

A minimalist interior scene featuring a white brick wall. A modern, dark-colored pendant light hangs from the ceiling. Below it, a white rectangular shelf holds a large, cream-colored rectangular sign. The sign displays the text "I'M NOT HERE TO BE AVERAGE I'M HERE TO BE AWESOME" in a bold, black, sans-serif font. The text is arranged in six lines: "I'M NOT", "HERE TO BE", "AVERAGE", "I'M HERE", "TO BE", and "AWESOME".

I'M NOT
HERE TO BE
AVERAGE
I'M HERE
TO BE
AWESOME



WHO'S AWESOME?

Let's Test



- ☐ Imagine you are starting out on a journey.
- ☐ This journey is in the context of a work scenario or a project that you are taking up.
- ☐ There are five statements under each question.
- ☐ For each statement, select the option that you feel is the closest to your personality and what you believe in.

1

Your first step when you start a new project would be to:

1. Not very
true of me

2. Somewhat
true of me

3. True of me

4. Very true of me

- ☐ **M1:** Plan every detail and checklist.
- ☐ **M2:** Look for a reference project to follow.
- ☐ **M3:** Brainstorm to think of all possible out-of-the-box ideas.
- ☐ **M4:** Bring the right people together.
- ☐ **M5:** Quickly gather the knowledge and resources needed.

2

Out of the following, what do you think is most important for your project to succeed?

1. Not very true of me

2. Somewhat true of me

3. True of me

4. Very true of me

- ☐ **M1:** Following the process.
- ☐ **M2:** Spotting the right opportunity.
- ☐ **M3:** Having the most unique idea.
- ☐ **M4:** Having the right team/mix of people.
- ☐ **M5:** Having the required expertise.

3

In the context of a team project, my biggest strength is:

1. Not very
true of me

2. Somewhat
true of me

3. True of me

4. Very true of me

☐ **M1:** Planning and executing.

☐ **M2:** Spotting opportunities and
adapting ideas.

☐ **M3:** Thinking wildly and
imaginatively.

☐ **M4:** Relating to people.

☐ **M5:** Being able to master
something better than others.

4

If I had to make an important decision regarding the project, I would:

- | 1. Not very true of me | 2. Somewhat true of me | 3. True of me | 4. Very true of me |
|------------------------|------------------------|---------------|--------------------|
|------------------------|------------------------|---------------|--------------------|

- ☐ **M1:** See whether it fits my plan of action.
- ☐ **M2:** Compare the costs and benefits of all actions quickly.
- ☐ **M3:** Go by my instinct and do what feels right.
- ☐ **M4:** Bring my team together and include everyone’s opinion before taking a decision.
- ☐ **M5:** Do thorough research and gather all necessary data and facts.

5

What would be your biggest worry while the project is going on?

1. Not very true of me
2. Somewhat true of me
3. True of me
4. Very true of me

- ☐ **M1:** Things going out of control or becoming chaotic.
- ☐ **M2:** The project not making any money.
- ☐ **M3:** Running out of original ideas halfway through the project.
- ☐ **M4:** People in the team not being able to work together in sync.
- ☐ **M5:** Not having the knowledge to successfully finish the project.

6

Imagine there is a crisis during your project. Your reaction would be to:

1. Not very true of me

2. Somewhat true of me

3. True of me

4. Very true of me

- ☐ **M1:** Use my Plan B (or the backup plan) that I had already created.
- ☐ **M2:** Make the most of the situation and adapt quickly.
- ☐ **M3:** Think of how to turn the challenge into an opportunity.
- ☐ **M4:** Get the team together and brainstorm to find an appropriate solution.
- ☐ **M5:** Face the challenge with the confidence that I can get through it.



Imagine that you are asked to evaluate your project and your peers' projects. What is a successful project according to you?

- | 1. Not very true of me | 2. Somewhat true of me | 3. True of me | 4. Very true of me |
|------------------------|------------------------|---------------|--------------------|
|------------------------|------------------------|---------------|--------------------|

- ☐ **M1:** The project is executed effectively and on time.
- ☐ **M2:** The project makes profit and financial sense.
- ☐ **M3:** The project has the most innovative solution.
- ☐ **M4:** The team members complement each other's strengths.
- ☐ **M5:** The end result is of the highest quality, with attention to detail.

8

Imagine that you are considering to start a business. You would start something of your own because:

1. Not very
true of me

2. Somewhat
true of me

3. True of me

4. Very true of me

- ☐ **M1:** I see a much more efficient solution to the problem.
- ☐ **M2:** I see an opportunity to build a profitable business quickly.
- ☐ **M3:** I have an idea that will change the world.
- ☐ **M4:** I want to solve society's problems through my venture.
- ☐ **M5:** I have the expertise and knowledge to deliver a good product/service.

9

This question is about your outlook toward life, in general.
You believe that:

1. Not very
true of me

2. Somewhat
true of me

3. True of me

4. Very true of me

- ☐ **M1:** Life is a well-planned adventure.
- ☐ **M2:** Life is about making the most of every moment.
- ☐ **M3:** Life is about living my own dreams.
- ☐ **M4:** Life is about helping other people.
- ☐ **M5:** Life is about finding out what I am best at and doing it.

THE MAKER

Makers bring ideas to life through tangible plans. A maker sees the big picture and the smallest details, simplifies complex problems -- their strength lies in execution. Simply put, they're great at getting things done. Makers prefer processes and systems over people, and apply their organizational skills across fields.

CORE DESIRE	CORE FEAR	CORE PRIORITY
SOLVE PROBLEMS EFFICIENTLY	LOSING CONTROL	PROCESS
STRENGTHS <ul style="list-style-type: none"> • Very disciplined and organized • Goal-oriented • Master Planner <p>You are very good at planning and operational work; coming up with structures, processes, and systems to get things done as efficiently as possible.</p>		WEAKNESSES <ul style="list-style-type: none"> • Does not like to give up control • Can be dominating or aggressive • Low emotional quotient <p>You are naturally focused on process and tasks - you will need to connect with people and be open to new ideas to be an effective leader and entrepreneur.</p>



Merchants are often on the lookout for the next big thing — they quickly spot a market opportunity, an unmet need, and identify how to match demand with supply. They often tweak or improvise on existing ideas, and innovatively apply concepts from other industries.

CORE DESIRE	CORE FEAR	CORE PRIORITY
CAPTIALIZE ON OPPORTUNITIES	LOSING MONEY	PROFIT
STRENGTHS <ul style="list-style-type: none"> • Decisive • Persuasive • Improvisor <p>You are very good at spotting opportunities. Rational, resourceful, and tactful, you decide and act quickly, and persuade others to come on board.</p>		WEAKNESSES <ul style="list-style-type: none"> • Focused on short-term goals • Prone to taking shortcuts • Impatient <p>While you have high business acumen, and quickly find profitable solutions, you will need to focus on ethical practices, and the big picture - not just short-term profits.</p>

The MAGICIAN

Often challenging the status quo, the Magician dreams of what can be. He or she takes risks that aren't always calculated, navigates uncharted territory, and stays ahead of the market. Magicians are the ones creating the future, surprising their customers and competitors. These are the visionaries and rule-breakers who ask - "why not?"

CORE DESIRE	CORE FEAR	CORE PRIORITY
TO INNOVATE	RUNNING OUT OF CREATIVE IDEAS	IDEAS
STRENGTHS		WEAKNESSES
<ul style="list-style-type: none"> • Thinks wildly and imaginatively • Has an innovation mindset • Not afraid to challenge status quo <p>You are very good at thinking big and coming up with gamechanging ideas. You tend to go by your gut and take risks for things that you believe in strongly.</p>		<ul style="list-style-type: none"> • Impractical at times • High emotional investment in ideas/ defensive <p>While you are great at ideation, you should focus on execution as well, so that your dreams come with a plan. Remember that ideas without action create little impact.</p>

THE MOBILIZER

Mobilizers are the connecting thread - they connect ideas, people, and resources and are great at building relationships and high-energy teams. They are often involved at the grass-roots level, and tend to focus on large-scale social problems and act as catalysts to bring about systemic change.

CORE DESIRE	CORE FEAR	CORE PRIORITY
TO HELP OTHERS	CONFLICT	PEOPLE
STRENGTHS <ul style="list-style-type: none"> • Connects ideas and people • Empathetic and compassionate • Catalyst for social change <p>You are very good at relating to others and bringing the right people together to work as a team. You care deeply about social problems and want to make an impact.</p>		WEAKNESSES <ul style="list-style-type: none"> • Dependency on people is high • May lack depth or expertise <p>While you are great at connecting people to create systemic change, you should also focus on building your expertise in an area, and reduce dependency on others.</p>

The Master

Experts in their own right, Masters are highly skilled and knowledgeable individuals with great passion for their chosen field. They adhere to high quality standards and expect the same of others. An expert is often looked up to as a role model, thought leader, or influencer in their industry.

CORE DESIRE	CORE FEAR	CORE PRIORITY
TO BE AN EXPERT	BEING AVERAGE	KNOWLEDGE
<div>STRENGTHS</div> <ul style="list-style-type: none"> • Highly skilled and knowledgeable • Confident • Has high standards for excellence <p>You are very good at seeking out knowledge and mastering things better than others - your experience makes you highly valuable. You are a perfectionist.</p>		<div>WEAKNESSES</div> <ul style="list-style-type: none"> • Can be inflexible • Can become myopic <p>While you are great at building on your domain expertise, you face the risk of losing sight of the larger picture. Be open to others' opinions and what's beyond your area of expertise.</p>

WHO'S AWESOME?



YOU'RE AWESOME!

IN CASE YOU HAVE NOT
BEEN ADEQUATELY
INFORMED,
PLEASE CONSIDER THIS
OFFICIAL NOTIFICATION
THAT YOU ARE AWESOME.

**DO MORE
OF WHAT
MAKES YOU
AWESOME**

