Proper understanding of state and local issues

Represent
people work to
allow them a
better,healthier
life

Can I
articulate a
message in the
in the public?

Am I capable enough to communicate with supporters and opponents?

Independent
thinker,strong,
tolerant,
compassionate,
courageous

I appeal to voters rally them behind a common cause with clear message.

Is it enough to have relevant experience and a decent track record

Can I
compromise and
work across the
aisle with
members of
other party

Working on on integrity dimension

Reduce
paying
taxes

Juggernauts

Political

Bold

Anxious

Winning strategy
requires a team
effort involving
volunteers and
fnancial
supporters

Acts out in ignorance or or prejudice

Confdent

VOTE.

Confused

Stress

Does

See an example

Feels