

Core Values	Strengths (Cake)	Personality (Icing)	Brand Image (Cake & Icing)	Brand Promise (Cake & Icing)
1. 2. 3. 4.	Hard Skills	Personality Attributes	Brand Associations	Rational Value
What I love doing	Soft Skills	Type of leader, worker, friend	External Image	Emotional Value
My life/career dreams Short-term: Long-term:	Expertise	Brand Metaphor	Relationship Image	Brand Experience