Draft Brand Statement – Michael Salmon

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| Descriptor | Definition | Key Benefits to Employer |
| Inquisitive | Enjoys new experiences, active listener, asks questions and pursues grounded, conceptual understanding of concepts and given tasks before moving forward, Patient, Curious, | Self-driven and drawn to new experiences, |
| Communicator | Understands big issues and capable of breaking down in understandable, sensical way, | Clear, concise, instructive diplomatic |
| Practical | Careful planner, yet adaptable, sets clear goals, knows areas to improve, self-aware, reflective, Detail-oriented, Research experience, efficient, Logical, | Effective planning, efficient execution |
| Collaborative | Committed, trustworthy, respectful, works to maintain harmony and stability among peers, Supportive, team-player, | Fostering harmony and common purpose among colleagues |
| Leader | Teacher, manager, Encourage, lift and strengthen one another, motivates and makes everyone feel involved, uniting people and smoothing relations in order to get things done, organizes and delegates effectively, Encourages team members and collaborative staff, Uniting and empowering others to strengthen the whole | Organizing and empowering teams by instructing individuals |

Draft Brand Statement:

Analytic research professional – leadership through effective planning, collaborative approaches and direct communication