

Finding Your Corporate Voice

Answer the question: How Would We Like Our Key Audience(s) to Perceive Us?

Circle your top ten. Star your top three.

Smart	Friendly	Powerful	Straight-Forward	Genuine	Helpful	High Quality
Responsive	Fun	Inviting	Forward Thinking	Consultative	Motivated	Leading
Technical	Expertise	Cutting Edge	Trustworthy	Focused	Service-Oriented	Trendy
Professional	Dynamic	Global	Adaptive	Transparent	Targeted	Regional
Innovative	Classic	Experience	Authentic	Personalized	Revolutionary	Sustainable
Succinct	Dependable	Flexible	Functional	Emerging	Everywhere	Understanding
Creative	Polished	Results-Oriented	Spiritual	Local	Consistent	Effective
Connected	Contemporary	Engaged	Informed	Transparent	Entertaining	Brilliant
Strong	Insightful	Diverse	Rapid	Focused	Informative	Integrated

Add a few more if needed.

Return to be compiled.

Name: _____ *Optional*