

A Quadrant Key Words

Ability	Equity	Pricing
Accountable	Excellence	Priority
Accurate	Expensive	Problem solving
Achieve/Achievements	Expert	Professional
Actuarial	Exploit	Profitable
Advantage	Facts/Factual	Quality standards
Analytical	Fair	Quantitative
Assets	Fast	Realistic
Audit	Financial	Reality
Bank	Fixed	Recognition/Recognize
Bargain	Focused	Research
Benchmark	Formula	Respect
Best	Full	Results
Board	Fundamental	Results
Bonds	Gains	Revenue
Business	Genuine	Reward
Capable	Goal	Scholarly
Capitalization	Improve	Securities
Cash flow	Increase	Skill
Challenge	Information	Smart
Cheap	Intellectual	Speed
Commercial	Interest rates	Standard
Commodity	Invest/Investment	Statement
Competition	Knowledge	Statistical
Confidence	Leverage	Stock
Contract	Liabilities	Strength
Corporate	Logical	Success
Critical	Liabilities	Superior
Data	Logical	Technical/Technology
Decision	Majority	Validation
Define	Management	Wealth
Detract	Margin	Years
Director	Maximize	
Dividends	Mission	
Drive	Numbers	
Earnings	Officer	
Economy	Outstanding	
Effective	Perform/Performance	
Electronic	Pertinent	
Engineering	Power	

NON-LANGUAGE ELEMENTS

Things-oriented
 Numbers
 Charts
 Formulas
 Black and white

D

Quadrant Key Words

Adaptable
Adventure
Advertising
Alternative
Amazing
Ambiguity
Anticipate
Approximate
Artistic
Big picture
Boundary less
Breaking ruled
Change
Climate
Comprehensive
Conceptual
Conglomerate
Consolidation
Created
Creative
Curious
Design
Develop
Different
Diverse
Dreams
Dynamic
Emphasize
Enhance
Enterprise
Entertain
Entrepreneur
Environment
Ethos
Expand
Expectations
Explore
Fantasy

Flexible
Forest, not the trees
Forward looking
Foster
Freedom
Fun
Future
Fuzzy
Global
Grow
Holistic
Ideas
Illuminating
Incubating
Independent
Innovative
Integrated
Integrative
International
Intuitive (ideas)
Long-term
Model
Multinational
Network
New
Open
Opportunities
Optimistic
Original
Ornamental
Over arching
Paradox
Perspective
Possibility
Potential
Progressive
Promotion
Risk

Simultaneous
Spatial
Specialty
Spontaneous
Strategy
Streamlined
Stupendous
System
Trends
Uncertainty
Unleash
Up-to-date
Venture
Virtual
Vision
World
Worldwide
Zany

NON-LANGUAGE ELEMENTS

Imagination-oriented
Formats
Graphics
Photos
Drawings
Paintings
Models
Color

C Quadrant Key Words

Anguish
Approachable
Belong
Brave
Care
Career
Celebrate
Charity
Client
Coaching
Committee
Communicate
Communication
Community
Consumer
Cooperate
Core Values
Courage
Courteous
Crisis
Culture
Customers
Devotion
Donate
Emotional
Encourage
Express/Expressive
Family
Feelings
Grass roots
Group
Guidance
Harmonious
Health care
Heart
Helping
Human
Human resources
Humanistic
Individual
Interactive

Interpersonal
Intimate

Involve
Intuitive (about people)
Learn
Lessons
Life
Listing
Living
Love
Mentor/Mentoring
Musical
Mutual
Needs
Parental
Participate
Partnering
Partners
Passion
People
Personal
Personnel
Proud
Public
Relationship
Respondent
Satisfaction
Self-esteem
Sense
Share
Shareholder
Sharing
Social
Society
Soft
Spirit
Spiritual
Staff
Stockholders
Talent

Teaching
Team
Teamwork
Tragedy
Tutor

Training
Understand
Vain
Visceral
Warm
Writing

NON-LANGUAGE ELEMENTS
People-oriented Photos
Drawings
Paintings
Color

B Quadrant Key Words

Administration
Applied
Assignment
Baggage
Battle
Benefit
Boundaries
Budget
Building
Bureaucracy
Caution
Collect
Commitment
Compliance
Conservative
Construct
Consumption
Continuity
Controlled
Conventional
Credit
Current
Debt
Dedicated
Defense
Deliver
Demonstrate
Directorate
Distribute
Dominant
Equipment
Erosion
Ethics
Evaluate
Examine
Farm
Fear
Forge
Foundation
Framework

Government
Ground
Guarantee
History
Honest
Implement
Industrial
Infrastructure
Insurance
Integrity
Internal Agenda
Lance
Laws
License
Manufacture
Marketing
Material
Meticulous
Mobilize
Moratorium
Obligation
Obsess
On time
Operations
Organization
Package
Planning
Plant
Practice
Proactive
Procedure
Productive
Product
Program
Project
Promise
Proper
Protect/Protection
Prudent
Purchasing

Quality Control
Regulatory
Reliable
Remember
Resources
Rules
Safe
Safeguard
Satisfy
Security
Sequential
Services
Start-up
Status Quo
Statutory
Stewardship
Strive
Structure
Struggle
Support
Suspect
Tenacious
Threat
Timely
Tools
Traditional
Trust
Utility
Work
Workforce
Workplace

NON-LANGUAGE ELEMENTS

Detail-oriented Lists
Series
Black and white