

Your Brand Style Assessment

Choose the phrase that most closely reflects the way you see yourself (not the way you want others to see you). Sometimes you may feel that more than one statement fits; if that happens, choose the one that is most like you most of the time.

1. When I meet someone at a cocktail reception, I like to:

- Learn lots about them
- Tell them about myself
- See what's on the food table
- Hover on the fringe, observing, and interacting as people approach

2. When I attend a networking event or workshop, I usually:

- Listen attentively to all introductions
- Don't need to be introduced; we all have name tags
- I listen to most of them, but if they are too long-winded my attention drifts elsewhere
- I avoid these events because I have too much else to do

3. When I am in a managerial or leadership role:

- People on my team come to me for direction
- I check every step of the project
- I encourage them to be independent
- I avoid giving negative performance reviews

4. When I go to a meeting, I usually:

- Volunteer to take notes
- Sit near the meeting chair, but avoid taking notes
- Sit with a least one seat between me and the next person
- Sit beside another person

5. When I meet someone I know fairly well:

- I ask about how their day is going
- I share a story or a joke
- I get right to the point
- I introduce the conversation by outlining its purpose

6. When I am at a meeting and someone is doing a presentation:

- I want it to bring a few laughs
- I try to imagine how the presenter feels
- I try to analyze the logic of what's being discussed
- I get bored or impatient if it does not flow well or engage me

7. When people enter my work space or home, I usually:

- Invite them to sit down
- Tell them to sit down
- Let them decide where or whether they want to sit
- Pull out a chair for them



8. When I am speaking with people:

- a. I prefer to stand close to them
- b. I like to keep three feet or more of distance between us
- c. I need to have room to step back if they get too close
- d. I don't mind if they are close to me

9. When I deliver a presentation, it:

- a. Is well organized
- b. Connects to people on an emotional level
- c. Is powerful
- d. Is entertaining

10. My telephone calls:

- a. Are almost non-existent now; I text for efficiency
- b. Avoid small talk and focus on purpose
- c. Are animated and lively
- d. Tend to be quite long

11. Publicly speaking on a cell phone:

- a. Keeps life interesting
- b. Makes most people uncomfortable
- c. Helps me learn what people are thinking about
- d. Should be avoided

12. When my work group celebrates a big win, I tend to:

- a. Attend the party
- b. Organize the party and invite everyone
- c. Focus on the time and money it involves
- d. Avoid the party if possible, but put in an appearance if I have to

13. Which of the following interests you the most?

- a. Ideas
- b. Information
- c. People
- d. Actions

14. You respect when you and others pay attention to:

- a. Intelligence
- b. Authority
- c. Relationships
- d. Performance

15. You pride yourself on being able to:

- a. Solve problems
- b. Look after details
- c. Inspire others to action
- d. Make quick and effective decisions

Results Tabulation

Assessment Tool Results

Check your answer to each question in the Branding Style, and circle the answer below that relates to it. For example, if you selected statement A in question 1, you would circle the symbol beside 1a below. Once you have finished transferring your answers to this page, count the number of each symbol.

Scoring Guide				
1 a.○ b.□ c.→ d.Δ	2 a.○ b.Δ c.□ d.→	3 a.Δ b.→ c.□ d.○	4 a.○ b.□ c.→ d.Δ	5 a.○ b.□ c.Δ d.→
6 a.□ b.○ c.→ d.Δ	7 a.○ b.Δ c.→ d.□	8 a.□ b.→ c.Δ d.○	9 a.→ b.○ c.Δ d.□	10 a.→ b.Δ c.□ d.○
11 a.□ b.→ c.○ d.Δ	12 a.○ b.□ c.→ d.Δ	13 a.○ b.→ c.Δ d.□	14 a.→ b.Δ c.○ d.□	15 a.○ b.→ c.Δ d.□

Totals

Δ _____ □ _____ ○ _____ → _____

Scoring

If you scored highest in the:

Δ category, your primary style is **Pragmatic**

□ category, your primary style is **Enthusiastic**

○ category, your primary style is **Accommodating**

→ category, your primary style is **Detailed**

Debrief

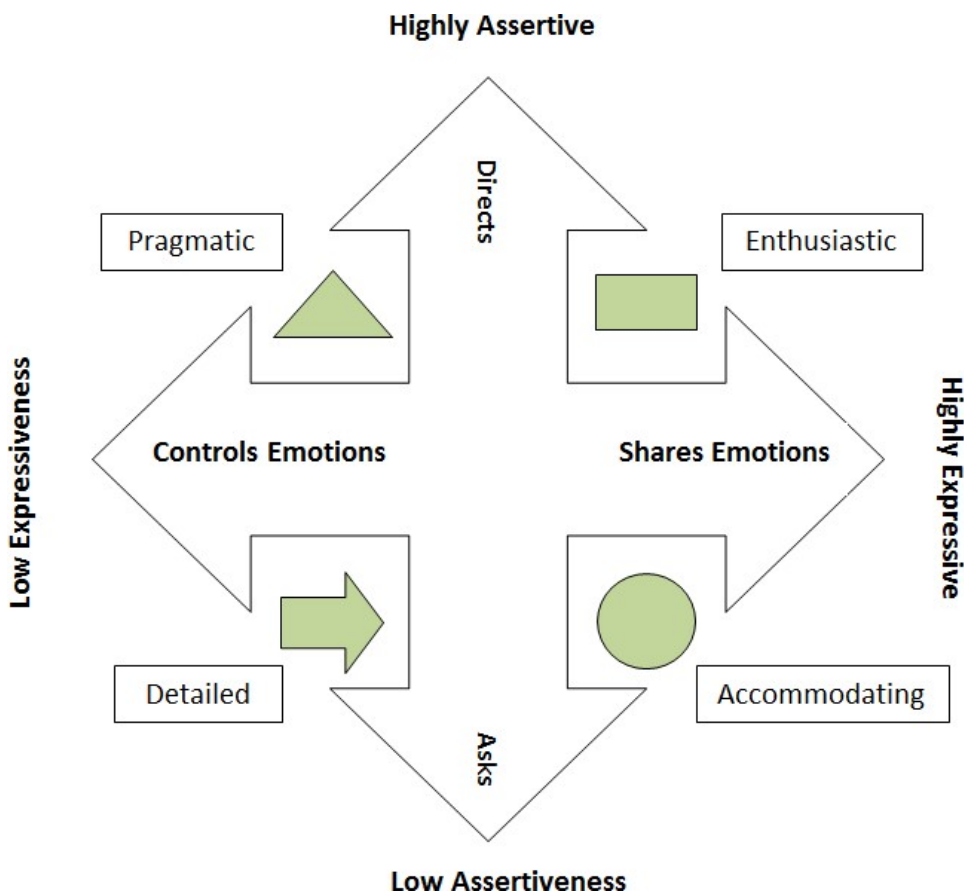
Overview

These results will give you a good idea of your self-perception: the way that you look and act in front of other people, which is the foundation for your personal brand. Keep in mind that while things can be in sharp contrast on paper, as people we are much more of a blend of all these types. Depending on how close our scores are, we can flex our behavior between styles (within our comfort and ability levels) to suit our purposes.

No one type is any better or worse than the other – they just provide us with a platform to talk about who we are and how we behave. If you scored within three points of another category, you may find it quite easy to stretch yourself and behave in the manner of that other category. If you are farther away, you will find stretching to appeal to people with other tendencies a little more challenging, but you can learn to get along with all kinds of people.

Brand Assessment Matrix

Here is a visual representation of the results of your assessment:



Understanding Styles

Sometimes our approach needs to be adjusted in order to present our brand in a way that other people will resonate with. If, for example, you are pragmatic, you may find that people who are an accommodating style have the most trouble relating to you. You are more assertive than they are, and less expressive. They value expression in order to relate to people and have a need to have people understand one another. They are also less assertive than you, and if you have a tendency toward aggression, they will often avoid getting to know you.

The Pragmatic Style (Δ) Dominant Style D

The pragmatic style is demonstrated by being highly assertive and lower in expressiveness (the top left quadrant in the diagram). The pragmatic style is characterized by decisiveness; direct, quick speech; loud tones; direct eye contact; a bold visual appearance; and a respect for personal distance. Your personal spaces at work, home, or the gym all denote a powerful presence. Your handshake is firm.

Strengths include getting to the heart of the matter quickly, being direct, and presenting a position strongly. Challenges include listening, demonstrating patience, a tendency to argue, and not taking the advice of others who have more experience or expertise to offer.

The Enthusiastic Style (\square) Influential Style i

Enthusiasts express their emotions and are assertive; see the top right quadrant in the diagram. The enthusiastic style expresses opinions easily and can be very persuasive in their approach. They use a lot of inflection, expressive tones, and are animated when they speak. They tend to be active and demonstrate a lot of movement and enthusiasm about everything they do.

Their workspaces are often cluttered and they are comfortable with close physical proximity. Challenges can include listening and paying attention to details, a tendency to generalize frequently, and to exaggerate or be overly dramatic.

The Accommodating Style (\circ) Steadiness Style S

The accommodating style is characterized by a tendency to low assertiveness and high expressiveness. This style focuses on relationship integrity. They listen, use supportive language, and thrive when everyone is working well and without conflict. Their speech is often at a slow to moderate rate, using soft tones. They demonstrate patience, build trust, and use supportive language. They do not need to shake hands, although they will if that's what everyone else is doing. This style prefers to hug.

Their workspace will contain family pictures and sentimental items. Their challenges can include handling conflict when it does arise, keeping opinions to themselves, and dealing with data and figures.

The Detailed Style (\rightarrow) Conscientious Style C

The detailed style is found in the lower left corner of the diagram and is depicted by low levels of assertiveness and low levels of expressiveness. This style focuses on details, facts, and figures. They use precise language and avoid bringing emotion into the conversation. They use little vocal inflection, speak economically, and control their emotions.

They will avoid touching (shaking hands and particularly hugging) if possible, and maintain a very strong sense of personal space. If there are things hanging in their office, they will be related to charts and graphs. Their desktop will be tidy and well-organized. Challenges can include being too focused on details and losing sight of the bigger picture, and not paying attention to people's feelings.