



## Competence

People whose self-congruence exhibits traits associated with competence in business or life

1. **Confident** Individuals who see themselves as capable and assertive, thriving in challenging situations and valuing autonomy (e.g., Adventure Traveler, Inner Strength, Positive Attitude, Subject-Matter Expert).
2. **Corporate** Individuals who see themselves as professional and strategic, excelling in business environments with ambition and organization (e.g., Account Executives, Business Networking, Think Like a Billionaire, Wall Street Journal).
3. **Hard-working** Individuals who see themselves as diligent and disciplined, taking personal responsibility for their tasks and goals (e.g., Coworkaholic, Employee of the Month, Business Entrepreneur, Productivity Boot Camp).
4. **Intelligent** Individuals who see themselves as smart and curious, enjoying learning opportunities and thriving in stimulating environments (e.g., Applied mathematics, Creative Strategies, Intellectual Development, Ivy League schools, Scientific Knowledge).
5. **Leader** Individuals who see themselves as influential and decisive, inspiring others with their vision and strong decision-making skills (e.g., American diplomats, Best Power Lunch, Manager Positions, Professional Persuasion, Executive Education Academy).
6. **Reliable** Individuals who see themselves as dependable and trustworthy, known for fulfilling their commitments in both personal and professional settings (e.g., Social Commitment Honor, Time Management, Trustworthy, Reliability Scorecard).
7. **Secure** Individuals who see themselves as stable and protected, seeking safety and stability in their environments and relationships (e.g., Business Confidence, Confidence Building, Fearlessness, Financial Stability, Body Positivity).
8. **Successful** Individuals who see themselves as achievers, defining success through accomplishments and recognition, driven by ambition (e.g., American Express Luxury Card, Career Achievement, Forbes Power Women Summit, Luxury Cars, Self-Determination).
9. **Technical** Individuals who see themselves as skilled and knowledgeable in technical fields, excelling in areas like technology or science (e.g., Aeronautical Engineer, Android Developer, Climate Scientists, High Tech Specialties, Technology Professions).

## Excitement

People whose self-congruence exhibits traits associated with affinity for excitement

10. **Contemporary** Individuals who see themselves as modern and adaptable, embracing change and staying current with trends. (e.g., Best Contemporary Song, Contemporary Art, Latest Gossip News, Modern Society, Newfangled Audio).
11. **Cool** Individuals who see themselves as stylish and influential, setting trends in fashion, music, and culture (e.g., Dynamite Dudes With Attitude, Mental Attitude, Positive Attitude, The Confident Mom).
12. **Daring** Individuals who see themselves as bold and adventurous, unafraid to take risks and explore new experiences (e.g., Courageous Confidence Club, Exciting Adventures, Most Dangerous Adventures, Successful Goal Setting, Unexpected Courage).
13. **Exciting** Individuals who see themselves as seeking novelty and thrills, enjoying spontaneity and adventure (e.g., Extreme Sports, Mr. Excitement, Spontaneous Escapes, Fearless Dining).
14. **Imaginative** Individuals who see themselves as creative and inspired, finding ideas and innovation in art, literature, and beyond (e.g., Applied Imagination, Artistic Creativity, Creative Home making, Food Inspiration, Resourcefulness).
15. **Independent** Individuals who see themselves as self-reliant and free-thinking, making their own choices and forging their own path (e.g., Independent Contractors, Individual Freedom, Liberated Women, Self Sufficient Culture, Self Made Millennial).
16. **Trendy** Individuals who see themselves as fashion-forward and aware of current trends, staying up-to-date with popular culture (e.g., 1More Stylish, Beauty Trends, Design Trends, Early Adopters, Hair Trends).
17. **Unique** Individuals who see themselves as distinct and authentic, valuing their individuality and standing out from the crowd (e.g., American exceptionalism, Gifted Children, Specializations, Uniqueness).
18. **Up-to-date** Individuals who see themselves as informed and knowledgeable about current developments, staying updated with the latest trends (e.g., Home Renovations, Bleeding Edge, Latest Current Affairs, Latest Technology News, The Futuristic Podcast).
19. **Young** Individuals who see themselves as energetic and adventurous, embracing new experiences and self-discovery (e.g., American Youth, Gen Zers, International Youth, Penguin Young Readers, Youth Leadership).

## Ruggedness

People whose self-congruence exhibits traits associated with being rugged and outdoorsy

20. **Masculine** Individuals who see themselves as embodying traditional masculine traits, such as strength and leadership (e.g., Eddie Bauer Men, Grip Strength, Masculinity Test, Muscle Strength, Stunt men).
21. **Outdoorsy** Individuals who see themselves as nature lovers, enjoying outdoor activities and the beauty of the natural world (e.g., Adventure Bike, Backcountry Skiing, Nature Photographer, Outdoor Adventures, Wilderness River Adventures).
22. **Rugged** Individuals who see themselves as tough and resilient, facing challenges with strength and endurance (e.g., Jeep Rubicon, Rugged Alaska, Outdoor Brands, Otter Box Defender).
23. **Tough** Individuals who see themselves as strong-willed and determined, persevering through adversity with courage (e.g., American Grit, Become Mentally Tougher, Self-Assertiveness, Tough Guy Competition).
24. **Western** Individuals who see themselves as embodying the values of the American West, such as independence and resilience (e.g., Horse Trailers, Bear Hunting, Cowboy Boots, Cowboy Hats, Fishing Gear).

## Sincerity

People whose self-congruence exhibits traits associated with sincerity and being down-to-earth

25. **Cheerful** Individuals who see themselves as positive and upbeat, spreading joy and laughter wherever they go (e.g., Boost Happiness, Comedy Clubs, Conscious Optimist, Good News Guru, Sense of Humor).
26. **Down-to-earth** Individuals who see themselves as grounded and practical, valuing simplicity and authenticity in their interactions (e.g., Best Casual Restaurants, Casual Clothes, Equal Justice, Positive Spiritual Growth, Sensible Digs).
27. **Family-oriented** Individuals who see themselves as prioritizing family bonds and traditions, finding fulfillment in nurturing relationships (e.g., Adoptive Parent, Child Rearing, Disneyland, Family Reunions, Kids' Crafts).
28. **Friendly** Individuals who see themselves as warm and sociable, building connections through kindness and empathy (e.g., Random Acts of Kindness, Open Doors Open Hearts, Southern Friendliness, Warmheartedness).
29. **Honest** Individuals who see themselves as truthful and transparent, upholding integrity and earning trust through sincerity (e.g., Belief Systems, Morality and Ethics, Promotion of Virtue, Traditional Values, Virtuousness).
30. **Original** Individuals who see themselves as creative and unique, expressing their authentic selves in their pursuits (e.g., Authentic Talent, Influencer, Reinventing You, Unique Baby Names, Uniqueness).
31. **Real** Individuals who see themselves as genuine and authentic, fostering meaningful relationships based on trust and respect (e.g., Authentic Happiness, Genuine People, Ignite Your Authenticity, Stoic & Genuine).
32. **Sentimental** Individuals who see themselves as valuing emotional connections and cherished memories (e.g., Anniversary Celebrations, Creating Keepsakes, Hallmark Christmas, Mementoes).
33. **Sincere** Individuals who see themselves as caring and genuine, showing empathy and goodwill towards others (e.g., Genuineness, Resilience, Sincerity, Truly Decent Men).
34. **Small-town** Individuals who see themselves as embracing the values of community and tradition in small-town life (e.g., Best Small Towns in America, Cozy Country Living, Heirloom Traditions, Local Community, Mom-and-Pop Stores).
35. **Wholesome** Individuals who see themselves as prioritizing health and well-being, seeking balance and goodness in life (e.g., American decency, Body Positive, Good Influences, Healthy Eating, Moral Excellence).

## Sophistication

People whose self-congruence exhibits traits associated with charm and sophistication

36. **Charming** Individuals who see themselves as charismatic and engaging, leaving a lasting impression with their warmth and charm (e.g., Etiquette Rules, Improve Your Social Skills, Politeness, Empathic Mindfulness).
37. **Feminine** Individuals who see themselves as embodying traits associated with femininity, such as grace and compassion (e.g., Allure Beauty Box, Fashionista Traits, Fragrance Collection, Girly Girls, Vintage Heirloom Dress).
38. **Glamorous** Individuals who see themselves as exuding elegance and sophistication, enjoying luxury and refinement (e.g., Burberry London, Dior Paris Fashion Week, Glamour Salon, Hollywood Glamour, Vogue Runway).
39. **Good-looking** Individuals who see themselves as attractive and charismatic, exuding confidence and magnetism (e.g., Facial Spa, Advanced Hairstyle, Skincare Routines, Celebrity Style, GQ Men of the Year).
40. **Smooth** Individuals who see themselves as polished and graceful, navigating social situations with ease and finesse (e.g., Artistic Taste, Daytona Rolex, Designer Clothes, Guide to Fine Dining, Splurging).
41. **Upper-class** Individuals who see themselves as belonging to elite social circles, valuing luxury and exclusivity (e.g., Armani Beauty, Jimmy Choo, Luxury Suites, Real Estate Investing, Yacht Clubs).