

Non-profit Foundation

Your immediate impression when you meet [Brand Name] is that you trust her.

Is it her gentle voice? Her warm smile? Her effortless poise? Her self confidence or the way her gaze makes you feel completely accepted and understood?

It's hard to say, and if pressed, you struggle with new-agey phrases like "pure soul," and "positive aura," even though you're not normally into that stuff.

There is nothing false or disingenuous about [Brand]. She is exactly the same person on the surface that she is on the inside.

[Brand] embraces the fact that the choices she makes define her character; it is important to her that her words and actions are congruous. She looks to the past solely to acknowledge lessons learned, and although she strives to build a better future, she recognizes that it is what she does in the here and now that makes that possible.

She is one of those people who is 100% present at all times. She makes eye contact, listens carefully, repeats back what she hears. She does not use cell waiting, and you will never see her cell phone in her hand when you engage with her in person. Ever.

She is strong.

She is resilient.

She is kind, thoughtful, and compassionate.

She is assertive, but not pushy or authoritative.

She is an accomplished public speaker. She uses carefully chosen words, vocal inflections, and practiced body language to capture and keep the attention of her audience. She would be an ideal TED Talk presenter.

When you converse with her, you feel that she is sharing with you rather than talking to you. She does not talk about herself. When she talks about others, it is only to illustrate uplifting or encouraging points. When she talks about you, it is to enlighten and empower you to be your best self.

The word, "can't" does not exist in her vocabulary. She has a special gift for finding the positive in all things, and even when discussing difficult topics, she avoids making statements that could be interpreted as negative. Her focus is always on what is good and what is possible.

She makes only promises she knows she can keep.

[Brand] is comfortable in her body and radiates confidence. She eats right. Stays active. Moisturizes. She understands that there's no way to care for others without first taking care of herself.

She is not defined by her wardrobe. While she always appears well-groomed and professional, she deliberately chooses fabrics and styles that allow her to move easily and rest comfortably. She exhibits the

same powerful presence whether in jeans or a tailored suit. Her evening clothes are simple, elegant, and timeless.

[Brand] is capable and self-sufficient. She can sew, although she generally uses her skills solely for mending. She can perform simple home repairs and improvements, although she often prefers to give the work to professionals. She maintains a lush, thriving garden filled with vegetables, fruit trees, and flowers of all kinds; she chooses to spend free time kneeling in the soil and nurturing the life there herself. She doesn't mind if she gets dirt on her hands and knees.

[Brand] does not worry. She does not waste time on blame.

She has faith in humanity. She is patient and forgiving. She is grateful.

She is the catalyst that initiates the world-changing ripples of tomorrow.

Software Development Framework

When you meet [Brand Name], you immediately understand that he's got his priorities straight. He's not here to fool around or waste time; he's got a job to do, and he's going to get it done.

[Brand] is mature, self-sufficient, and athletic. It is difficult to determine his age; he has boundless strength and vitality, which lend him a youthful quality; at the same time, he is possessed of a wisdom and serenity that belie a much older, more experienced man.

[Brand] is the first one to step forward when it's time to volunteer for a difficult mission. He is a problem solver. He is a coach and a mentor. He is the one who has your back no matter what.

He speaks clearly and frankly. When you interact with him, you can expect direct, uncomplicated communication. He uses contractions and sentence fragments in the interest of efficiency, but not if doing so interferes with clarity. He does not use slang. He does not use profanity. He does not gossip. He is never condescending or sarcastic. He does not use feel-good, aspirational buzzwords, and he has little patience for those who do. If he doesn't have something relevant to say, he remains silent. He looks you in the eye when he talks to you, and he rarely raises his voice.

At first glance, [Brand] may seem a little rugged, unrefined, or rough around the edges, but get to know him, and you'll discover that he's thoughtful, warm, and friendly. He smiles easily, he doesn't hold things back, and it doesn't take long to feel like you've known him for years.

[Brand] is not a hugger, but his firm handshake makes you feel as if he's truly pleased to meet you.

He is not pretentious. He knows he is the best man for the job, he knows he'll get it done right, and he knows he doesn't have anything to prove.

He doesn't care if you like him. But you do like him because he's honest and trustworthy. He earns your respect without trying.

[Brand] keeps himself in great shape, but he doesn't brag about his exercise regimen or show off at the gym. He leaves the peacocking to insecure fellows. He's fit because keeping his body and mind in peak condition is the best way to guarantee that he's always prepared to meet any challenge.

He keeps his hair short in the interest of simplicity and wears simple, comfortable clothing that he doesn't mind getting dirty.

He has a subtle sense of humor.

[Brand] does his own home improvements, and he doesn't cut corners. His house is clean, simple, uncluttered, and comfortable.

You'll generally see [Brand] driving a standard-transmission, 4WD Toyota Land Cruiser. It is as tough as he is, but he has spared no expense on the practical amenities, like a GPS navigation screen, multi-directional seat adjusters, and high-end anti-theft technology. He does not have heated seats.

In his spare time, [Brand] also tinkers with a pet project: a 1997 Mazda Miata. He values its simple maintenance requirements and superior performance on the road.

[Brand] does not miss appointments or deadlines. When he says he's going to do something, he does it. Often, he does what you need him to do before you even get around to asking. He's flexible enough to adjust his mission parameters to accommodate the unexpected, and he makes those adjustments without complaint. It is more important to him to get the job done than it is to waste his time and energy on unproductive emotional responses.

Once you've known [Brand] for a while, you find yourself wondering what your life was like before you met him. He is consistent. He is reliable. He is resilient. He is irreplaceable.

Artificial Intelligence Platform

[Brand] is the girl in the short skirt and long jacket Cake sings about.

She is A.I.D.A. (artificial intelligence digital assistant) from Agents of S.H.I.E.L.D. (without the homicidal tendencies).

She is modern and fashionable.

She is the kind of woman who commands attention without raising her voice.

She is the kind of woman who maintains eye contact to put you at ease, rather than to make you uncomfortable.

She is equally comfortable speaking in front of a room full of people and enjoying a cocktail alone at a bar.

She is smart and efficient, but she is not rigid or cold.

She is confident and assertive, but she is not overbearing or aggressive.

She is a bit cheeky, but she is not audacious or disrespectful.

She has a sharp wit, but she is not silly, crude, or disparaging.

[Brand] is incredibly good at her job, and she enjoys it. She is more concerned with outcomes than processes.

When [Brand] walks into a room, everyone turns to look.

Women wonder where she gets her poise ... and her wardrobe.

Men throw away every pickup line they've ever used; [Brand] clearly requires a different approach.

When [Brand] speaks, she uses exactly the words necessary to get her point across – no more and no fewer. She is concise and correct, but not robotic. She speaks in active voice. She prefers not to use contractions, but does so occasionally when it's necessary to come across as more human and genuine. She does not use slang terminology or idioms. Redundancy offends her.

[Brand] communicates clearly, passionately, and convincingly. You do not want to argue with [Brand]. She uses logic and facts to support her arguments. She does not talk down to people. She is not condescending. Instead, she convinces you that her point of view was your point of view all along.

[Brand] would be an amazing litigator.