

# ANTHEM EXPRESS

BY SALLY HOGSHEAD

Your Anthem is a very short phrase, usually just two words long. It describes *how you are different*, and *what you do best*. This is the fastest and easiest way to describe your distinct value. Think of it like a tagline for your personality.

- Find and circle your **Archetype**
- Then, find and circle your **Twin**

		SECONDARY ADVANTAGE						
		INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
PRIMARY ADVANTAGE	INNOVATION	THE ANARCHY The Disruptive Inventive Unconventional Visionary	THE ROCKSTAR Bold Arrogant Over-the-top Charismatic	THE HAVERICK LEADER Planning Inventive Entrepreneurial	THE TRENDSSETTER Cutting Edge Bold Influential	THE ARTISAN Deliberate Thoughtful Meticulous	THE PROVOCATEUR Clever Astute Controversial	THE QUICK-START Rapid Efficient Straight
	PASSION	THE CATALYST Catalytic Social Empowering	THE DRAMA Theatrical Emotive Intense	THE PEOPLE'S CHAMPION Dynamic Charismatic Inspirational	THE TALENT Talented Gifted Skilled	THE BELOVED Loved Admired Respected	THE INTRIGUE Discreet Perceptive Charming	THE ORCHESTRATOR Attention Dedicated Coordinated
	POWER	THE CHANGE AGENT Inventive Unconventional Self-Propelled	THE RINGLEADER Motivational Inspiring Charismatic	THE AGGRESSOR Domineering Assertive Competitive	THE MAESTRO Ambitious Focused Confident	THE MASTERMIND Strategic Innovative Self-Reliant	THE DEFENDER Protective Cautious Down-Well	THE SCHOLAR Intellectual Disciplined Systematic
	PRESTIGE	THE AVANT-GARDE Original Emancipating Forward-Thinking	THE SECRET WEAPON Nimble Unassuming Inexpensive	THE SUBTLE TOUCH Tactful Self-Sufficient Whisper	THE VEILED STRENGTH Healthy Intimidated To-Be-Fear'd	THE ROYAL GUARD Elegant Austere Discreet	THE WISE OWL Downward Assured Unflinching	THE ARCHITECT Skillful Rehearsed Detailed
	TRUST	THE EVOLUTIONARY Critical Adaptative Open-Minded	THE PLOMAT Diplomatic Stable Capable	THE OLD GUARD Established Well-Tested	THE ANCHOR Protective Responsible Analytical	THE GOOD CITIZEN Principled Respected Conscientious	THE ARCHER On-Target Precision Farsighted	THE CONTROL FREAK Competitive Driven Fastidious
	MYSTIQUE	THE SECRET WEAPON Nimble Unassuming Inexpensive	THE SUBTLE TOUCH Tactful Self-Sufficient Whisper	THE VEILED STRENGTH Healthy Intimidated To-Be-Fear'd	THE ROYAL GUARD Elegant Austere Discreet	THE WISE OWL Downward Assured Unflinching	THE ARCHITECT Skillful Rehearsed Detailed	THE ARCHER On-Target Precision Farsighted
ALERT	THE COMPOSER Strategic Fine-Tuned Attention	THE COORDINATOR Connective Organized Productive	THE ACE Disciplined Thrives Outrageous	THE EDITOR-IN-CHIEF Streamlined Efficient Detailed	THE MEDIATOR Steadfast Composed Structured	THE DETECTIVE Clear-Cut Accurate Perceptive	THE CONTROL FREAK Competitive Driven Fastidious	

Notice the six adjectives inside those circles.  
Which adjective describes *how you are different*?

**Pick one Adjective from the Matrix**  
(Your Adjective describes how you are different)

**Pick one Noun from the Noun Bank to the right**  
(Your Noun describes what you do best)

## Noun Bank

- Ideas
- Expertise
- Details
- Team-Building
- Relationships
- Follow-Through

**Now, combine your Adjective and Noun together**  
Finish this sentence: My distinct value is my ability to deliver...

(Adjective)
(Noun)

For Complete Instruction on the Anthem Method,  
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