



Data Analysis and Summary Report for the

Brand Called:

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Creation Date: 6/5/2010



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This analysis lets you focus on the key feedback you received, eliminating the feedback that was less significant.



2. Consolidated Data

In this section of the analysis, we sort through the responses you received looking for themes in the brand attributes and skills that were selected. We consolidate similar brand attributes into 'brand personas' and organize skills into 'leadership competencies.' Please note that not all skills are considered leadership competencies – so please refer to your skills as well to understand how you are perceived externally. This will enable you to cut through the clutter of all this information and focus on just those brand personas and skills with which you were highly associated. After consolidating your data, we have determined that your top ten brand personas and leadership competencies are:

Brand Personas:

Rank	Brand Persona	No Of Combined Responses
1	Entrepreneur	16
2	Expert	7
3	Charmer	6
4	Confidence Emitter	6
5	Motivator	6
6	Structurer	6
7	Truth-teller	6
8	Creator	5
9	Self-starter	5
10	Driver, Judge, Rock, Thrill Seeker	4

Entrepreneurs are self-starters. They often know what they want to do and find ways to make it happen. Entrepreneurs are usually connected to the right resources. They are enterprising and like new ideas or concepts. They live to turn ideas, concepts and plans into action.

Experts are often referred to as bright, intelligent or brilliant. They can be expert in a certain area, but can also be knowledgeable about a lot of things. People respect them for their intellect.

Charmers have a way of making everyone like them. They have an innate ability to 'charm' those around them. They are generally likeable characters who can fit into almost any situation.

Confidence Emitters are comfortable in their own shoes. They are self-assured. They exude confidence and often gain the respect of those around them just from the way they are in the world. They are willing to

make mistakes. They are often the first people to ask a question or contribute a comment. Confidence emitters are typically very self-aware and are happy with who they are. This is not to say that they are not ambitious or that they are not interested in self-improvement.

Motivators have a natural talent for energizing those around them. Like Evangelists, they have internal passion and enthusiasm. Their main purpose is to inspire others. Great leaders often have this talent of being able to inspire people with a dream or idea.

Structurers are organized and methodical. They like things that are linear. They prefer to work in an organized environment. They are analytical and have the ability to arrange things in neat and structured ways.

Truth-tellers are honest. You can count on their sincerity. When they speak, those around them know they can trust what they say. They are less prone to hyperbole or sugarcoating. Some truth-tellers are very frank and direct; others are more diplomatic. In either case, you can always rely on what a truth-teller says.

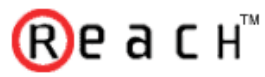
Creators like ideas. They like to invent new things or concepts. They enjoy refining or adapting things that exist to deliver something new. Creators often live in the future – in what is possible. They have a natural ability for coming up with new and interesting ideas. Some are good at turning these ideas into reality, others rely on more tactical, down to earth people to implement their ideas.

Self-starters have the energy and drive within themselves to make things happen. They usually don't wait for direction from others. They are pro-active and self-motivated. They usually don't need or ask for permission or approval. They often make things happen – for themselves, others or the project at hand - without having to be asked or told what to do.

Drivers are ambitious. They like to get things done. They are driven to achieve a goal. Drivers enjoy directing others to accomplish tasks that are necessary for success. Once they achieve a goal, they are already working on the next goal. Some drivers are driven by competition, others by personal ambition and yet others by common goals.

Judges are ethical. They are trustworthy. You can always count on them to do what they say they are going to do. They often believe in what is just rather than what is fair.

Rocks are always there for you. You can always count on them. They have high intentionality and will do what they say they are going to do. Reliability is a core attribute of theirs.



Thrill Seekers are adventurous. They like to take risk and abhor the status quo and things that are mundane. They are open to – and like to try – new things.

Leadership Competencies:

Rank	Leadership Competency	No Of Combined Responses
1	Inspiring	22
2	Expressing	17
3	Visioning	12
4	Relating	10
5	Developing	8
6	Resourcing	7
7	Delivering	5
8	Solving	4

Inspiring: Activating, inspiring, nurturing, empowering and developing others.

Expressing: Communicating clearly and consistently (listening, speaking, writing, presenting, etc.).

Visioning: Developing and executing strategy (creating, defining and focusing on the big picture); thinking big/globally.

Relating: Meeting/connecting with constituencies (colleagues, employees, customers, supply chain and business partners); building trust, respect.

Developing: Growing professionally; adopting new, relevant habits (staying fresh and connected to what is happening in the world).

Resourcing: Identifying and sourcing needs, opportunities and resources (talent, alliances and funds); appropriately delegating.

Delivering: Demonstrating value; delivering quantifiable results.

Solving: Identifying and resolving problems; managing crisis.

Here are your strengths and weakness and the responses to the projective exercises directly from the feedback.

Strengths:

- Being grace under pressure
- Communicating (listening, speaking)
- Creative ability.
- Her entrepreneurial spirit and drive - truly inspirational.
- Leadership and Creativity
- Marketing herself
- Nurturing
- Passion for success
- Perseverance, running your own business takes great time, commitment and love for what you are doing.
- Poise
- Positiveness
- She is intrepid; always looking ahead and taking the risk
- She is reliable, committed to high standards.
- attention to detail
- presentation
- smart

Weaknesses:

- Being introverted
- Can't think of one
- Holds back and isn't visible enough so people don't always realize her skills and wisdom
- I am unable to pinpoint a weakness at this time.
- I can't really think of anything here.
- I think she may overwork herself.
- N/A
- Not sure
- Nurturing
- People judgments
- Shyness. This pertains more to her personally than professionally.
- committment
- don't know

- frowning
- modest
- unknown

Responses to Projective Exercises:

If you were a type of car, what car would you be?

- 4 door sedan
- A Mercedes Benz - Fine, excellent quality and reliable
- Audi - looks good but performs too
- Cadillac - A classic with style and flair that's always being reinvented.
- Cadillac -- classy, traditional, reliable
- Lexus - sophisticated, elegant, reliable
- Lincoln Town Car. Why, she is stately and conservative
- Lincoln; classic with quality
- Luxury, but not loud Sedan
- Mercedes because she is a class act
- Prius. Very quiet, gets the job done well and economically, socially conscious.
- Saab. Sporty, high performance, not the usual thing
- Sedan
- She'd be a cadillac because she's classy, dependable and respected.
- The one she is driving--a cadillac. It is timeless, classic and iconic.
- lincoln mxz - sleek lines, head turner

If you were a breakfast cereal, what cereal would you be?

- ?
- Any Kashi cereal. They are exotic and filled with a variety of ingredients that are typically outside of the norm.
- Bran--gets you going and cuts through the
- Frosted Flakes; main-stay & sweet
- Granola - healthy, rich in vitamins (qualities) and good for you
- Honey Bunches of Oats. Because she can be whimsical and yet good for you.
- I have no earthly idea...
- Not sure
- Oatmeal
- Rice Crispies - Snap, Crackle,Pop

- She'd be Cheerios because she's heart healthy and still very likeable.
- Special K - good for you and good to you.
- Wrong analogy. She is centered, peaceful and calm.
- no idea
- oatmeal, soothing & warm
- raisin bran - nutritious and fun to eat

Questions for you:

Do you see a connection between your brand personas and your skills?

Are the responses to the projective exercises consistent with the brand personas and skills that were identified? For example, if the cars identified were Honda and Toyota and the brand personas identified were reliable, dependable, trustworthy, you will see there is consistency.

If you are having trouble answering these questions, speak with your coach or mentor.



Strong brands have a thread of consistency throughout all their results, regardless of their relationship to the person who provided the input.

3. Category of Respondent

This analysis is meant to show how your brand is perceived among the different groups in your brand community. We show your top five brand personas, and leadership competencies and top two team roles for each of the categories of respondent.

Please note: Refer to the scoring column and give all items with the same score the same weight regardless of where they appear in the table. You will notice that if you have several brand personas, leadership competencies or team roles with the same total rank (in the last position), they will be shown in the table in alphabetical order, separated by commas.

Client: 0 out of 16 - 0%

Colleague/Peer: 7 out of 16 - 44%

Rank	Brand Persona	No of Combined Responses
1	Entrepreneur	7
2	Structurer	5
3	Creator, Driver, Rock	3
4	Ambassador, Judge, Motivator, Persuader, Philanthropist, Sage, Self-starter, Truth-teller, Visionary	2
5	Achiever, Calmer, Confidence Emitter, Connector, Discerner, Evangelist, Expert, Gymnast, Mover, One-of-a-Kind, Optimist, Performer, Sophisticate, Thrill Seeker	1
Leadership Competency		
1	Inspiring	6
2	Developing, Expressing, Relating, Resourcing, Visioning	5
3	Solving	4
4	Delivering	3
Team Role		
1	Leader	3



2	Creator, Facilitator, Motivator, Project Manager	1
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In this part of the analysis, we show you how to assign value to your results.

4. Value Assignment

This data is provided so you can evaluate the brand personas that were associated with you and determine which are emotional and which are rational. Rational brand personas are those that are valuable and foundational to doing what you do. Examples of rational brand personas are 'truth-teller' and 'rock.' Rational brand personas are essential. No one will consider you for a job or hire you as a consultant without a base of solid rational brand personas.

Emotional brand personas are those personality characteristics that get people interested in you. They make you attractive and get people to want to know you. Examples of emotional brand personas are 'world citizen', 'optimist' and 'performer.' Emotional brand personas that differentiate you from your peers and are relevant and compelling to your target audience will help you stand out and reach your career or business goals.

Further clarification on emotional and rational brand personas

The categorization of brand personas between emotional and rational can be different depending on your job title and goals. For example, 'creator' is most often an emotional brand attribute. Being creative is interesting and appealing. But if you are an Art Director at an advertising agency, 'creator' is more of a rational brand persona because you absolutely need to be perceived this way to hold this position.

Conversely, 'truth-teller' is typically a rational brand persona. But for Finance Directors these days, following the accounting scandals of many companies, being a truth-teller could be an emotional brand persona.

If you have a rational brand persona that is incredibly strong, it makes you stand out. If you are the most honest person or the most ethical, this can also be emotional because it differentiates you by the degree to which you are associated with those underlying attributes.

As you can see, there is no hard and fast rule for determining which of your brand personas are emotional and which are rational. You will need to look at the data in the context of your goals, your peers and the people who are making decisions about you and make up your own mind.

Here's a reminder of your top ten brand personas. Decide which are emotional and which are rational for you:

Managing conflict (1)	Mediating (1)	Organizing (content, activities) (1)
Prioritizing (1)	Reporting (1)	Seeing the details (1)
Selling (1)	Teaching (1)	Team building (1)
Writing reports (1)		

Team Role:

Leader (6)	Motivator (4)	Creator (3)
Facilitator (2)	Project Manager (1)	

Comments:

- A fabulous steady, supportive person who has great ideas.
- About Frowning: it may sometimes be viewed as what the other person is saying may be unintelligent or not agreed upon; which may cause the other party to shut down, become defensive, or seek another contract with your competitor. Just a thought.
- Continue to grow and motivate. I believe your talents and skills would be useful in global arenas.
- Don't be afraid to follow your intuition on career and personal choices and decisions.
- I find Marva a responsive, honest person that can be counted on to deliver what she promises. I admire her ability to manage her own business, create and sell products. Her commitment to writing her books is very commendable.
- Marva is very genuine and kind-hearted with a an admirable tenacity for successful ventures.
- Marva possess a quiet strength. She is sensitive, methodical, but very fun! I've enjoyed getting to know Marva.
- She is a true professional, committed to her profession, and those related to it. Marva is trustworthy, and a great team member. Marva is an asset for her clients, her colleagues, and the community.
- She's very appreciative, particularly to those who support her. She's patient and a good listener.
- Very thoughtful and thought provoking. Always carries self as a leader and motivator. Sometimes I wonder if what she presents is really how she is feeling. Never seems to present the down side -- sometimes may affect authenticity.

Self Assessment Data (as on Summary Page)

Attributes:

Self-assured (10)	Persuasive (9)	Inspiring (8)
Successful (7)	Sophisticated (6)	Intelligent (5)