



*Personal Branding with
Michael B. Maine*

Values Exercise

Abstract Thinker	Boring	Curious	Emotional	Helpless
Academic	Broad Minded	Customer-Focused	Empathetic	Hostile
Accepting	Business Like	Daring	Energetic	Humiliated
Accurate	Calm	Decisive	Enterprising	Humorous
Achievement Driven	Carefree	Defeated	Enthusiastic	Hysterical
Action-Oriented	Careful	Deferential	Exceptional	Idealistic
Adaptable	Caring	Defiant	Exciting	Imaginative
Adventurous	Cautious	Deliberate	Expedient	Impatient
Affectionate	Changeable	Dependable	Experienced	Impulsive
Afraid	Charismatic	Dependent	Expert	Indecisive
Aggressive	Cheated	Depressed	Firm	Independent
Aggrieved	Cold	Detail-Oriented	Flexible	Indifferent
Aloof	Commercially Aware	Determined	Focused	Individualistic
Ambitious	Committed	Diligent	Foolish	Industrious
Amused	Competent	Diplomatic	Forgiving	Influential
Analytical	Competitive	Disappointed	Forthright	Initiative-Taker
Angry	confident	Disciplined	Friendly	Innovative
Annoyed	Confused	Discreet	Frustrated	Insightful
Anxious	Conservative	Disdainful	Fun-Loving	Intellectual
Appreciative	Consistent	Dismayed	Generous	Introspective
Apprehensive	Content	Disorganized	Gentle	Jealous
Articulate	Cool	Dominant	Gloomy	Joyful
Ashamed	Cooperative	Down to Earth	Grateful	Judgmental
Assertive	Courageous	Dynamic	Grounded	Kind
Astute	Crazy	Easygoing	Guarded	Knowledgeable
Authoritative	Creative	Efficient	Happy	Lacking Ambition
Bashful	Credible	Effective	Helpful	Light-Headed

Literate	Persuasive	Resourceful	Stimulating	Trapped
Lively	Pioneering	Responsible	Straightforward	Triumphant
Logical	Pleased	Responsive	Strategic Thinker	Trusting
Lost	Positive	Risk Taking	Strong	Unassuming
Loving	Practical	Sad	Successful	Understanding
Loyal	Pragmatic	Satisfied	Sulky	Unique
Matter-Of-Fact	Precise	Skeptical	Supportive	Unsettled
Mature	Predicable	Scornful	Surprised	Unusual
Methodical	Private	Self-Assured	Suspicious	Vengeful
Mild	Proactive	Self-Controlled	Sympathetic	Versatile
Mischievous	Protective	Self-Critical	Tactful	Vicious
Modest	Proud	Self-Motivated	Talented	Vigorous
Motivated	Punctual	Self-Reliant	Talkative	Visionary
Objective	Question	Self-Righteous	Task-Oriented	warm
Open	Quick	Sensitive	Team builder	Wary
Orderly	Quiet	Serene	Team Player	Weak
Organized	Rational	Serious	Tenacious	Willful
Outgoing	Reactive	Shy	Tender	Witty
Outstanding	Realistic	Silly	Tense	Worrier
Overly-Sensitive	Reflective	Sincere	Theoretical	
Panicky	Rejected	Slow	Thick-Skinned	
Patient	Reliable	Sociable	Thin-Skinned	
Peeved	Relieved	Sophisticated	Thorough	
Penetrating	Remorseful	Sorrowful	Tidy	
Perceptive	Resentful	Sorry	Timid	
Persevering	Reserved	Spontaneous	Tolerant	
Persistent	Resilient	Steady	Traditional	