

SCORE

WORKBOOK

Stand-out **C**onquer **O**bstacles
Reach **E**xcellence

What is your ONE W^oRD?

**RICH
KELLER**

WELCOME

I'm Rich Keller and my mission is simple...

to transform 1 million lives **One Word** at a time. I'm grateful that you have chosen me to be your guide as you craft your personal brand in **One Word**.

As a brand marketer with 25 years of experience, I've applied this **One Word** approach to successfully build identifies for some of the world's most iconic brands like Godiva chocolate, Chips Ahoy! cookies and Planters peanuts, to name a few. I would now like to do the same for you!

My journey began in 2014, when my position as Vice President of Marketing was eliminated. During my subsequent job search, a recruiter said something to me that would change the course of my professional career. I was expecting her to offer me a job and instead she told me I was not the right person for the role. I remember looking at her and saying, "Are you kidding me, I meet every qualification." And she said, "Yes you do, except for one thing." In response to my quizzical look, she stated, "You're a CATALYST and they're looking for a BABYSITTER."

That's when the lightbulb went off in my head and I had my a-ha moment. She had just defined how I am seen by the world and my **One Word** personal brand was born. A CATALYST is an agent that provokes or speeds significant change or action, without itself being affected.

YOU CAN STAND-OUT WITH ONE WORD:

As a personal branding guru, I empower you to discover your own core value in **One Word**. That's right...**One Word**.

YOU CAN CONQUER OBSTACLES WITH ONE WORD:

Imagine landing your dream job, college acceptance, or leadership position. This is all achievable if you take the first step to discover your core value in **One Word**.

YOU CAN REACH EXCELLENCE WITH ONE WORD:

Your **One Word** will be unique, which will influence how you are seen by the world so you can Stand-out Conquer Obstacles Reach Excellence...in other words, S.C.O.R.E.!

ARE YOU READY TO DISCOVER YOUR ONE WORD?



DIRECTIONS

This workbook is a tool that will help you begin the journey of discovering your core value, which I define as who you are and the impact you make... NOT what you do. You will learn how to express this core value with **One Word**. You will answer questions that will help you identify who you are, your strengths, how others view you, and the impact that you hope to make on the world.

As you proceed through this workbook, be honest and open-minded. There are no wrong answers in this process. Write the first thing that comes to mind, then let it sit for a while and re-read it later to see if you can build on the answer.

Explore the answer to each question from a variety of perspectives, including personal, professional and your activities/interests. Some of the questions will encourage you to view yourself through the eyes of friends, colleagues and/or family members. When the nine questions are completed, simply follow the 10-step process to discover your core value which you will then label with **One Word**.

At the end of this workbook, I've included five master examples of the **One Word** process, as well as a list of **One Words** that represent some of the strongest personal brands discovered by clients.

Get ready to **SCORE!**

PART ONE

Who Are You?

1. What is your current job/profession?

Note: If you're not employed, what is the activity that most occupies your time?

2. As a child:

a. What did you want to be when you grew up?

b. Why?

3. What situations/activities make you come alive?

Note: Think about activities that excite and get you out of bed in the morning. It can be something you're currently doing or would like to pursue in the future.

PART TWO

WHAT ARE YOUR STRENGTHS?

4. Generally, what are you great at?

Note: Think about this question through the lens of your professional life, personal life and any other strengths you have. What do people tell you that you are great at doing?

5. Select 3-5 of your accomplishments (anything in your personal or professional life). When answering, please include:

- a. *Specifically, what was the accomplishment?*
- b. *What was your role?*
- c. *What would not have happened if you were not a part of it? (Note: Think about the impact you have made that would not have happened if you were not involved. Think to yourself: "Without my presence, this specific accomplishment would not have happened." Please do not limit yourself to professional accomplishments.)*

PART THREE

HOW DO OTHERS VIEW YOU?

6. When people describe your positive qualities, they use word(s)/phrases such as:

7. What personal and professional advice do people turn to you for?

Note: Think about this question through the lens of everyday challenges and situations from different stages of your life (e.g., high school, college, career, hobbies and interests).

8. Select 3-5 people who play varied roles in your life and ask them to write a short paragraph about “what makes you unique.” Please be sure to include at least one friend, one co-worker/colleague and one family member.

Note: Please select people who know you well-enough to give you a constructive perspective on what makes you unique.

PART FOUR

WHAT IS YOUR IMPACT (LEGACY)?

9. When you pass on, what do you hope to be remembered for?

10-Step Worksheet to Discover Your **One Word**

Note: Refer to the 5 **One Word SCORE** Master Examples at the end of this workbook.

STEP ONE

Go back and read the entire workbook so you have an overall sense of who you are and how others perceive you. As you're reading, highlight a minimum of 45 words (approximately 5 words per question) that best define or describe you. *Be sure to include words repeated more than once among your highlighted words.*

STEP TWO

Type all of your highlighted words into a list below.

STEP THREE

Copy list from Step #2 above, **BOLD** repeated words and delete the duplicates of each **BOLDED** word.

STEP FOUR

Take your list from Step #3 and group similar words into categories. You can create as many groups as you want with any number of words.

Group #1

Group #2

Group #3

Group #4

Group #5

STEP FIVE

Label each group of words using either a **DOMINANT** word from that group or a **SUMMATIVE** word that describes the group of words.

Group #1

Group #2

Group #3

Group #4

Group #5

STEP SIX

Make a list of your **DOMINANT** and **SUMMATIVE** words.

Group #1 Word

Group #2 Word

Group #3 Word

Group #4 Word

Group #5 Word

STEP SEVEN

Using the format I am a(n): _____, write a sentence about yourself that incorporates most or all of the **DOMINANT** and **SUMMATIVE** words you listed above. You may use any form of the word (e.g., If one of the words is connect, you can use the word connector.)

STEP EIGHT

Summarize your Step #7 sentence in **One Word** using one of the formats below. This is your core value. The **One Word** you choose does not have to come directly from the sentence you wrote above. At the end of this workbook, I've included a list of **One Words** that represent some of the strongest personal brands discovered by my clients.

I am a(n):

OR

I am:

Answer:

STEP NINE

Look up the definition of your **One Word** to ensure it works for you! Write definition below. If it does not work, then return to Step #7 and create a new sentence.

STEP TEN

Declare your **One Word**.

is how I **SCORE**

CONGRATULATIONS!

Now that you've discovered your '**One Word**', be on the lookout for an email on the "10 Easy Ways to Leverage Your '**One Word**' Personal Brand."

I'm excited to hear what '**One Word**' you discovered. Drop me a note at Info@TheRichKeller.com, share your '**One Word**', and tell me what impact knowing your '**One Word**' has made on your life.

To learn more about my personal branding services please visit TheRichKeller.com

One Word
SCORE
MASTER EXAMPLES

MASTER EXAMPLE

NUMBER ONE

STEP ONE

Words highlighted in workbook as instructed.

STEP TWO

Highlighted words listed:

| | | | | |
|------------------------|-------------------|-----------------|----------------|-----------------|
| Teacher | Designer | Adventure | Vivid | Adrenaline |
| Designing | Creative | Disneyland | Risk-Taker | Ideas |
| Design | Creativity | Problem-Solver | Brave | Teaching |
| Transformation | Change | Listen | Style | Help |
| Reemergence | Revival | Bold | Advice | Colorful |
| Motivating | Trustworthy | Creative | Help | Listening |
| Energy | Invigorating | Funky | Bravely | Fearless |
| Passionate | Vivacious | Daring | Design | Creative |
| Out-Of-The-Box-Thinker | Brave | | | |

STEP THREE

Repeated words **bolded** and duplicates eliminated:

| | | | | |
|------------------------|-----------------|----------------|-------------|------------|
| Teacher | Designer | Adventure | Vivid | Adrenaline |
| | Creative | Disneyland | Risk-Taker | Ideas |
| | | Problem-Solver | | |
| Transformation | Change | Listen | Style | |
| Reemergence | Revival | Bold | Advice | Colorful |
| Motivating | Trustworthy | | Help | |
| Energy | Invigorating | Funky | | Fearless |
| Passionate | Vivacious | Daring | | |
| Out-Of-The-Box-Thinker | Brave | | | |

continued **MASTER EXAMPLE NUMBER ONE**

STEP FOUR *Words grouped into categories:*

Group #1: **Designer**/Style/Colorful/**Creative**/Ideas/Funky

Group #2 **Listen**

Group #3 Transformation/Out-Of-Box-Thinker/Problem-Solver/Change/
Reemergence/Revival/Vivid/Disneyland

Group #4 *Bold*

Group #5: **Brave**/Fearless/Risk-Taker/Adventure/Adrenaline/Daring

Group #6: Passionate/Vivacious/Invigorating/Energy/Motivating

Group #7: **Teacher/Help**/Advice/Trustworthy

STEP FIVE *Groups labeled with **DOMINANT** or **SUMMATIVE** word:*

Group #1: **CREATIVE**
Designer/Style/Colorful/**Creative**/Ideas/Funky

Group #2 **LISTEN**
Listen

Group #3 **TRANSFORMATION**
Transformation/Out-Of-Box-Thinker/Problem-Solver/Change/
Reemergence/Revival/Vivid/Disneyland

Group #4 **BOLD**
Bold

Group #5: **ACTION-ORIENTED**
Brave/Fearless/Risk-Taker/Adventure/Adrenaline/Daring

Group #6: **INVIGORATING**
Passionate/Vivacious/Invigorating/Energy/Motivating

Group #7: **GUIDE**
Teacher/Help/Advice/Trustworthy

continued **MASTER EXAMPLE NUMBER ONE**

STEP SIX ***DOMINANT** and **SUMMATIVE** words listed:*

CREATIVE
LISTEN
TRANSFORMATION
BOLD
ACTION-ORIENTED
INVIGORATING
GUIDE

STEP SEVEN *Sentence written using format I am a(n):*

I am a **GUIDE** who is **CREATIVE** and **BOLD** with the ability to **LISTEN** and **INVIGORATE** others to be **ACTION-ORIENTED**, so they can achieve **TRANSFORMATION**.

STEP EIGHT *Sentence summarized in **One Word** (the Core Value):*

I am a **TRANSFORMER**.

STEP NINE ***One Word** defined from dictionary:*

Definition of **TRANSFORMER**: A person or thing that makes a thorough or dramatic change in the form, appearance, or character of.

STEP TEN **ONE WORD** DECLARED:

TRANSFORMER
is how I **SCORE**

MASTER EXAMPLE

NUMBER TWO

STEP ONE Words highlighted in workbook as instructed.

STEP TWO Highlighted words listed:

| | | | | |
|--------------------|-----------------------|----------------------|-----------------------------|-------------------------------|
| Designing | Build-People-Up | Controlling | Reading | Constructing |
| Overcome | Refining | Caring | Exhilaration | Standard-of-Excellence |
| Prepared | Fun | Controlling | Setting-the-Standard | Maturity |
| Sense-of-Humor | Navigating | Values | Self-Awareness | Remembers-Friends |
| Disciplined | Own-it | Confident | Education | Overcoming |
| Kick-Ass | Refining | Advice | Learning | Teach |
| Self-Motivated | Outlook | Discovering | Gritty | Ambitious |
| Interactions | The-Why | Expand-Human-Liberty | Grit | Helped-People |
| Conquer-Obstacles | Visible-Contributions | Buttoned-Up | Share | Continuous-Effort |
| Learning | Disciplined | Hard-Work | Welfare-of-Others | Rebounds-Quickly |
| Planning | Conviction | | | |

STEP THREE Repeated words **bolded** and duplicates eliminated:

| | | | | |
|--------------------|-----------------------|----------------------|-------------------|-------------------------------|
| Designing | Build-People-Up | Controlling | Reading | Constructing |
| | | Caring | Exhilaration | Standard-of-Excellence |
| Prepared | Fun | | | Maturity |
| Sense-of-Humor | Navigating | Values | Self-Awareness | Remembers-Friends |
| Disciplined | Own-it | Confident | Education | Overcoming |
| Kick-Ass | Refining | Advice | Learning | Teach |
| Self-Motivated | Outlook | Discovering | Gritty | Ambitious |
| Interactions | The-Why | Expand-Human-Liberty | | Helped-People |
| Conquer-Obstacles | Visible-Contributions | Buttoned-Up | Share | Continuous-Effort |
| | | Hard-Work | Welfare-of-Others | Rebounds-Quickly |
| Planning | Conviction | | | |

continued **MASTER EXAMPLE NUMBER TWO**

STEP FOUR Words grouped into categories:

- Group #1: *Designing/Planning/Constructing/Hard-Work/**Refining**/Prepared/ Buttoned-up/Navigating*
- Group #2: **Learning**/*Discovering/Reading/Teach/Education/Outlook*
- Group #3: **Overcoming**/*Kick-Ass/Own-it/Rebounds-Quickly/ Conquer-Obstacles/**Controlling***
- Group #4: **Disciplined/Gritty**/*Conviction/Self-Motivated/Ambitious/ **Standard-of-Excellence**/Continuous-Effort*
- Group #5: *Share/Values/Welfare-of-Others/Caring/Remembers-Friends/ Advice/Helped-People/Visible-Contributions/The-Why/ Expand-Human-Liberty/Build-People-Up/Interactions*
- Group #6: *Fun/Sense-Of-Humor/Exhilaration*
- Group #7: *Maturity/Self-Awareness/Confident*

STEP FIVE Groups labeled with **DOMINANT** or **SUMMATIVE** word:

- Group #1: **CREATE**
*Designing/Planning/Constructing/Hard-Work/**Refining**/Prepared/ Buttoned-up/Navigating*
- Group #2: **OPEN-MINDED**
***Learning**/Discovering/Reading/Teach/Education/Outlook*
- Group #3: **RESOURCEFUL**
Overcoming**/Kick-Ass/Own-it/Rebounds-Quickly/ Conquer-Obstacles/**Controlling
- Group #4: **DRIVEN**
***Disciplined/Gritty**/Conviction/Self-Motivated/Ambitious/ **Standard-of-Excellence**/Continuous-Effort*
- Group #5: **SERVICE-DRIVEN**
Share/Values/Welfare-of-Others/Caring/Remembers-Friends/ Advice/Helped-People/Visible-Contributions/The-Why/ Expand-Human-Liberty/Build-People-Up/Interactions
- Group #6: **FUN**
Fun/Sense-Of-Humor/Exhilaration
- Group #7: **DEPENDABLE**
Maturity/Self-Awareness/Confident

continued **MASTER EXAMPLE NUMBER TWO**

STEP SIX **DOMINANT** and **SUMMATIVE** words listed:

CREATE
OPEN-MINDED
RESOURCEFUL
DRIVEN
SERVICE-DRIVEN
FUN
DEPENDABLE

STEP SEVEN Sentence written using format *I am a(n):*

I am a self-starter who **CREATES** opportunities due to being **RESOURCEFUL**, **DEPENDABLE** and **DRIVEN** with a belief that an **OPEN-MINDED**, **FUN** and a **SERVICE-DRIVEN** attitude are the keys to success.

STEP EIGHT Sentence summarized in **One Word** (the Core Value):

I am a **GO-GETTER**.

STEP NINE **One Word** defined from dictionary:

Definition of **GO-GETTER**: Someone who is energetic and works hard to succeed. They are passionate, resourceful, perceptive, dependable and driven. They are extremely open-minded and often ask very inquisitive questions that help them see things from various view points and perspectives.

STEP TEN **ONE WORD** DECLARED:

GO-GETTER
is how I **SCORE**

MASTER EXAMPLE

NUMBER THREE

STEP ONE Words highlighted in workbook as instructed.

STEP TWO Highlighted words listed:

| | | | | |
|----------------|---------------------|-------------------|-------------------|------------------|
| Entrepreneur | Trailblazer | Pioneer | Risk-Taker | Clever |
| Special | Driver | Marketer | Organizer | Connector |
| Presenter | Facilitator | Go-Getter | Force | Leader |
| Extrovert | Giver | Reliable | Connected | Perfectionist |
| Special | Navigate | Create | Connect | Genuine |
| Optimistic | Creative | Above-and-Beyond | Supportive | Compassion |
| Empathy | Helper | Passion | Creativity | Individuality |
| Unique | Build | Connection | Listen | Brightens |
| Grow | Strive | Extends | Pitch | Maintaining |
| Engaging | Attention-to-Detail | Reaching-Out | | |

STEP THREE Repeated words **bolded** and duplicates eliminated:

| | | | | |
|----------------|---------------------|------------------|------------|------------------|
| Entrepreneur | Trailblazer | Pioneer | Risk-Taker | Clever |
| Special | Driver | Marketer | Organizer | Connector |
| Presenter | Facilitator | Go-Getter | Force | Leader |
| Extrovert | Giver | Reliable | | Perfectionist |
| | Navigate | | | Genuine |
| Optimistic | Creative | Above-and-Beyond | Supportive | Compassion |
| Empathy | Helper | Passion | | Individuality |
| Unique | Build | | Listen | Brightens |
| Grow | Strive | Extends | Pitch | Maintaining |
| Engaging | Attention-to-Detail | Reaching-Out | | |

continued **MASTER EXAMPLE NUMBER THREE**

STEP FOUR Words grouped into categories:

- Group #1: Entrepreneur/Trail-Blazer/Go-Getter/Pioneer/Risk-Taker/Driver/Reaching-Out/Extends/Above-and-Beyond/Strive/Leader/Presenter
- Group #2: Facilitator/**Connector**/Extrovert/Organizer/Navigate/Engaging
- Group #3: Perfectionist/Attention-to-Detail/Passion/Marketer/**Creative**/Build
- Group #4: Unique/Individuality/Clever/**Special**
- Group #5: Optimist/Brightens
- Group #6: Compassion/Giver/Reliable/Empathy/Supportive/Listen/Genuine/Helper
- Group #7: Grow/Maintaining/Force/Pitch

STEP FIVE Groups labeled with **DOMINANT** or **SUMMATIVE** word:

- Group #1: **GO-GETTER**
Entrepreneur/Trail-Blazer/Go-Getter/Pioneer/Risk-Taker/Driver/Reaching-Out/Extends/Above-and-Beyond/Strive/Leader/Presenter
- Group #2: **CONNECTOR**
Facilitator/**Connector**/Extrovert/Organizer/Navigate/Engaging
- Group #3: **CREATIVE**
Perfectionist/Attention-to-Detail/Passion/Marketer/**Creative**/Build
- Group #4: **UNIQUE**
Unique/Individuality/Clever/**Special**
- Group #5: **OPTIMISTIC**
Optimistic/Brightens
- Group #6: **GIVER**
Compassion/Giver/Reliable/Empathy/Supportive/Listen/Genuine/Helper
- Group #7: **FORCE**
Grow/Maintaining/Force/Pitch

continued **MASTER EXAMPLE NUMBER THREE**

STEP SIX ***DOMINANT** and **SUMMATIVE** words listed:*

GO-GETTER
CONNECTOR
CREATIVE
UNIQUE
OPTIMISTIC
GIVER
FORCE

STEP SEVEN *Sentence written using format I am a(n):*

I am a **GO-GETTER** with an **OPTIMISTIC** view of the world because of my **UNIQUE** vision to **CONNECT** people together by **CREATING** a platform that **FORCES** conversation and **GIVES** people, from all walks of life, the opportunity to be seen heard and valued.

STEP EIGHT *Sentence summarized in **One Word** (the Core Value):*

I am a **UNIFIER**.

STEP NINE ***One Word** defined from dictionary:*

Definition of **UNIFIER**: Someone or something that brings others together.

STEP TEN **ONE WORD** DECLARED:

UNIFIER
is how I **SCORE**

MASTER EXAMPLE

NUMBER FOUR

STEP ONE Words highlighted in workbook as instructed.

STEP TWO Highlighted words listed:

| | | | | |
|-----------------|------------------------|--------------------|---------------------|----------------|
| Athlete | Animal | Believe | Accomplish | Purpose |
| Self-Value | Analyze | Drive | Achieve | Driven |
| Training | Hardest-Working | Overcome | Self-Confidence | Desire |
| Kind | Positive | Dedication | Hits-Ground-Running | Professional |
| Advice | Hard-Worker | Effort | Soccer | Volunteer |
| Caring | Motivated | Above-&-Beyond | Radical | Ambitious |
| Focus | Passion | Discipline | Underdog | Energetic |
| Good Person | Dedication | Stability | Discipline | Playing |
| Analyst | Motivation | Motivate | Better | Work |
| Desire | Work-Ethic | Work-Ethic | Hard-Working | Purpose |
| Training | Athlete | Good-Person | Training | Captain |
| Role-Model | | | | |

STEP THREE Repeated words **bolded** and duplicates eliminated:

| | | | | |
|----------------|------------------------|--------------------|---------------------|----------------|
| Athlete | Animal | Believe | Accomplish | |
| Self-Value | Analyze | | Achieve | Driven |
| | Hardest-Working | Overcome | Self-Confidence | Desire |
| Kind | Positive | Dedication | Hits-Ground-Running | Professional |
| Advice | | Effort | Soccer | Volunteer |
| Caring | Motivated | Above-&-Beyond | Radical | Ambitious |
| Focus | Passion | | Underdog | Energetic |
| | | Stability | Discipline | Playing |
| | | | Better | |
| | | Work-Ethic | | Purpose |
| | | Good-Person | Training | Captain |
| Role-Model | | | | |

continued **MASTER EXAMPLE NUMBER FOUR**

STEP FOUR *Words grouped into categories:*

- Group #1: **Athlete**/Playing Soccer
- Group #2: **Training**/Professional/Captain/Role-Model/Advice/Volunteer
- Group #3: Achieve/Accomplish/**Desire/Purpose**/Overcome/Hits-Ground-Running/
Above-&-Beyond/Passion/**Analyze**/Underdog
- Group #4: **Work-Ethic/Driven/Motivated/Discipline/Dedication**/Animal/
Hardest-Working/Energetic/Ambitious/Focus/Effort/Believe/Better
- Group #5: **Good-Person**/Kind/Caring/Self-Confidence/Self-Value/Positive/Stability
- Group #6: Radical

STEP FIVE *Groups labeled with **DOMINANT** or **SUMMATIVE** word:*

- Group #1: **SPORTS-MINDED**
Athlete/Playing Soccer
- Group #2: **ROLE MODEL**
Training/Professional/Captain/Role-Model/Advice/Volunteer
- Group #3: **DETERMINATION**
Achieve/Accomplish/**Desire/Purpose**/Overcome/Hits-Ground-Running/
Above-&-Beyond/Passion/**Analyze**/Underdog
- Group #4: **GRIT**
Work-Ethic/Driven/Motivated/Discipline/Dedication/Animal/
Hardest-Working/Energetic/Ambitious/Focus/Effort/Believe/Better
- Group #5: **HUMBLE**
Good-Person/Kind/Caring/Self-Confidence/Self-Value/Positive/Stability
- Group #6: **RADICAL**
Radical

continued **MASTER EXAMPLE NUMBER FOUR**

STEP SIX ***DOMINANT** and **SUMMATIVE** words listed:*

SPORTS-MINDED
ROLE-MODEL
DETERMINATION
GRIT
HUMBLE
RADICAL

STEP SEVEN *Sentence written using format I am a(n):*

I am a **SPORTS-MINDED** enthusiast who **ROLE-MODELS GRIT** and **DETERMINATION** with a **RADICAL** mindset and a **HUMBLE** value system!

STEP EIGHT *Sentence summarized in **One Word** (the Core Value):*

I am a **PERSEVERER**.

STEP NINE ***One Word** defined from dictionary:*

Definition of **PERSEVERER**: A persistent person; To persist in anything undertaken; Maintain a purpose in spite of difficulty, obstacles, or discouragement; Continue steadfastly.

STEP TEN **ONE WORD** DECLARED:

PERSEVERER
is how I **SCORE**

MASTER EXAMPLE

NUMBER FIVE

STEP ONE Words highlighted in workbook as instructed.

STEP TWO Highlighted words listed:

| | | | | |
|-----------------|------------------|-------------------|--------------------|-----------------|
| Hard-Worker | Leader | Happy | Soccer | Traveler |
| United | Challenge | Motivating | Explore | Energetic |
| Dedicated | Inspiring | Active | Positive | Friendly |
| Positive | Motivate | Diligent | Hungry | Live-Life |
| Inspire | Crazy | Passionate | Connect | Fitness |
| Caring | Connector | Adventure | Soccer | Advisor |
| Creator | Traveled | Fearless | Discipline | Driven |
| Passion | Trainer | Focused | Adventurous | Training |
| Determined | Soccer | Traveling | Fitness | |

STEP THREE Repeated words **bolded** and duplicates eliminated:

| | | | | |
|----------------|------------------|-------------------|--------------------|-----------------|
| Hard-Worker | Leader | Happy | | Traveler |
| United | Challenge | | Explore | Energetic |
| Dedicated | | Active | Positive | Friendly |
| | Motivate | Diligent | Hungry | Live-Life |
| Inspire | Crazy | Passionate | | Fitness |
| Caring | Connector | | Soccer | Advisor |
| Creator | | Fearless | Discipline | Driven |
| | Trainer | Focused | Adventurous | |
| Determined | | | | |

continued **MASTER EXAMPLE NUMBER FIVE**

STEP FOUR *Words grouped into categories:*

- Group #1: Hard-Worker/Determined/Diligent/Discipline/Dedicated/Hungry/Driven/
Focused
- Group #2: **Traveler**/Explore/Fearless/Happy/Creator/**Adventurous**
- Group #3: **Fitness**/Active/**Soccer**/Crazy/Challenge/Energetic
- Group #4: **Motivate**/**Inspire**/United/**Connector**/Live-Life/Caring/Friendly
- Group #5: **Trainer**/Advisor/Leader
- Group #6: **Positive**/**Passionate**

STEP FIVE *Groups labeled with **DOMINANT** or **SUMMATIVE** word:*

- Group #1: **DRIVEN**
Hard-Worker/Determined/Diligent/Discipline/Dedicated/Hungry/Driven/
Focused
- Group #2: **ADVENTUROUS**
Traveler/Explore/Fearless/Happy/Creator/**Adventurous**
- Group #3: **ENERGETIC**
Fitness/Active/**Soccer**/Crazy/Challenge/Energetic
- Group #4: **INSPIRE**
Motivate/**Inspire**/United/**Connector**/Live-Life/Caring/Friendly
- Group #5: **LEADER**
Trainer/Advisor/Leader
- Group #6: **PASSIONATE**
Positive/**Passionate**

continued **MASTER EXAMPLE NUMBER FIVE**

STEP SIX ***DOMINANT** and **SUMMATIVE** words listed:*

DRIVEN
ADVENTUROUS
ENERGETIC
INSPIRE
LEADER
PASSIONATE

STEP SEVEN *Sentence written using format I am a(n):*

I am a **PASSIONATE** and **ENERGETIC LEADER** who is **DRIVEN** to **INSPIRE** change around the world in an **ADVENTUREOUS** way.

STEP EIGHT *Sentence summarized in **One Word** (the Core Value):*

I am a **ADVENTURER**.

STEP NINE ***One Word** defined from dictionary:*

Definition of **ADVENTURER**: A person who enjoys or seeks adventure.

STEP TEN **ONE WORD** DECLARED:

ADVENTURER
is how I **SCORE**

MASTER ONE WORD LIST

I am a(n):

| | | |
|-----------------|----------------|----------------|
| Activist | Explorer | Pilot |
| Adventurer | Facilitator | Pioneer |
| Animator | Finisher | Problem-Solver |
| Architect | Foodie | Puzzle-Maker |
| Artist | Foreman | Quarterback |
| Barrier-Breaker | Game-Changer | Realist |
| Beacon | Humanitarian | Rebel |
| Captain | Imagineer | Researcher |
| Catalyst | Innovator | Sponge |
| Challenger | Leader | Storyteller |
| Collaborator | Life-Saver | Trailblazer |
| Connector | Maverick | Transformer |
| Co-Pilot | Mediator | Trendsetter |
| Creator | Motivator | Unifier |
| Detective | Navigator | Visionary |
| Dictator | Non-Conformist | |
| Diplomat | Old-Soul | |
| Driver | Overachiever | |
| Entrepreneur | Perseverer | |

MASTER ONE WORD LIST

I am:

Adaptable

Gregarious

Resourceful

Analytical

Grounded

Scholarly

Assertive

Health-Oriented

Scientific

Astute

Joyful

Spiritual

Authentic

Inquisitive

Spontaneous

Balanced

Linguistic

Studious

Cerebral

Logical

Take-Charge

Consistent

Loyal

Techy

Courageous

Mechanical

Tenacious

Daring

Methodical

Wise

Diligent

Meticulous

Witty

Disciplined

Mindful

Zealous

Earthy

Musical

Eclectic

Outdoorsy

Empathetic

Philosophical

Enterprising

Pragmatic

Exuberant

Purposeful

Fearless

Quirky

Fierce

Resilient