



Data Analysis and Summary Report for :

**William Arruda**

Creation Date : 2/10/2009



## Table Of Contents

---

Tips for getting the most from this analysis

1. Big Picture Analysis
2. Consolidated Data
3. Category of Respondent Results
4. Value Assignment
5. Self Assessment Comparison
6. Prioritized Results
7. Commitments
8. Summary Data
9. Resources



***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. Average response rate is 40%.

# of responses received: 54

vs # of requests sent: 106

Your response rate was: 51%

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	8	15%
Colleague/Peer	19	35%
Employee	2	4%
Friend/Relative	16	30%
Manager	0	0%
Professor/Teacher/Mentor	0	0%
Other	9	17%

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.



*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	Evangelist	42
2	Optimist	32
3	Motivator	31
4	Mover	23
5	World Citizen	22
6	Charmer	20
7	Expert	20
8	Entrepreneur	15
9	Giver	15
10	Truth-teller	14

**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.

**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.

**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.

**Movers** are energetic, dynamic people. They seem to have limitless energy. For some, their energy comes from within. For others, it comes from being around others. Movers rarely sit still. They have little patience for slow, drawn-out meetings. They usually embrace change.

**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.

**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.

**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.

**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.

**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.

**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.

**Leadership Competencies:**

Rank	Leadership Competency	No Of Combined Responses
1	Expressing	79
2	Inspiring	76
3	Visioning	67
4	Relating	37
5	Developing	17
6	Delivering	7
7	Resourcing	6

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

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

**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).

**Delivering:** Demonstrating value; delivering quantifiable results.

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

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

Strengths:

- A true motivator, inspirational!
- Ability to get those around him just as excited as he is.
- Ability to inspire and compel others
- Ability to make people feel better about themselves.
- Ability to inspire and lead others with his positivity, humor and empathy
- Always wanting to take it to the next level
- Authentic Enthusiasm
- Boundless energy and motivation
- Bringing his passion to life and sharing it with others
- Communication & Rapport - Ability to immediately engage people
- Contagious energy
- Convincing
- Creative Energy
- Energy. Passion. Contagious enthusiasm.
- Enthusiasm
- He genuinely wants people to do well. He cares.
- He is a visionary and will no doubt achieve all that he sets as goals for himself and Reach Communications
- He is an incredible teacher. Patient and giving with information and knowledge.
- Hi caring and enthusiasm
- His ability to completely change people's mindsets
- His ability to relate to people on many levels
- His capacity to relate to others and inspire action and growth
- His humanity.
- His ideas. He has an endless supply. He is an idea factory.
- His passion for helping people fulfil their unique potential
- I don't know William well enough to assess
- Incredible Manager and Motivator
- Inspiring others to act and brand
- Motivating and inspiring people
- Motivating others

- Motivator, Inspiring
- New Venture Development
- Optimism
- Passion
- Passion for personal branding
- Presenting, motivating, encouraging others
- Seemingly limitless passion for the ideas and people in which/whom he believes
- Turning his vision into reality
- William is able to establish a clear vision and inspire others to join him in pursuing it!
- ability to understand and conceive ideas
- clarity and insight
- connecting people
- continuous innovation
- energetic
- enthusiasm
- enthusiasm
- his optimism
- inspiring
- just testing
- motivation
- passion, charm and expertise in his field
- personality
- positive
- warmth, optimism, authenticity

Weaknesses:

- A blind spot for people who take advantage of him.
- Administrative details!
- An authentic modesty. He needs to know how great he is.
- Attention to detail
- Attention to detail
- Attention to details
- Balance.
- Can't think of any
- Finding time

- He is too overcommitted - needs more help in running his business more efficiently
- He's always busy
- His ideas. He has too many and tries to pursue them all. He thinks he can keep up a pace of working 100 hours per week - he is going to burn out.
- I don't know William well enough to assess
- I don't know you well enough
- Lack of organizational skills maybe.
- NA
- None that I know
- Occasionally prone to exaggeration
- Organization
- Probably not great at long term static meditation
- Really cannot think of one.
- Responding in a timely manner - he is very giving of his time but one person can only do so much
- Seems to be jumping too much instead of at ease
- Some may not see the depth of his thoughts initially
- Sometime might react too fast
- This is a stretch for me, so I'll pass.
- Too many balls/projects in the air
- Too soft. Needs to say NO and mean it.
- Way too generous. Gives too much and can be taken advantage of.
- When he doesn't get enough sleep he can seem distracted
- While he leaves room for others to contribute (a positive), there are occasions when people would value getting more specifics from him.
- arrogance
- attention to details (sometimes)
- can't think of any
- can't think of any--maybe overextends himself too much, needs to delegate more???
- disorganized
- don't know
- eager to please all
- follow through
- generosity
- hard to say...too kind may be?

- inconsistent in communicating with tea, meaning he drops off the radar occasionally
- it is a hard question...
- just testing
- maybe too professional? -- could introduce an element of personal into his professional relationships for the enrichment of all
- messy
- organization
- stressed
- stretching himself too thin
- the inability to juggle 20 balls at a time :-)
- time management
- time management
- too busy
- workaholic

#### Responses to Projective Exercise:

*If you were a Household appliance, what type of House would you be?*

- A Microwave - Faster results
- A blender at full speed
- A designer juice-press.
- A retro and sophisticated cappuccino maker. He is rather this way.
- A swifter - he quickly comes into your life and immediately makes a difference making it look effortless
- A table. He loves gather people
- An Apple Airport Xtreme Wireless Router: premium brand, high-tech, global communication and connectivity, superior design
- Blender -- because he's open to others' insights/suggestions and blends it smoothly
- Blender, he has a lot of different things rolling around in his head and he is able to combine them into something valuable for the world.
- Brand-new, stainless-steel, French-style refrigerator ... on the leading edge
- Cuisinart food processor because he is skilled at creating enticing blends with an international flavor!
- Egg Whip - he stirs things up and is creative
- Espresso maker - quick bursts of energy and support
- Espresso coffee maker - always provides a buzz

- Espresso machine - energy, pressure, and great ingredients and quality results
- Flat TV screen to keep alive atmosphere and attract attention
- Home entertainment system. He never stops creating ways for people to learn, be entertained or inspired.
- I don't know you well enough
- Iron - he smooths out all the wrinkles to help others to think more clearly
- KitchenAid stand mixer. Does lots of things, looks fab.
- Kitchenaid mixer - because it's expensive and flashy
- Microwave, high energy, has revolutionized the way we think about cooking
- Microwave...gets things done quickly. He "zaps" people with energy like a microwave "zaps" food to heat it.
- Since I don't cook, I sadly had to Google this : ) Bertazzoni stainless steel series-sophisticated, worldly, and top-of-the line!
- TV - fascinating to watch, much information plus entertainment
- TV because he can always keep your interest
- Toaster. Adjustable to just the right amount of crispness but still good.
- Vacuum - draws in everything around him.
- Waffle maker - takes something and transforms it into something better and more desirable.
- Warming Tray - keeps things warm, and is hospitable and welcoming
- a blender - because he brings others together (not to mention seems to go at unbelievable speeds)
- a blender - you can make healthy smoothies or fun cocktails with it (a kitchen essential)
- a blender for he takes the best out of each particular thing and turns it into something of its own that is unique and incredible!
- a blender....you can put a lot of different disparate things in it and it will come out delicious
- a computer because he is a great communicator
- a washing machine-because he's squeaky clean, and you can't do without him!!
- an oven because he warms your heart when he speaks
- blender
- blender, because he has so many qualities that are balanced
- espresso machine - big buzz when working and provides energy for sustained period

- espresso machine - high -energy, creates a buzz, addictive, makes you want more
- espresso machine
- espresso machine -- not an ordinary appliance--international -- makes coffee that is intense, with a kick
- flat screen tv
- hand-held beverage frother - blends ideas to make something new and bigger and collaborates with others in the process
- high energy, always on, flying, fun splattering device of some sort
- huge plasma screen TV: generous, in the know, interested, creative, latest technology
- just testing
- or this one
- percolator
- sleek flatpanel tv--contemporary, hi-tech, entertaining
- sofa
- tray
- wireless router making it easy to do business where ever you are

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

- An exotic healthy muesli
- An organic, complex unusual one. He is creative and unique and likes to get people excited about new ideas.
- Captain Crunch with Zots (those things that fiz in your mouth)
- Cheerios - always cheerful and in a great mood!
- Crispy as his enthousiasm
- Crunchy Go Lean - good for you but a bit nutty in a likeable way
- Don't know
- Don't know.
- Fruit loops, colorful and energizing
- Fruit loops.
- Fruit loops. Fun , colorful, good with kids.
- Half whole wheat (good for you/good); Half Chocopuffs - fun, desirable, comes with a sugar high.
- Homemade muesli because he is able to combine very basic natural ingredients into a substantial and interesting mix.
- Honeynut Cheerios - good for you with a sugar buzz
- I don't know you well enough

- Kashi Go Lean - Healthy, good for you, you always want more!
- Kashi Go Lean Crunch -- health, good for you, and cool
- Life - because they use Olympic athletes to market the cereal to appeal to people's sense of national pride - which makes people buy the cereal, but has nothing to do with the cereal itself
- Life Cereal b/c he truly inspires the energy of life and joy in others
- Lucky Charms
- Mueslix - very international
- Ready Brek, because he gives you a warm glow inside when he is around you..
- Rice Crispies - "Snap, Crackel & Pop"
- Rice Crispies, because of the snap, crackle and pop
- Rice Krispies - snap, crackle, pop
- Rice Krispies - snap, crackle, pop
- Rice Krispies -- because he snaps, crackles and pops with aliveness
- Rice Krispies. Sanp, crackle pop!!
- Rice krispies - snap, crackle, pop
- Shreaded Wheats
- Snap! Crackle! & Pop - dynamic presenter and personality
- Something healthy and crunchy yet sweet.
- Special K because it has everything you need
- Sugar Pops - Energetic, sweet
- Weetos Chocolate - chocolate taste and buz but sustained energy of Weetabix inside
- Wheaties - healthy, builds strength and confidence to take on the world
- Wheaties. The breakfast of champions. Or Kashi, 7 grains on a mission. Stop me now, I could do this all day.
- breakfast bar because he energizes you and gives you the fuel you need to meet your goals
- cereal is too tame a breakfast. William would be a whole grain artisan breakfast roll with an espresso
- cheerios - solid, beneficial, appeals to many, best in class
- dont like this question
- i only eat oatmeal, don't know others, but he's all natural, fills you up
- just testing
- muesli -- very international and healthy
- oatmeal with fresh berries--warm, comforting, healthy

- one with proteins - for the muscles
- organic
- rice crispies ...snap, crackle , pop
- rice krispies
- something healthy and naturally sweet
- special K with strawberries - smart and fun at the same time
- special K
- the most healthy and energetic one for I feel this way after spending some time with him
- whole wheat mini bagel: soft, healthy, full of flavor and in the trend

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 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: 8 out of 54 - 15%**

Rank	Brand Persona	No of Combined Responses
1	Evangelist, Mover, Optimist, Truth-teller	4
2	Charmer, Giver, Motivator, Sage, Visionary, World Citizen	3
3	Connector, Creator, Expert, Extrovert, One-of-a-Kind	2
4	Achiever, Ambassador, Athlete, Believer, Calmer, Caregiver, Confidence Emitter, Driver, Entrepreneur, Gymnast, Judge, Performer, Persuader, Smiler, Spark	1
	<b>Leadership Competency</b>	
1	Inspiring	12
2	Relating, Visioning	9
3	Expressing	8
4	Evaluating, Resourcing	1
	<b>Team Role</b>	
1	Motivator	3
2	Creator	2

Colleague/Peer: 19 out of 54 - 35%

Rank	Brand Persona	No of Combined Responses
1	Evangelist	17
2	Motivator	13
3	Expert, World Citizen	10
4	Optimist	9
5	Charmer, Giver, Visionary	8
<b>Leadership Competency</b>		
1	Visioning	29
2	Expressing	27
3	Inspiring	24
4	Relating	13
5	Developing	8
<b>Team Role</b>		
1	Leader	8
2	Creator, Motivator	4

Employee: 2 out of 54 - 4%

Rank	Brand Persona	No of Combined Responses
1	Caregiver, Motivator	2
2	Achiever, Calmer, Charmer, Confidence Emitter, Creator, Evangelist, Mover, One-of-a-Kind, Sage, Self-starter, Truth-teller, World Citizen	1
	<b>Leadership Competency</b>	
1	Inspiring, Relating, Visioning	3
2	Expressing	2
3	Resourcing	1
	<b>Team Role</b>	
1	Leader	2

Friend/Relative: 16 out of 54 - 30%

Rank	Brand Persona	No of Combined Responses
1	Optimist	14
2	Evangelist	10
3	Mover	8
4	Motivator	7
5	Charmer, World Citizen	6
<b>Leadership Competency</b>		
1	Inspiring	26
2	Expressing	25
3	Visioning	16
4	Relating	8
5	Resourcing	4
<b>Team Role</b>		
1	Motivator	8
2	Care Giver, Creator, Facilitator, Leader	2

**Manager: 0 out of 54 - 0%**

**Professor/Teacher/Mentor: 0 out of 54 - 0%**

**Other: 9 out of 54 - 17%**

Rank	Brand Persona	No of Combined Responses
1	Evangelist	10
2	Motivator	6
3	Optimist	5
4	Achiever, Confidence Emitter, Entrepreneur, Expert, Mover	4
5	Caregiver, Charmer, Competitor, Creator, Persuader, Self-starter, World Citizen	2
<b>Leadership Competency</b>		
1	Expressing	17
2	Inspiring	11
3	Visioning	10
4	Developing	6
5	Relating	4
<b>Team Role</b>		
1	Motivator	3
2	Creator, Leader, Project Manager	2

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.



*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

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?
Evangelist	
Optimist	
Motivator	
Mover	
World Citizen	
Charmer	
Expert	
Entrepreneur	
Giver	
Truth-teller	



*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
Evangelist (2)	Evangelist (42)
Performer (1)	Optimist (32)
Giver (1)	Motivator (31)
Motivator (1)	Mover (23)
Optimist (1)	World Citizen (22)
Visionary (1)	Charmer (20)
Confidence Emitter (1)	Expert (20)
Mover (1)	Entrepreneur (15)
World Citizen (1)	Giver (15)
	Truth-teller (14)
Top Five Leadership Competencies-Self	Top Five Leadership Competencies-Others
Expressing (2)	Expressing (79)
Inspiring (2)	Inspiring (76)
Visioning (2)	Visioning (67)
	Relating (37)
	Developing (17)
Top Team Role-Self	Top Three Team Roles-Others
Motivator (1)	Motivator (18)
	Leader (15)
	Creator (10)



***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.



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

### Summary data

#### Attributes:

Enthusiastic (27)	Positive (20)	Inspiring (19)
International (18)	Energetic (17)	Intelligent (16)
Passionate (15)	Charming (13)	Creative (12)
Generous (12)	Optimistic (12)	Motivating (11)
Entrepreneurial (10)	Extroverted (9)	Supportive (9)
Accomplished (8)	Self-motivated (8)	Honest (7)
Likable (7)	Sincere (7)	Visionary (7)
Confident (6)	Connected (6)	Dynamic (6)
Physically Fit (6)	Self-assured (6)	Strategic (6)
Ambitious (5)	Cheerful (5)	Collaborative (5)
Driven (5)	Enterprising (5)	Successful (5)
Bright (4)	Persuasive (4)	Sophisticated (4)
Trustworthy (4)	Worldly (4)	Big (personality) (3)
Colorful (3)	Giving (3)	Healthy (3)
Savvy (3)	Adaptable (2)	Adventurous (2)
Competitive (2)	Convincing (2)	Diplomatic (2)
Discerning (2)	Ethical (2)	Happy (2)
Outgoing (2)	Quick-Witted (2)	Striving (2)
Wise (2)	Bold (1)	Curious (1)
Devoted (1)	Disciplined (1)	Dramatic (1)
Easygoing (1)	Flexible (1)	Humble (1)
Inventive (1)	Loving (1)	Loyal (1)
Methodical (1)	Organized (1)	Refined (1)
Risk-taking (1)	Sassy (1)	Socially-conscious (1)
Spiritual (1)	Zen-like (1)	inspiring (1)

#### Skills:

Public speaking (34)	Communicating(listening, speaking) (28)	Inspiring others (25)
Relating to others/Building relationships (19)	Motivating (17)	Presenting (17)
Thinking internationally / globally (17)	Coaching (13)	Establishing thought-leadership (11)
Innovating (11)	Visioning (11)	Creating (10)
Developing ideas (9)	Empowering (9)	Facilitating groups (5)
Team building (5)	Training (5)	Designing (4)

Growing professionally (4)	Managing people (4)	Meeting/Exceeding success targets (4)
Teaching (4)	Inventing (3)	Selling (3)
Brainstorming (2)	Counseling (2)	Interviewing (2)
Learning (2)	Managing time (2)	Seeing the details (2)
Forecasting (1)	Identifying problems (1)	Managing projects (1)
Negotiating (1)	Organizing (content, activities) (1)	Prioritizing (1)
Reporting (1)	Running meetings (1)	

**Team Role:**

Motivator (18)	Leader (15)	Creator (10)
Facilitator (6)	Care Giver (2)	Project Manager (2)
Administrator (1)		

**Comments:**

- Bill is truly an inspirational manager - extremely tuned in to the human side of people in the work place and how best to connect with people and encourage them to do their best toward the corporate goals. I wish there were more managers like this in the work world!
- I have yet to meet one person that meets William and isn't absolutely inspired by him. Beyond his energy and passion for what he does in all his work, he is authentic down to the core. He truly walks the talk of personal branding.
- I look forward to getting to know you better in the years to come
- I love you! You are the best, had a hard time choosing which positive attributes would better describe you.
- I've answered these questions based on my personal impressions of you as a friend and how I envision this translating in your professional life.
- Pioneer. Pioneer. Pioneer. You transformed the career / job search / personal satisfaction landscape. Bravo.
- Very creative in his approach and can effect change.
- W's passion, enthusiasm, and quirky confidence is inspiring.
- William clearly has the assets to handle every role but is so visibly reponsible in his persona that a conductor-like role, e.g., project manager, seems to be the most prominent. Somehow I get the impression, however, that this is not the role that utilizes his best assets.
- William doesn't always choose the best people to work with. He provides more energy, content, passion and others expect more than their fair share. He needs to work with others, but can not find equals.

- William doesn't charge enough for his services. He provides more value than he thinks and has changed people's lives. He is a rare find - worth a premium.
- William has a gift for compelling people to think they ' can do ' what their hearts desire...

He is forever positive, with healthy doses of realism and challenge. He has genuine way of providing feedback without judgement and praise without insincerity...

These are unusual gifts and it means people will always seek his counsel and company ....there just may not be enough time to get round everyone!

- William has amazing energy. It's infectious.
- William has great energy, insights and the ability to inspire people to be their best. He should always know as much as he can about his audience so that he can connect with them as soon as possible . I wish i could work with William every day!
- William has learned to surround himself with people who can manage the areas in which he has no interest or skill
- William is a credible expert and a great joy to be around - a winning combination and a fantastic partner!!
- William is a treasure.
- William is a very energetic, enthusiastic, authentic, warm charismatic facilitator and public speaker. He is a genuinely caring individual that is open to feedback and willing to be a team player at all times. Delightful to work with!
- William is an extremely talented force of energy. He is hugely creative but also knows how to motivate people (including himself) to get amazing things done. He's a star of the brightest variety.
- William is close to finding that magic formula that will finally deliver him the true success he deserves. He has sometimes given too much to projects and people where the return has been a negative in terms of \$'s and/or personal energy. He is starting to identify those drains and making plans to avoid them - that in turn will release the energy expended in that direction to projects and plans that will 'pay' out for him. A great friend, mentor and champion - anyone is blessed to have him in their corner.
- William needs to take it up a notch. He should be on Oprah, have his own TV show, be on the cover of Fortune, be famous. He is just as impressive and ambitious as a lot of other gurus out there. His rise has been slow and steady - but he needs to get to that next level where everyone knows his name.
- William takes on a role that few people venture to. I admire him for being a personal brand ambassador.

- William truly lives his branding, bringing passion and connectedness to his work and his relationships. He is sophisticated but accessible; and he is a polished professional and also a lot of fun!
  - William's energy and enthusiasm is awesome. The downside is the danger of appearing a bit over-stretched, which can manifest in various ways. To compensate, William has wisely built a strong support structure around him. Which is hopefully allowing him a little more time for himself! :)
  - William, your brand is impacted by everyone you have representing Reach. Be sure these people do what's best for you and Reach. Some colleagues are opportunistic - doing what is best for them and not for you or your company. Beware.
  - You are the best--thanks for all you do for the strategists!
  - You are the most inspiring person I have ever met, who can see people's true potential, you deserve success and happiness.  
If I were asked the question on who I would like to have dinner with and only had the choice of 5 people- you'd be top of the list!!!! I'd love a copy of your book?(signed of course!). Jo.x
  - You should make me feel more the real advantages of your method.
  - You're a nice guy - sometimes too nice. Everyone likes you and respects you - but you need to be OK pissing a few people off. You are too valuable to those around you to squander your energy on making sure everyone is happy.
  - You're inspirational - onwards and upwards!
  - You're such a great presenter and would be even better if you could manage the 'umms' and 'aaahs' during teleseminars.
  - just put in bogus info - i'm surprised to see all the same questions here as before.
- jason alba

**Self Assessment Data (as on Summary Page)**

**Attributes:**

International (10)	Energetic (9)	Confident (8)
Visionary (7)	Optimistic (6)	Inspiring (5)
Generous (4)	Big (personality) (3)	Passionate (2)
Enthusiastic (1)		

**Skills:**

Visioning (6)	Communicating(listening, speaking) (5)	Creating (4)
Empowering (3)	Inspiring others (2)	Public speaking (1)



**TeamRole:**

- Motivator

**Strengths:**

- Enthusiasm

**Weakness:**

- Everything seems like a good idea!

**Projective Exercises:**

**Type Of Household appliance:**

- Microwave - I do everything fast (sometimes too fast).

**Type Of Cereal:**

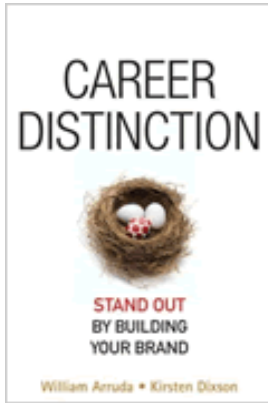
- Oatmeal with fruit and something sweet - good for you and fun and colorful.

**Comments:**



## 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](http://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](http://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](http://www.careerdistinction.com)

### What does Google say about you?



ONLINE ID CALCULATOR

Find out with this complimentary Online ID Calculator: [www.onlineidcalculator.com](http://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.