



Data Analysis and Summary Report for :

ClientNameHere

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Congratulations on completing your 360°Reach personal branding assessment and obtaining this detailed, interactive analysis.

Tips for Getting the Most

This analysis and report is meant to be interactive. Our system can parse, organize and consolidate the data, but only *you* can give it value and take action as a result of having completed this assessment.

Therefore, throughout this report you will find questions for you and places for you to enter your thoughts alongside our analysis. If you're working with a coach, he/she will be able to ask you other questions and evaluate the results of this assessment in the context of your work together. 360°Reach Certified Coaches have been specifically trained to deliver even greater insights into these results.

Most importantly, at the end of this report, you'll find a place for you to make five commitments to yourself as a result of what you have learned. We strongly recommend that you make commitments and that you print the page with your commitments and post it somewhere where you will see it often. If you used the 'commitments feature' in 360°Reach and are receiving regular reminders of your commitments, you can skip this step.



This part of the analysis provides a birds-eye view of the feedback you received.



1. Big Picture Analysis

This big picture analysis provides a high-level understanding of the data you received. Included in this section:

- 1) Response Rate
- 2) Percentage of Responses by Category of Respondent

Response Rate

The response rate shows what percentage of your respondents provided feedback in response to your request

of responses received: 13

vs # of requests sent: 13

Your response rate was : 100 %

Congratulations, your response rate exceeded the average response rate of all the people who have used 360°Reach. This means that your respondents were pleased to have the opportunity to support you and wanted to give back to you in some way. High response rates often result from your generosity. We have found that the more giving you are, the more likely you will have a higher than average response rate.

% of responses by category of respondent

Category of Respondent	# Of Responses	% Of total
Client	2	15%
Colleague/Peer	1	8%
Employee	2	15%
Friend/relative	1	8%
Manager	4	31%
Professor/Teacher/Mentor	2	15%
Other	1	8%

Questions for you as a part of the big picture analysis

Were you happy with the number of responses you received?



How did the process of asking for feedback make you feel?

Why do you think you felt that way?

What were your motivations for taking this assessment?

How do you feel about the overall results?

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



2. Consolidated Data



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

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'. 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	World Citizen	19
2	Performer	11
3	Optimist	8
4	Extrovert	6
5	Comedian	3
6	Confidence Emitter	3
7	Creator	3
8	Entrepreneur	3
9	Evangelist	3
10	Expert, Fan, Gymnast	3

World Citizens are part of the bigger world. They are not deeply rooted where they live, but often have connections to - and interest in - different parts of the world. They have an affinity for people and things that come from other regions, cultures, cities, etc. People refer to them as global or international. Many world citizens have lived abroad; speak multiple languages or work/travel internationally.

Performers have a natural talent for drama. They have big personalities. They can be prone to hyperbole. Sometimes they can be melodramatic. When a performer walks into the room or participates in a meeting, everyone notices. They have a way of taking on the lead role and often have a star quality to them.

Optimists are positive people. They see the glass as always being half- full and often see the potential for it to be overflowing. Optimists are 'can-do' people who do not like hearing 'it can't be done.' They can be seen by some as unrealistic or naïve, but their optimism is often one of their keys to success.

Extroverts are true 'people' people. They are outgoing and seek to be in the company of others. They are often most successful when working with or around others. Extroverts can become depressed if they are alone for too long. They derive their energy from others. Extroverts often excel at networking, delivering presentations and hosting events.

Comedians keep everyone around them laughing. They are quick-witted and have a great sense of humor. They like to entertain people with their wit or sarcasm. Comedians are often comfortable in a crowd, but some prefer audiences of one or two.

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.

Creators like ideas. They like to implement or invent new things or concepts. They enjoy refining or adapting things that exist to deliver something new. Some creators excel at the arts or design others are creative in finding alternative solutions or looking at things in different ways. 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 implement their ideas.

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.

Evangelists exude passion and enthusiasm. They quickly inspire those around them with their fervor. They are typically very loyal to people, brands, ideas, etc. Evangelists can ignite a fire under those around them – compelling them to act. Evangelists' passion is contagious and they have the ability to get those around them just as excited and energized as they are.

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.

Fans are loyal to people, organizations or causes. They are devoted. It is hard to shake their commitment. Fans are therefore very reliable. You can see their connection and commitment in everything they do.

Gymnasts are flexible. They can often see multiple sides to the same story. They are adaptable and can often change their style to be relevant to the task at hand. Gymnasts are typically comfortable in change and can easily switch gears when necessary.

Leadership Competencies :

Rank	Leadership Competency	No Of Combined Responses
1	Relating	20
2	Inspiring	10
3	Visioning	9
4	Deciding	8
5	Developing	8
6	Expressing	7
7	Delivering	5
8	Evaluating	4
9	Resourcing	4
10	Solving	3

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

Inspiring: Activating, inspiring, empowering and developing others.

Visioning: Developing and executing strategy (creating and defining the big picture).

Deciding: Being decisive, making (tough) decisions; being comfortable in conflict.

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

Expressing: Communicating clearly and consistently (listening/speaking).

Delivering: Demonstrating value, delivering quantifiable results.

Evaluating: Establishing metrics, defining, evaluating and measuring success.

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

Solving: Resolving problems, managing crisis.

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

Strengths :

- Detail oriented
- a
- asdASD
- b
- c
- d
- e
- f
- g
- h
- happy
- i
- superstar

Weaknesses:

- a
- asdasdAS
- b
- c
- d
- e
- f
- g
- h
- i
- not sure
- sad
- too serious

Responses to Projective Exercise:

If you were a Breed of dog, what type of Breed would you be?

- Any car with a big engine
- COCKER SPANIEL
- a
- b
- c
- d
- e
- f
- g
- h
- hound dog
- i
- no idea

If you were a Breakfast cereal, what type of cereal would you be?

- POP TARTS
- Special K
- a
- b
- c
- d
- e
- f
- g
- h
- i
- i don't know
- snap cracklue pop

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.



3. Category of Respondent



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

This analysis is meant to show your brand is perceived among the different groups in your brand community. 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

Rank	Brand Persona	No of Combined Responses
1	Performer, World Citizen	3
2	Comedian, Confidence Emitter, Creator, Driver, Evangelist, Extrovert, One-of-a-Kind, Optimist, Smiler	1
Leadership Competency		
1	Deciding, Expressing, Visioning	2
2	Delivering, Developing, Evaluating, Inspiring, Relating, Solving	1
Team Role		
1	Facilitator, Leader	1

Colleague/Peer

Rank	Brand Persona	No of Combined Responses
1	Confidence Emitter, Creator, Discerner, Expert, Mover, Optimist, Performer, World Citizen	1

	Leadership Competency	
1	Delivering, Developing, Evaluating, Inspiring, Relating, Resourcing	1
	Team Role	
1	Care Giver	1

Employee

Rank	Brand Persona	No of Combined Responses
1	World Citizen	3
2	Optimist	2
3	Calmer, Competitor, Driver, Entrepreneur, Extrovert, Fan, Rock, Spark, Traditionalist, Truth-teller, Visionary	1
	Leadership Competency	
1	Relating	4
2	Inspiring	3
3	Developing, Solving	2
4	Evaluating	1
	Team Role	
1	Creator, Leader	1

Friend/relative

Rank	Brand Persona	No of Combined Responses
1	Athlete, Confidence Emitter, Fan, Gymnast, Mover, Performer, Philanthropist, World Citizen	1
	Leadership Competency	
1	Expressing, Relating	2
2	Deciding, Delivering	1

	Team Role	
1	Doer	1

Manager

Rank	Brand Persona	No of Combined Responses
1	World Citizen	5
2	Performer	4
3	Entrepreneur, Extrovert, Gymnast, Optimist	2
4	Athlete, Believer, Calmer, Comedian, Expert, Rock, Spark, Structurer, Thrill Seeker, Truth-teller, Wall Flower	1
Leadership Competency		
1	Relating	7
2	Visioning	6
3	Inspiring	3
4	Deciding, Delivering, Resourcing	2
5	Developing, Expressing	1
Team Role		
1	Leader	2
2	Care Giver, Facilitator	1

Professor/Teacher/Mentor

Rank	Brand Persona	No of Combined Responses
1	World Citizen	4
2	Performer	2
3	Charmer, Comedian, Creator, Evangelist, Expert, Extrovert, Fan, Optimist, Sage, Wall Flower	1

	Leadership Competency	
1	Relating	4
2	Deciding, Developing	2
3	Evaluating, Expressing, Inspiring, Visioning	1
	Team Role	
1	Motivator, Project Manager	1

Other

Rank	Brand Persona	No of Combined Responses
1	World Citizen	2
2	Backgrounder, Evangelist, Extrovert, Giver, Optimist, Persuader	1
	Leadership Competency	
1	Deciding, Developing, Expressing, Inspiring, Relating, Resourcing	1
	Team Role	
1	Project Manager	1

Questions for you:

Was there consistency among the different groups of respondents?

Where was there congruence and where was there none (with which brand personas, skills, etc.)?

If there are differences among the groups, why do you think that is?

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

4. Value Assignment



In this part of the analysis, we show you how to assign value to your results.

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 and will help you stand out and reach your career or business goals.

Further clarification on Emotional and Rational

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:



Top Ten Brand Personas	Emotional or Rational?
World Citizen	
Performer	
Optimist	
Extrovert	
Comedian	
Confidence	
Emitter Creator	
Entrepreneur	
Evangelist Expert,	
Fan, Gymnast	

5. Self Assessment Comparison



In this part of the analysis, we show you the similarities and differences between your self assessment and the consolidation of input from your respondents.

This analysis shows how you see yourself relative to how others see you. This data is extremely important because it shows the congruence (or lack thereof) between your authenticity and how you are seen in the world. Below you will see the 'self versus others' comparison of brand personas, leadership competencies and team roles. You will see items that are congruent highlighted in red.

There may be fewer or more than ten Brand Personas/five Leadership Competencies listed here. This happens when:

1. The attributes/skills selected were combined into a smaller number of Brand Personas/Leadership Competencies;
2. Some of the attributes were written in and they are not listed as Brand Personas (refer to your summary or self-assessment summary to see these attributes); or
3. Multiple Brand Personas/Leadership Competencies received the same score and therefore have the same ranking (and are listed together).

Top Ten Brand Personas-Self	Top Ten Brand Personas-Others
Giver (2)	World Citizen (19)
World Citizen (2)	Performer (11)
Achiever (1)	Optimist (8)
Believer (1)	Extrovert (6)
Comedian (1)	Comedian (3)
	Confidence Emitter (3)
	Creator (3)
	Entrepreneur (3)
	Evangelist (3)
	Expert, Fan, Gymnast (3)
Top Five Leadership Competencies-Self	Top Five Leadership Competencies-Others
Relating (2)	Relating (20)
Delivering (1)	Inspiring (10)
Evaluating (1)	Visioning (9)
Expressing (1)	Deciding (8)
Resourcing (1)	Developing (8)
Top Team Three Roles - Self	Top Team Three Roles- Others
Leader (1)	Leader (4)
	Care Giver (2)
	Facilitator, Project Manager (2)



This data is meant to help you make priorities that will support your career or business goals.



6. Prioritized Results

Now you must make a determination as to what brand personas and Leadership competencies will help you reach your goals. Look back at all the data in the previous six sections of this report and make a list below of those brand personas, leadership competencies and strengths that are:

1. Authentic to you
2. Differentiating from your peers
3. Relevant and compelling to the people who will help you expand your success

Brand Personas

Leadership Competencies

Team Role

Questions for you:

How can you incorporate your strengths, competencies and personas into what you do every day?

Also take a look at the weaknesses that were identified. Will any of these weaknesses get in the way of your success? If so, what do you need to do to eliminate this weakness (i.e. take a class, hire a career coach, talk to your mentor).

What's the one most important insight you have gained from this assessment?

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



7. Commitments



This data is interesting, and when you take action on what you have learned, it becomes valuable.

This section of the report allows you to make commitments to yourself.

How will you use this data to increase your success and fulfillment? How will you express your brand personas? What actions will you take to build an even stronger reputation around what you have learned? How will you use your strengths to advance your career or business? What changes do you need to make to diminish or eliminate weaknesses?

Now, think about the five most important actions you will take as a result of this assessment and document them below:

Commitments :

Post this page where you will see it often as a reminder of the commitments you made to yourself.

Congratulations, having completed this 360°Reach assessment and reviewed this analysis, you have taken a major step in your career or business advancement.



8. Summary Data

Here is your complete summary of raw data.



This is the raw data that we used to prepare this report.

Summary data

Attributes :

International (11)	Worldly (8)	Big (personality) (7)
Dramatic (4)	Extroverted (4)	Optimistic (4)
Positive (4)	Adaptable (3)	Confident (3)
Creative (3)	Devoted (3)	Enthusiastic (3)
Quick-Witted (3)	Entrepreneurial (2)	Honest (2)
Intelligent (2)	Introverted (2)	Outgoing (2)
Reliable (2)	Sassy (2)	Ambitious (1)
Bright (1)	Charming (1)	Conservative (1)
Discerning (1)	Driven (1)	Dynamic (1)
Easygoing (1)	Energetic (1)	Enterprising (1)
Generous (1)	Happy (1)	Healthy (1)
Humble (1)	Methodical (1)	Persuasive (1)
Physically Fit (1)	Quirky (1)	Religious (1)
Risk-taking (1)	Savvy (1)	Socially-conscious (1)
Strategic (1)	Striving (1)	ZEN-like (1)
weird (1)		

Skills :

Coaching (11)	Communicating(listening, speaking) (8)	Developing ideas (7)
Empowering (4)	Forecasting (4)	Measuring Success (4)
Mediating (4)	Meeting/Exceeding success targets (3)	Brainstorming (3)
Budgeting (3)	Building consensus (3)	Delivering quantifiable results (3)
Facilitating groups (3)	Innovating (2)	Interviewing (2)
Investigating (2)	Making decisions (2)	Managing conflict (2)
Managing crisis (2)	Negotiating (2)	Public speaking (1)
Scheduling (1)	Seeing the details (1)	Teaching (1)
Visioning (1)	growing professionally (1)	writing reports (1)
Counseling (1)	Creating (1)	Crunching numbers (1)
Establishing metrics (1)	Identifying problems (1)	Learning (1)



Managing time (1)	Motivating (1)	Relating to others/building relationships (1)
Reporting (1)	Researching (1)	Selling (1)
Solving problems (1)	Thinking internationally / globally (1)	Training (1)
prioritizing (1)		

Team Role :

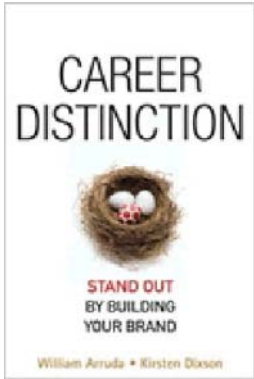
Leader (11)	Care Giver (8)	Facilitator (7)
Project Manager (4)	Creator (4)	Doer (4)
Motivator (4)		

Comments :

- I am not sure what to say.
- this is an interesting test.



9.Resources



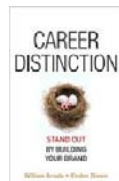
These resources are provided to help you take what you learned in this assessment and use it to advance your career or business.

Other Resources from Reach

RBC To learn more about personal branding, the Reach Branding Club provides online learning and social networking to help you understand your brand, communicate it to those who need to know about you and build relationships with others. Learn more at:

www.reachbrandingclub.com

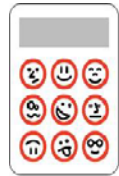
If you are currently in a job search and want to accelerate the process the special Job Search Edition of the Reach Branding Club will be extremely helpful to you: www.reachbrandingclub.com/job_search.php



Career Distinction: Stand Out by Building Your Brand, by personal branding guru, William Arruda and Kirsten Dixon has been called the Bible of personal branding and has been a career's bestseller since it was released.

www.careerdistinction.com

What does Google say about you?



Find out with this complimentary Online ID Calculator:

www.onlineidcalculator.com You are your Google results to those who don't know you personally. Make sure you know what people are learning about you. This free tool helps you understand your current online reputation and gives you tips on how to improve it.

ONLINE ID
CALCULATOR