

Brand Personality Worksheet

Personality = Distinctive individual qualities of a person, considered collectively (Webster)
 = Totality of qualities and traits of character or behavior that are peculiar to a specific person
 (dictionary.com)

Think of the organization as a person:

- People know how to talk to people, this does not come naturally to organizations
- Organizations are like crowds—crowds yell, are impersonal
- Organizational instincts for survival are different than an individual’s—a person’s first instinct for survival is to connect with people

Personality traits

Circle the traits that engage people and inspire loyalty:

Confident	Rational	Ambitious
Humble	Quiet spoken	Hard working
Nurturing	Competitive	Street smart
Passionate	Community oriented	Competitive
Intelligent	Confrontational	Empathetic
Provocative	Compassionate	Thoughtful
Warm	Tenacious	Creative
Pragmatic	Personable	Funny
Skeptical	Witty	Trustworthy
Friendly	Optimistic	Level headed
Idealistic	Sense of humor	
Opinionated	Honest	Are there other words that say it better?
Demanding	Direct	_____
Emotional	Wholesome	_____
Loud	Reliable	_____
Aggressive	Insightful	_____