

Core Values—Traits List



1. Circle **all** the words that anyone (*including yourself*) has **ever** used to describe you.
2. Cross off all other words.
3. Cross off any of the circled words that you do not believe apply to you.
4. From the remaining circled words, star the eight words that **best** describe you.
5. Put the starred words into the boxes on the right. Group the ones with similar meanings in the same box.
6. Put all the remaining circled words into the box where they fit the meaning of the starred words (or a blank box for outliers).
7. Label each box with one word (it may be a starred word or something different). You do not have to use all four boxes.

active	daring	happy	odd	skillful
adventurous	decisive	hardy	opinionated	sly
affectionate	dependable	harsh	optimistic	smart
ambitious	detailed	helpful	peaceful	sneaky
amiable	determined	honest	persevering	sociable
animated	diligent	hopeful	persistent	steady
argumentative	discreet	hospitable	picky	strange
arrogant	dutiful	humble	pleasant	strict
attentive	eager	humorous	polite	studious
awesome	easygoing	imaginative	popular	superstitious
beautiful	educational	immaculate	positive	sweet
bossy	efficient	impartial	precise	tactful
brave	eloquent	impulsive	proud	talented
brilliant	encouraging	independent	prudent	talkative
busy	energetic	industrious	quality	tasteful
calm	enthusiastic	informative	quiet	tenacious
candid	excited	insistent	rational	tense
capable	expert	intelligent	refined	thankful
careful	exuberant	jovial	relaxed	thoughtful
cautious	fair	keen	reliable	thrifty
charismatic	faithful	lively	religious	tolerant
charming	fanciful	logical	resourceful	trusting
cheerful	fearless	loud	respectful	trustworthy
clever	fierce	loving	responsible	unique
compassionate	formal	loyal	responsive	unselfish
confident	frank	lucky	risk-taking	useful
conscientious	friendly	mature	rowdy	valiant
considerate	fun	meticulous	safe	versatile
cooperative	funny	mischievous	secure	vivacious
courageous	generous	mysterious	self-reliant	warm
crafty	gentle	nostalgic	sensitive	warm-hearted
critical	giving	obedient	shrewd	whimsical
cultured	glamorous	obliging	silly	wise
curious	grateful	observant	sincere	witty

Creating Your Character Diamond #2



List all the special things you do or provide for your customers:

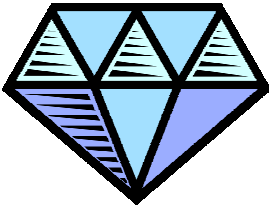
Group them by similarity:

Group A:

Group B:

Group C:

Group D:



Label each **Group** with the common Trait that holds them together to get the traits of your **Character Diamond**.

Justify Your Character Diamond/Core Values ³



List the labels for the four boxes from Page 1. List three examples of how each trait is found in your business. (Note: if you cannot list three examples, cross that trait off.)

1. _____

2. _____

3. _____

4. _____

Justify Your Character Diamond/Core Values

Four Questions: (Use your identified traits to answer the following questions)

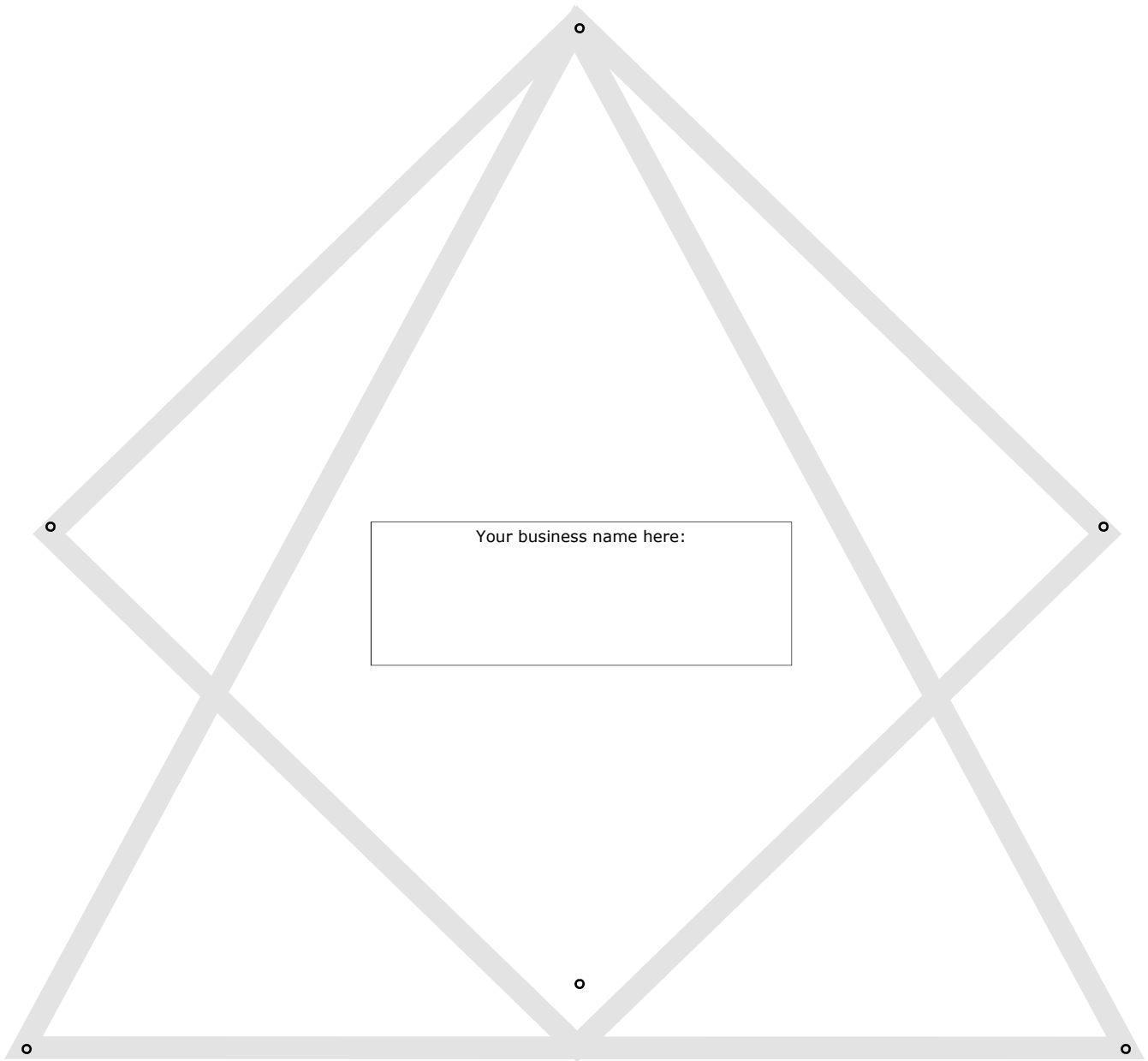
1. What part of your business would you NEVER COMPROMISE?
2. What is the PASSION driving you in your business?
3. What ABSOLUTE TRUTH do you believe about your business?
4. How do people FEEL about your business?



These 3-4 Core Values are the traits of your **Character Diamond.**

Creating Your Character Diamond

Choose the shape that matches the number of traits you have identified. Label the points of your "diamond" and darken the bars that connect each point.



Congratulations!

You now have a starting point for bringing all of your business in alignment into a Brand that will resonate strongly with customers.