is least like you.

1.	<input type="checkbox"/>	Likes Authority	<input type="checkbox"/>	Enthusiastic	<input type="checkbox"/>	Sensitive Feelings	<input type="checkbox"/>	Likes Instructions
2.	<input type="checkbox"/>	Takes Charge	<input type="checkbox"/>	Takes Risks	<input type="checkbox"/>	Loyal	<input type="checkbox"/>	Accurate
3.	<input type="checkbox"/>	Determined	<input type="checkbox"/>	Visionary	<input type="checkbox"/>	Calm	<input type="checkbox"/>	Consistent
4.	<input type="checkbox"/>	Enterprising	<input type="checkbox"/>	Very Verbal	<input type="checkbox"/>	Enjoys Routine	<input type="checkbox"/>	Predictable
5.	<input type="checkbox"/>	Competitive	<input type="checkbox"/>	Promoter	<input type="checkbox"/>	Dislikes Change	<input type="checkbox"/>	Practical
6.	<input type="checkbox"/>	Problem Solver	<input type="checkbox"/>	Enjoys Popularity	<input type="checkbox"/>	Gives In To Others	<input type="checkbox"/>	Factual
7.	<input type="checkbox"/>	Productive	<input type="checkbox"/>	Fun-Loving	<input type="checkbox"/>	Avoids Confrontations	<input type="checkbox"/>	Conscientious
8.	<input type="checkbox"/>	Bold	<input type="checkbox"/>	Likes Variety	<input type="checkbox"/>	Sympathetic	<input type="checkbox"/>	Perfectionist
9.	<input type="checkbox"/>	Decision Maker	<input type="checkbox"/>	Spontaneous	<input type="checkbox"/>	Nurturing	<input type="checkbox"/>	Detail-Oriented
10.	<input type="checkbox"/>	Persistent	<input type="checkbox"/>	Inspirational	<input type="checkbox"/>	Peacemaker	<input type="checkbox"/>	Analytical

<b>L</b> _____	<b>O</b> _____	<b>G</b> _____	<b>B</b> _____
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Add up the totals from each of the 4 columns and the tallied amount on the letter under the corresponding column. Your highest scoring "letter" is your most prominent personality. If your second highest "letter" is within 5 points from your highest score, it is possible that you are a mix of 2 personality profiles. Take a look on the next page to learn more about your most present personality profile. <https://www.mint-hr.com/smalley-trent.html>

Adapted from: [mrfarshtey.net/Psychology/5minute\\_personality\\_test.doc](http://mrfarshtey.net/Psychology/5minute_personality_test.doc) Originally developed by Smalley and Trent, 1999.



## L = THE LION



People with the Lion personality type are usually natural leaders who exude confidence and self-reliance. They are often the ones in charge or at least believe they are. Lions are decisive individuals who are focused on achieving goals while seeking new opportunities and adventures. They tend to be natural problem-solvers and independent thinkers. Although Lions can be very dominant, their aggressiveness can cause problems if not kept in check. Many entrepreneurs possess strong Lion characteristics or exhibit some Lion traits.

**Strengths:**

- Decisive
- Goal-oriented
- Achievement driven
- Independent
- Risk-taker
- Takes initiative
- Self-starter
- Persistent
- Efficient
- Competitive
- Enjoys challenges & variety
- Likes change
- Driven to complete projects quickly and effectively.

**Weaknesses:**

- Impatient
- Blunt
- Poor listener
- Impulsive
- Demanding
- May view projects more important than people
- Can be insensitive to the feelings of others
- May "run over" others who are slower to act or speak
- Struggles with inactivity & relaxation
- Quickly bored by routine or mechanics

**Disposition:** Fast-paced and task-oriented.

**Motivated by:** Results, challenge, action, power, and credit for achievement.

**Time Management:** Lions focus on the present instead of the distant future, and they get more done in less time than their peers. They dislike wasting time and prefer to get right to the point.

**Communication Style:** Lions are great at initiating communication but not good at listening, making them one-way communicators.

**Decision Making:** Impulsive decision-makers who focus on the end result or goal. They are results-focused and require very few facts to make a decision.

**In Pressure or Tense Situations:** Lions take command and become autocratic.

**Greatest Needs:** Lions need to see results, experience variety, face new challenges, solve problems, and receive direct answers.

**What the Lion Desires:** Freedom, authority, variety, difficult assignments, and opportunities for advancement.



## O = THE OTTER



Otters are a unique personality type in the workplace. They are enthusiastic, fun-seeking, and love to socialize. Otters enjoy motivating others and thrive in an environment where they can express their opinions and ideas. They are natural networkers and usually have a vast social circle. Otters are loving and supportive, but when under pressure, they may use their verbal skills to attack others. They strive to be liked and appreciated and often have a strong sense of fashion and style.

**Strengths:**

- Enthusiastic
- Optimistic
- Good communicators
- Motivational
- Outgoing
- Friendly
- Fun-loving
- Energetic

**Weaknesses:**

- Unrealistic
- Not detail-oriented
- Disorganized
- Impulsive
- Listens to feelings above logic
- Reactive
- Can be too talkative

**Disposition:** Otters are fast-paced and people-oriented.

**Motivated by:** Recognition and approval from others.

**Time Management:** Otters are future-focused and tend to rush to the next exciting thing.

**Communication Style:** Otters are enthusiastic and stimulating, often one-way. They can inspire and motivate others.

**Decision Making:** Otters make intuitive and fast decisions. They may make many right calls, but also many wrong ones.

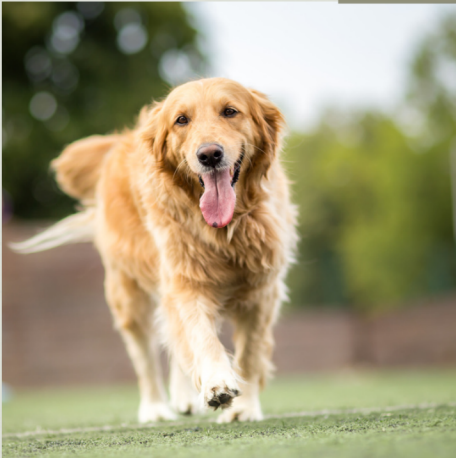
**In Pressure or Tense Situations:** Otters may become more concerned about their popularity than achieving tangible results.

**Greatest Needs:** Otters need social activities, recognition, and freedom from details.

**What the Otter Desires:** Otters desire prestige, friendly relationships, opportunities to help and motivate others, and chances to share their ideas verbally.



## G - THE GOLDEN RETRIEVER



People with the Golden Retriever personality type are driven by loyalty, making them willing to endure emotional pain and punishment for the sake of maintaining a committed relationship. They excel at listening, are empathetic and encouraging, but may struggle with assertiveness when necessary. Their strengths and weaknesses include:

**Weaknesses:**

- Indecisive
- Over-accommodating
- May prioritize harmony over results
- Slow to initiate
- Avoids confrontation
- Tends to hold grudges
- Fearful of change

**Strengths:**

- Patience
- Easy-going
- Team player
- Stable
- Empathetic
- Compassionate
- Sensitive to others' feelings
- Tremendously loyal
- Puts people first
- Dependable
- Reliable
- Supportive & agreeable

**Disposition:** Slow-paced & people-oriented.

**Motivated by:** Desire for good relationships and appreciation of others.

**Time Management:** Golden Retriever personality types focus on the present and devote much of their time to helping others and building relationships

**Communication Style:** Golden's are two-way communicators, great listeners, and respond empathetically

**Decision Making:** Golden's take their time to make decisions and look to others for input. Their choices can be easily swayed by the opinion of others.

**In Pressure or Tense Situations:** Golden's tend to give in to the opinions, ideas, and wishes of others and may be too tolerant.

**Greatest Needs:** Golden's need security, gradual change, and time to adjust & to conflict-free environments.

**What the Golden Desires:** Quality relationships, security, consistent environments, and relaxed and friendly atmospheres. The freedom to work at their own pace



## B - THE BEAVER



Beavers are natural rule-followers, with a strong desire to do things accurately and by the book. They are highly skilled in ensuring quality control in various fields that demand accuracy, such as accounting and engineering. However, their strict adherence to rules and high standards can often make them frustrated with others who do not share these same traits. Their priority for maintaining unrealistic standards can hinder their ability to express warmth in a relationship.

### Strengths:

- Accurate
- Analytical
- Detail-oriented
- Thoroughness
- Industrious
- Orderly
- Methodical and exhaustive
- High standards
- Intuitive
- Controlled

### Weaknesses:

- Too hard on self
- Too critical of others
- Perfectionist
- Overly cautious
- Won't make decisions without "all" the facts
- Too picky
- Overly sensitive

**Basic Disposition:** Beavers are slow-paced and task-oriented.

**Motivated by:** Beavers are driven by the desire to be right and maintain quality.

**Time Management:** Beavers tend to work slowly and steadily to ensure accuracy.

**Communication Style:** Beavers are attentive listeners, detail-oriented communicators, and diplomatic.

**Decision Making:** Beavers avoid making decisions and need lots of information before coming to a conclusion.

**In Pressure or Tense Situations:** Beavers try to avoid pressure or tense situations and can ignore deadlines as a result.

**Greatest Needs:** Beavers require security, gradual change, and time to adjust.

**What the Beaver Desires:** Beavers desire clearly defined tasks, stability, security, low risk, and tasks that require precision and planning.



# NOTES

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Thank You!

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The journey begins with **you.**

