The Business Persona

Collette Johnson
What voice do you want your brand to have?
The five dimensions of brand personality

**SINCERITY**
Domestic, honest, genuine, cheerful

**EXCITEMENT**
Daring, spirited, imaginative, up-to-date

**COMPETENCE**
Reliable, responsible, dependable, efficient

**SOPHISTICATION**
Glamorous, pretentious, charming, romantic

**RUGGEDNESS**
Tough, strong, outdoorsy, rugged
Understanding who you are as a business is important,
Understanding who you are as a business is important, however it’s also about who you are as a leader.
Define your business in 3–5 key words
What message do you want to share about your business?

Think about words that represent your business
It’s more than just words
We’re here for you
Helping you take control of your health and wellbeing.

Health A to Z
Your complete guide to conditions, symptoms and treatments, including what to do and when to get help.

Medicines A to Z
Find out how your medicine works, how and when to take it, possible side effects and answers to your common questions.

Go to the Health A to Z
Go to the Medicines A to Z
A POSITIVE HUMAN FUTURE

There’s never been a better opportunity for leaders to unlock ingenuity and create a positive human future.

FIND OUT MORE

BRINGING INGENUITY TO LIFE

INSIGHT

Find out how building care around patients and their quality of life achieves enduring results and costs less.

OPINION

Find out why our CEO is optimistic about the opportunity to build a positive human future.

INSIGHT

Artificial intelligence and automation can create jobs and improve our working lives. Our research shows how.
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The Physical Internet via IoT endpoints is rapidly emerging everywhere