

The Who Quadrant

Who have I been?

I've been the...

Who are the people I've impacted?

Who am I to others?

Who do I want to be in my next role?

I want to be someone who...

“Who” Questions:

Answer the following questions from both a professional and personal perspective.

- 1. Who have I been?** Name the official and unofficial roles you've had. Go beyond titles. For ideas, see list on next page. Also add personal roles.
- 2. Who am I to others?** What do people tend to come to me for? What effect do I seem to have on them? What do they seem to call on me for? What are they naturally attracted to me for? Consider co-workers, family, neighbors, friends, community.
- 3. Who are the people I've impacted?** Use the vocabulary relevant to your industry, e.g., consumer, buyer, plan participant, plan sponsor, sales team, technical experts, customer service personnel, senior management, front line employees, internal customers, external customers, client, team members, unit members, regional directors, private sector, public sector, etc. Remember to also include volunteer and other personal experiences.
- 4. Who do I want to be in my next role?** Review your answers to the above three questions. What do you notice? What would you like to expand?

I've been the...

number cruncher
proposal writer
expert on _____
mentor
creative idea person
supervisor
facilitator
sales vp
trainer
executive
advisor
office manager
leader
implementer
thinker
administrator
"go to" person for _____
organized one
fix it guy
morale booster
decision maker
listener
presenter
assembler
middle manager
coordinator
strategist
customer service representative
department head
account executive
problem solver
