

Words

Circle the ones that appeal to you as part of your/your business core character - don't overthink it. ~ Feel free to add in others - I have left gaps at the end.

Then highlight three, just three. This works much better if you do it fast and without worrying about getting it 'right'. There will be many of these words that feel as though they are all part of your multi-faceted character. They are, but the power of using them as a method for aligning how you are living works best if you are forced to choose.

Use the three words to guide you. Think of what they mean to you. Work out if there is a gap between the things you are prioritising and the words that appeal.

funny	grounded	friendly	down to earth
serene	caring	brave	generous
vivacious	welcoming	wild	free spirited
fierce	curious	intellectual	discerning
cool	helpful	supportive	empowering
brave	honest	ambitious	trustworthy
witty	creative	rooted	spiritual
practical	instinctive	whimsical	organised
precise	radical	earthy	unpretentious
frugal	extravagant	outgoing	fashionable
nurturing	fierce	stable	diplomatic
rebellious	calm	inspiring	go-getting
assertive	ecological	worldly	sophisticated
stylish	organised	open	adventurous
innovative	modest	uncompromising	poetic
gentle	artistic	athletic	genuine
candid	flirtatious	unconventional	logical
dreamy	efficient	classy	instinctive
introspective	compelling	blunt	careful
powerful	complicated	ethical	wise
musical	innovative	reliable	relaxed

The words I chose to define Snapdragon Life five years ago were **generous, thoughtful** and **brave**. I could have also put in lots of others - creative, innovative, ethical etc. etc. but by increasing the range I would have reduced the effectiveness.

To some extent the "creative, innovative, ethical" all took care of themselves once I paid more attention to the core wish to be generous, thoughtful and brave.