360° Reach™

Data Analysis and Summary Report for :

William Robert

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Tips for getting the most from this analysis

Tips for Getting the Most

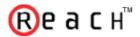**Congratulations on completing your 360°Reach personal branding assessment and obtaining this detailed, interactive analysis.**

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.

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. Average response rate is 40%.

# of responses received: 15

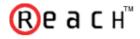vs # of requests sent: 22

Your response rate was: 68%

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	13%
Colleague/Peer	3	20%
Employee	2	13%
Friend/Relative	2	13%
Manager	2	13%
Professor/Teacher/Mentor	2	13%
Other	2	13%

Questions for you as a part of the big picture analysis

Were you happy with the number of responses you received?

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

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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.

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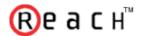
2. Consolidated Data

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	Creator	14
2	Extrovert	13
3	Giver	13
4	Thrill Seeker	11
5	Confidence Emitter	10
6	Driver	10
7	Optimist	10
8	Connector	9
9	Philanthropist	7
10	Performer, World Citizen	6

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 to implement their ideas.

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.

Givers are generous. They derive more pleasure from giving than from receiving. They are typically very thoughtful and considerate of others. They are often generous not only with gifts, but with praise, their time and their advice or mentoring.

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.

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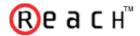
Drivers are ambitious. They like to get things done. They are driven to achieve a goal. Drivers enjoy directing others to accomplish tasks that are necessary for success. Once they achieve a goal, they are already working on the next goal. Some drivers are driven by competition, others by personal ambition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

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.

Connectors know how to bring people together to solve a problem or accomplish something great. They have a natural tendency to connect those they know with others. Rather than work alone, they prefer to collaborate. They see working with a partner or a team as more fun and productive.
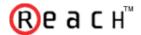
Philanthropists are part of the bigger community. They have a social conscious and believe it is important to contribute to a cause. Their giving usually extends beyond financial contributions. They are often volunteers and can become associated with the cause they strongly support.

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.

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.

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Leadership Competencies:

Rank	Leadership Competency	No Of Combined Responses
1	Expressing	18
2	Relating	11
3	Visioning	9
4	Delivering	7
5	Deciding	6
6	Resourcing	6
7	Developing	3
8	Solving	3

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

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

Visioning: Developing and executing strategy (creating and defining the big picture).
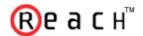
Delivering: Demonstrating value, delivering quantifiable results.

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

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

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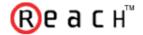
Solving: Resolving problems, managing crisis.

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

Strengths:

- Ability to talk to anyone about anything.
- Always working – never down.
- Attitude and willingness to pitch in.
- Happy all the time.
- Huge network you have. How many friends do you have in Facebook?
- Making people laugh.
- Telling stories.
- Too many to say.
- Travel.
- Upbeat.
- You always see the positive side of things.
- You are everyone's best friend and see the positive in everyone.
- You know everybody
- You really care about people.
- You seem to always know what to say.

Weaknesses:

- Can't think of any.
- Don't worry so much what other people think of you.
- Focus.
- Gullible
- None.
- Not decisive.
- Not very ambitious or focused.
- Optimism – sometimes you are unrealistic.
- Try to hard.
- You could be more serious.
- You don't sleep – too may social engagements.
- You find it hard to make the tough decisions because you want everyone to like you.
- You need to ay attention to details more.
- You want to do everything and can't focus on any one thing for very long.
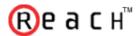
- You want too much to succeed.

Responses to Projective Exercise:

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

- A convertible – flexible – works in lots of situations
- A red sports car – stands out.
- A taxicab – always busy 24 hours a day.
- A van – so you can fit all the people you know.
- A yellow cab in New York. It knows lots of people, gets around. Just put your hand out and it is there
- Bright yellow mustang – not the most expensive car, but attention-getting and it runs just fine.
- Honda Accord – you see them
- Mini Cooper – compact, attention-getting, can fit anywhere
- Minivan with all your friends inside
- School bus because you can have 45 people inside.
- Something that is fast and fun and interesting to most people.
- Something that is fun and interesting to most people.
- Toyota Camary because it's dependable, available and popular.
- Turbo-charged something – lots
- Yellow Bug – attracts attention. Compact. Fun. Optimistic

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

- Corn Flakes – everyone has experienced corn flakes. Something everyone can relate to.
- Frosted Flakes – GREAT and you are great too!
- Frosted Flakes – sweet but at the same time healthy
- Frosted flakes – good for you with a sweet side.
- Frosted flakes – people don't take them seriously because of their outer coating, yet they are good for you.
- Frosted flakes – sweet and crunchy
- Fruit Loops – lots of color – like your stories and you work on lots of different things all the time.
- Fruit Loops – something for everyone
- Fruit loops – they're colorful
- Lucky Charms
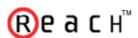- Lucky Charms – lots of variety, marshmallows are fun – magic - exciting.

- Lucky Charms – they're magically delicious – you believe anything is possible
- Oatmeal with mixed berries and sugar– good for you but with something everyone likes on top.
- Powerbar- driven and quick to eat. Not conventional
- Special K – Fit. Healthy. Special

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.

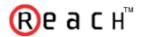If you are having trouble answering these questions, speak with your coach or mentor.

3.Category of Respondent

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: 2 out of 15 - 13%

Rank	Brand Persona	No of Combined Responses
1	Confidence Emitter, Creator, Giver, Optimist	2
2	Connector, Driver, Extrovert, Motivator, Performer, Philanthropist, Smiler, Thrill Seeker	1
	Leadership Competency	
1	Expressing	4
2	Deciding, Delivering, Relating, Resourcing, Visioning	1
	Team Role	
1	Facilitator, Motivator	1

Colleague/Peer: 3 out of 15 - 20%

Rank	Brand Persona	No of Combined Responses
1	Confidence Emitter, Extrovert, Giver	3
2	Creator, Optimist, Performer, Philanthropist, Thrill Seeker	2
3	Connector, Driver, Expert, Motivator, World Citizen	1
	Leadership Competency	
1	Relating	3
2	Delivering, Expressing, Resourcing, Visioning	2
3	Deciding	1
	Team Role	
1	Facilitator, Leader, Motivator	1

Rank	Brand Persona	No of Combined Responses
1	Extrovert	3
2	Confidence Emitter, Creator, Driver, Giver	2
3	Ambassador, Connector, Optimist, Thrill Seeker, World Citizen	1
	Leadership Competency	
1	Expressing	3
2	Deciding, Relating	2
3	Delivering, Visioning	1
	Team Role	
1	Facilitator, Leader	1

Friend/Relative: 2 out of 15 - 13%

Rank	Brand Persona	No of Combined Responses
1	Thrill Seeker	3
2	Creator, Giver	2
3	Achiever, Ambassador, Confidence Emitter, Connector, Driver, Extrovert, Optimist, Wonderer, World Citizen	1
	Leadership Competency	
1	Expressing, Visioning	3
2	Deciding, Inspiring, Relating, Solving	1
	Team Role	
1	Facilitator, Leader	1

Rank	Brand Persona	No of Combined Responses
1	Creator, Driver, Extrovert, Giver, Optimist, Thrill Seeker	2
2	Connector, Performer, Philanthropist, World Citizen	1
	Leadership Competency	
1	Delivering, Expressing	2
2	Developing, Relating, Solving, Visioning	1
	Team Role	
1	Care Giver, Facilitator	1

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Rank	Brand Persona	No of Combined Responses
1	Connector, Creator	2
2	Assertor, Confidence Emitter, Driver, Extrovert, Giver, Optimist, Performer, Philanthropist, Sophisticate, Thrill Seeker, World Citizen	1
	Leadership Competency	
1	Relating	2
2	Delivering, Developing, Expressing, Inspiring, Resourcing, Solving, Visioning	1
	Team Role	
1	Facilitator, Motivator	1

Other: 2 out of 15 - 13%

Rank	Brand Persona	No of Combined Responses
1	Connector, Creator, Driver, Extrovert, Philanthropist	2
2	Confidence Emitter, Giver, Optimist, Performer, Thrill Seeker, World Citizen	1
	Leadership Competency	
1	Expressing	3
2	Resourcing	2
3	Deciding, Developing, Relating	1
	Team Role	
1	Facilitator, Motivator	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 resuts.

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.

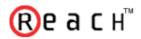**Further clarification on Emotional and Rational**

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?
Creator	
Extrovert	
Giver	
Thrill Seeker	
Confidence Emitter	
Driver	
Optimist	
Connector	
Philanthropist	
Performer, World Citizen	

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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.
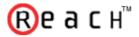
5. Self Assessment Comparison

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
Creator (2)	Creator (14)
Sage (2)	Extrovert (13)
Driver (1)	Giver (13)
Judge (1)	Thrill Seeker (11)
Extrovert (1)	Confidence Emitter (10)
Optimist (1)	Driver (10)
Expert (1)	Optimist (10)
Visionary (1)	Connector (9)
	Philanthropist (7)
	Performer, World Citizen (6)
Top Five Leadership Competencies-Self	**Top Five Leadership Competencies-Others**
Relating (2)	Expressing (18)
Developing (1)	Relating (11)
Resourcing (1)	Visioning (9)
Deciding (1)	Delivering (7)
Visioning (1)	Deciding, Resourcing (6)
Top Team Role-Self	**Top Three Team Roles-Others**
Facilitator (1)	Facilitator (7)
	Motivator (4)
	Leader (3)

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 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

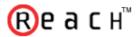
Questions for you:

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 your have gained from this assessment?

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

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

7. Commitments

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

If you used "Step 8. Make commitments to yourself based on your results" from the 360°Reach Main Menu, you need not document your commitments here. The commitments that you entered into 360°Reach will be sent to you at the frequency you requested.
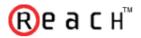
How will you use this data to increase your success and fulfillment? How will you express your brand personas? What actions will you take to build an even stronger reputation around what you have learned? How will you use your strengths to advance your career or business? What changes do you need to 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.

Summary data

Attributes:

Generous (13)	Driven (10)	Connected (9)
Inventive (9)	Optimistic (8)	Confident (7)
Outgoing (7)	Socially conscious (7)	Adventurous (6)
Extroverted (6)	International (6)	Creative (5)
Risk-taking (5)	Big (personality) (3)	Dramatic (3)
Self-assured (3)	Motivating (2)	Political (2)
Positive (2)	Assertive (1)	Bright (1)
Cheerful (1)	Curious (1)	Refined (1)
Successful (1)		

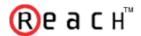**Skills:**

Relating to others/building relationships (11)	Creating (10)	Communicating(listening/ speaking) (7)
Designing (7)	Thinking internationally / globally (6)	Developing ideas (5)
Visioning (4)	Learning (3)	Managing conflict (3)
Making decisions (2)	Solving problems (2)	Counseling (1)
Managing people (1)	Mediating (1)	Negotiating (1)
Presenting (1)		

Team Role:

Facilitator (7)	Motivator (4)	Leader (3)
Care Giver (1)		

Comments:

- A convertible – flexible – works in lots of situations
- Don't work so hard to have people like you. People DO like you.
- Take advantage of the leadership development program. With your personality and vision you will make a great leader
- With your networking and relationships skills, you should be managing our business partners.
- You are the most positive person I have ever met. It is impossible to be in a bad mood around you. Capitalize on this.

- You have a great personality and are great at sales. I think you should take on some bigger accounts
- You have a lot of drive, but don't seem to be going anywhere. What do you want?
- You have been an inspiration to me. I have a different perspective on things since I met you.
- You work really hard and clearly want to get ahead, but could benefit from some focus – everyone likes you and you are good at what you do – concentrate and you will move

Self Assessment Data (as on Summary Page)

Attributes:

Visionary (10)	Bright (9)	Wise (8)
Savvy (7)	Optimistic (6)	Inventive (5)
Creative (4)	Extroverted (3)	Trustworthy (2)
Driven (1)		

Skills:

Visioning (6)	Mediating (5)	Researching (4)
Teaching (3)	Interviewing (2)	Reporting (1)

TeamRole:

- Facilitator

Strengths:

- Ability to talk to anyone about anything..

Weakness:

- Ability to talk to anyone about anything..
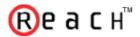
Projective Exercises:

Type Of Car:

- Something that is interesting to most people.
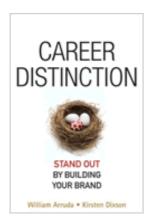
Type Of Cereal:

- Frosted flakes – sweet and crunchy.

Comments:

- Most of the people like me.

9.Resources

Other Resources from Reach

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 Dixson 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.

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