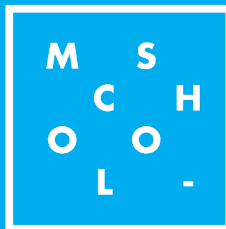


# PERSONAL BRAND WORKBOOK (PART II)

NAME:



PROF STEFL  
mstefl@lmu.edu



# PERSONALITY ATTRIBUTES

ABLE	CURIOUS	GOOD	MYSTERIOUS	SELFISH
ACTIVE	DANGEROUS	GRACEFUL	NAUGHTY	SERIOUS
ADVENTUROUS	DARING	GRATEFUL	NERVOUS	SHARP
AFFECTIONATE	DARK	GREEDY	NICE	SHORT
ALERT	DECISIVE	GUILTY	NOISY	SHY
AMBITIOUS	DEMANDING	HAPPY	OBEDIENT	SILLY
ARROGANT	DEPENDABLE	HARSH	OBNOXIOUS	SKILLFUL
ATTENTIVE	DETERMINED	HEALTHY	PEACEFUL	SLY
AVERAGE	DUTIFUL	HELPFUL	PICKY	SMART
BLUE	EAGER	HONEST	PLEASANT	SNEAKY
BOLD	EASY-GOING	HOPEFUL	POLITE	SORRY
BOSSY	EFFICIENT	HOPELESS	POOR	SPOILED
BRAINY	ENCOURAGING	HUMOROUS	POPULAR	STRANGE
BRAVE	ENERGETIC	IGNORANT	POSITIVE	STRICT
BRIGHT	EVIL	IMAGINATIVE	PRECISE	STUBBORN
BRILLIANT	EXCITED	IMPATIENT	PROUD	SWEET
BUSY	EXPERT	INCONSIDERATE	QUICK	TALENTED
CALM	FAIR	INDEPENDENT	QUIET	THANKFUL
CAREFUL	FAITHFUL	INDUSTRIOUS	RATIONAL	THOUGHTFUL
CARELESS	FEARLESS	INNOCENT	RELIABLE	TIRED
CAUTIOUS	FIERCE	INTELLIGENT	RELIGIOUS	TOLERANT
CHARMING	FOOLISH	JEALOUS	RESPONSIBLE	TOUCHY
CHEERFUL	FORTUNATE	KINDLY	RESTLESS	TRUSTING
CHILDISH	FOUL	LEADER	RICH	TRUSTWORTHY
CLEVER	FRESH	LIVELY	ROUGH	UPSET
CLUMSY	FRIENDLY	LONELY	ROWDY	USEFUL
COARSE	FRUSTRATED	LOVING	RUDE	WARM
CONCERNED	FUNNY	LOYAL	SAD	WICKED
CONFIDENT	GENTLE	LUCKY	SAFE	WISE
CONSIDERATE	GIVING	MATURE	SATISFIED	WORRIED
COOPERATIVE	GLAMOROUS	MEAN	SCARED	WRONG
COURAGEOUS	GLOOMY	MESSY	SECRETIVE	YOUTHFUL



# Personal Responsibility...There is No Substitute

By Mike Rowe of Dirty Jobs

July 10, 2015

I left my hotel room this morning to jump out of a perfectly good airplane, and saw part of a man standing in the hallway. His feet were on a ladder. The rest of him was somewhere in the ceiling. I introduced myself, and asked what he doing. Along with satisfying my natural curiosity, it seemed a good way to delay my appointment with gravity, which I was in no hurry to keep. His name is Corey Mundle, and like many who work in tight spaces, and he recognized me, and we quickly got to talking. “Well Mike, here’s the problem,” he said. “My pipe has a crack in it, and now my hot water is leaking into my laundry room. I’ve got to turn off my water, replace my old pipe, and get my new one installed before my customers notice there’s a problem.” I asked if he needed a hand, and he told me the job wasn’t dirty enough. We laughed, and Corey asked if he could have a quick photo. I said sure, assuming he’d return the favor. He asked why I wanted a photo of him, and I said it was because I liked his choice of pronouns.

“I like the way you talk about your work,” I said. “It’s not, ‘the’ hot water, it’s ‘MY’ hot water. It’s not, ‘the’ laundry room, it’s ‘MY’ laundry room. It’s not ‘a’ new pipe, it’s ‘MY’ new pipe. Most people don’t talk like that about their work. Most people don’t own it.” Corey shrugged and said, “This is not ‘a’ job; this is ‘MY’ job. I’m glad to have it, and I take pride in every thing I do.” He didn’t know it, but Corey’s words made my job a little easier that day. Because three hours later, when I was trying to work up the courage to leap out of a perfectly good airplane, I wasn’t thinking about pulling the ripcord on the parachute – I was thinking about pulling MY ripcord. On MY parachute.

Personal responsibility... there is no substitute. Mike



# PASSIONS

I LOVE (PASSION AREA)

I AM GOOD AT (STRENGTHS/SKILLS)




# CORE VALUES

AUTHENTICITY	COMPETENCY	GROWTH	LOYALTY	RESPECT
ACHIEVEMENT	CONTRIBUTION	HAPPINESS	MEANINGFUL WORK	RESPONSIBILITY
ADVENTURE	CREATIVITY	HONESTY	OPENNESS	SECURITY
AUTHORITY	CURIOSITY	HUMOR	OPTIMISM	SELF-RESPECT
AUTONOMY	DETERMINATION	INFLUENCE	PEACE	SERVICE
BALANCE	DILIGENCE	INNER HARMONY	PERSERVERANCE	SPIRITUALITY
BEAUTY	DISCIPLINE	JUSTICE	PLEASURE	STABILITY
BOLDNESS	FAIRNESS	KINDNESS	POISE	SUCCESS
COMPASSION	FAITH	KNOWLEDGE	POPULARITY	STATUS
CHALLENGE	FAME	LEADERSHIP	RECOGNITION	TRUSTWORTHINESS
CITIZENSHIP	FRIENDSHIPS	LEARNING	RELIGION	WEALTH
COMMUNITY	FUN	LOVE	REPUTATION	WISDOM



# EULOGY





# PURPOSE

I WANT TO BE KNOWN FOR...



# PROOF

**SUCCESSSES/PROJECTS**

**SKILLS DEMONSTRATED**

