

# PERSONALITY

This exercise can help the group focus on the organisation's best behavioural attributes. At this stage the language may not exactly reflect the organisation – refinement comes after the agreement of themes.

You will be developing ideas based around the 17 words generated in the 'personality' section of the findings.

Duration of exercise:  
30–60 minutes

Participants:  
Organisation & agency

Materials needed:  
Pens and Post-it Notes

Workshop guide:  
Print the following worksheet at A2 size so there's plenty of room for all answers.

1

Step 01.

Using the following headings, ask each stakeholder to distribute their 17 descriptive words between the six categories. One word per Post-It Note.

When we listen, we are...  
When we think, we are...  
When we see, we are...  
When we speak, we are...  
When we feel, we are...  
When we act, we are...

2

Step 02.

Do not remove duplicates as these indicate common consensus.

3

Step 03.

Debate and discuss as key themes emerge. Does a singular word selected reflect the aspirations of the organisation?

Only stop once everyone is satisfied with the themes in each category.

4

Step 04.

Collectively place the themes in order of importance under each personality type.

5

Step 05.

Present a singular word which represents the common consensus for each behaviour.

# PERSONALITY

Listening:

Thinking:

Seeing:

Speaking:

Feeling:

Acting:

When we listen,  
we are...

When we think,  
we are...

When we see,  
we are...

When we speak,  
we are...

When we feel,  
we are...

When we act,  
we are...