

External Messaging

accomplished	eclectic	modern	shrewd	upbeat
approachable	excellent	meticulous	sincere	
attentive	experienced	motivated	skillful	versatile
achieving	exemplary		selective	vigilant
able		nice	successful	
	friendly		steady	
brilliant	focused	orderly	savvy	warm
	frank	on-target	skilled	well-respected
collaborative		open-minded	specialized	well-rounded
customer-focused	generous	organized	strategic	wise
creative			sharp	wonderful
competent	happy	partner	smart	work-horse
considerate	hip	productive	sophisticated	
cool-headed	honest	professional	stable	
cooperative		perceptive	strong	
calm	intelligent	persistent	solid	
capable	imaginative	proactive		
confident	insightful	profitable	trustworthy	
conceptual	independent	punctual	thorough	analytical
	innovative	plain-speaking	trusted	
detailed	intellectual	positive	tactical	passionate
decisive	inventive	practical	targeted	qualified
diligent			tenacious	
dedicated	knowledgeable	quality	technical	
detail-oriented	kind	quality-conscious	talented	
			thoughtful	
efficient	likeable	responsible	talented	
enthusiastic	level-headed	reliable	to-the-point	
engaged	logical	respected		
ethical	loyal	resourceful		
energetic				

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 ROB

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 SUSAN

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 REBECCA

External Messaging

collaborative
customer-focused

capable

experienced
knowledgeable

professional

plain-speaking

quality-conscious

responsible

skilled
trustworthy

trusted

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analytical

passionate

qualified

tactical



1. “We have the training skills & knowhow that’s needed to get the job done to satisfaction”

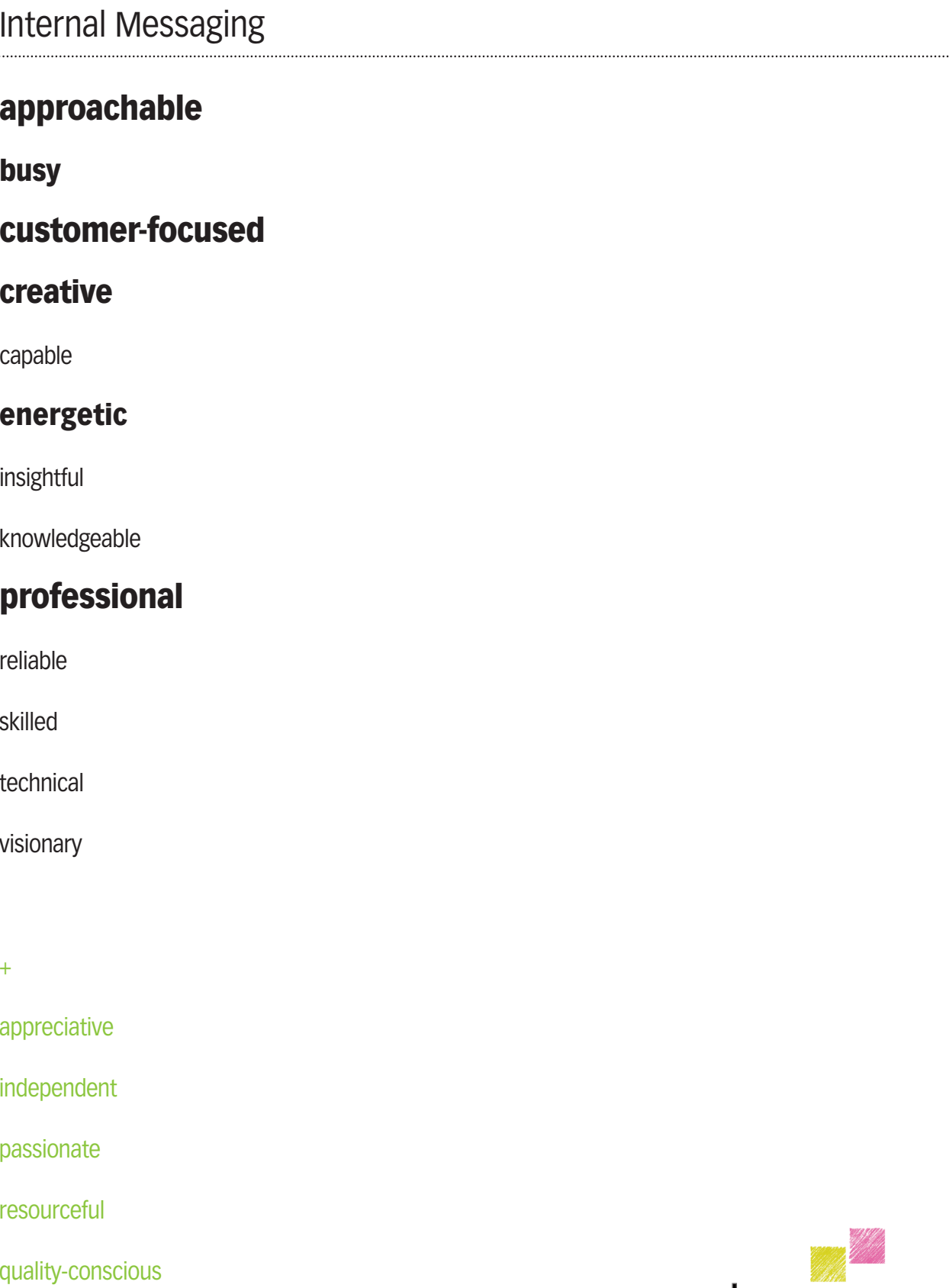
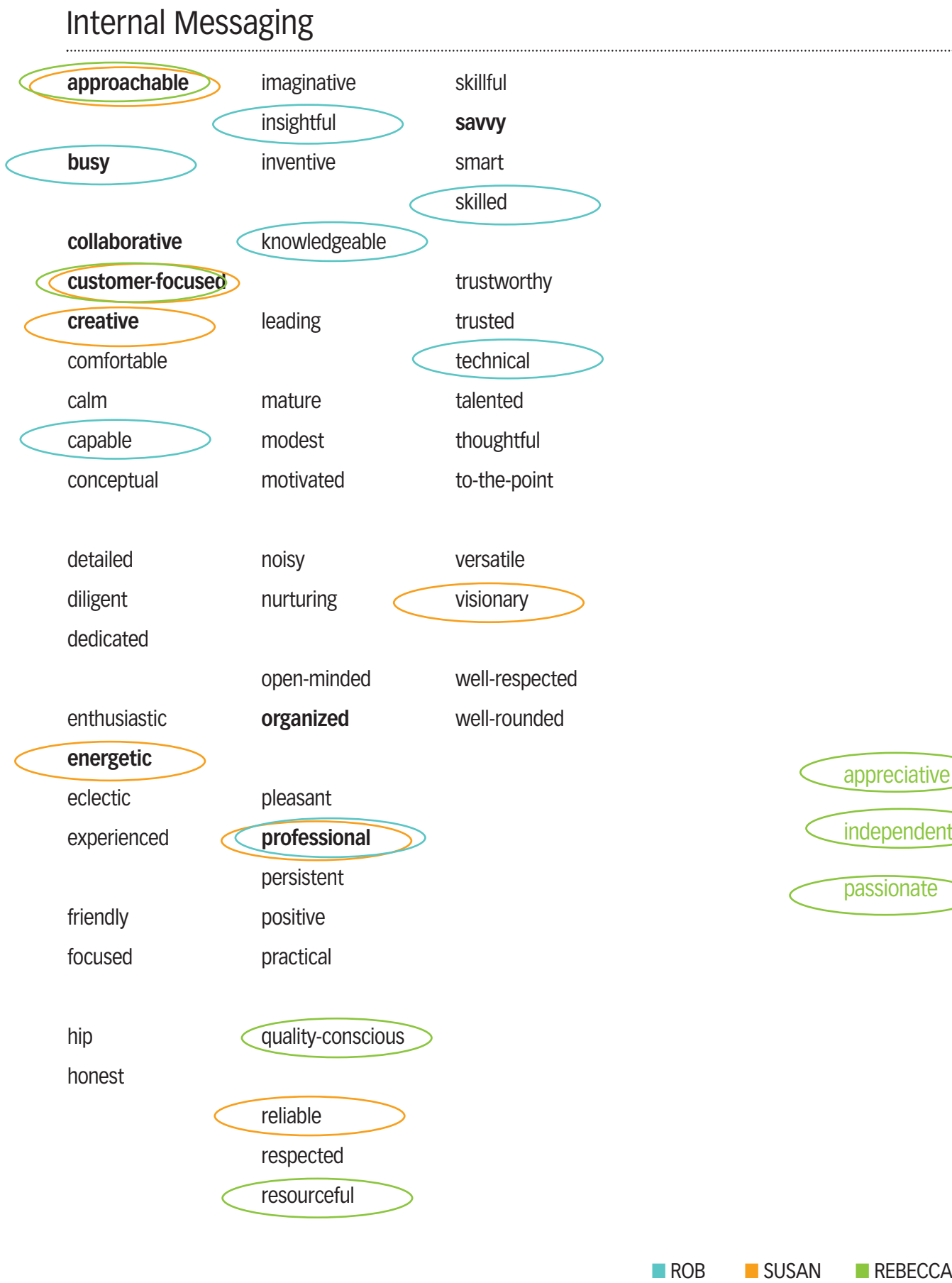
- **knowl-edge-able** : having information, understanding, or skill that comes from experience or education : having knowledge
- **ex-pe-ri-enced** : having skill or knowledge from doing something : having experience
- **skilled** : having the training, knowledge, and experience that is needed to do something 2: having a lot of skill 3: requiring training
- **pro-fes-sion-al** : relating to a job that requires special education, training, or skill 2: done or given by a person who works in a particular profession 3: paid to participate in a sport or activity

2. “Our focus is on teamwork and on positive collaboration with our partners”

- **col-lab-o-rate** : to work jointly with others or together especially in an intellectual endeavor 2: *to cooperate with or willingly assist an enemy of one's country and especially an occupying force*
- **focused** : a subject that is being discussed or studied : the subject on which people's attention is focused 2: a main purpose or interest (**customer** : someone who buys goods or services from a business)

3. “You can trust us to do the right thing and to provide your business with the right solutions”

- **re-spon-si-ble** : having the job or duty of dealing with or taking care of something or someone 2: able to be trusted to do what is right or to do the things that are expected or required 3: involving important duties, decisions, etc., that you are trusted to do
- **trust-wor-thy** : able to be relied on to do or provide what is needed or right : deserving of trust



1. “We are easy to deal with & available”

– ap·proach·able : easy to talk to or deal with 2: able to be reached or approached
2. “We like to think differently, to offer a fresh approach”

– cre·a·tive : having or showing an ability to make new things or think of new ideas 2: using the ability to make or think of new things : involving the process by which new ideas, stories, etc., are created 3: done in an unusual and often dishonest way
3. “We know our stuff when we don’t we say so”

– pro·fes·sion·al : relating to a job that requires special education, training, or skill 2: done or given by a person who works in a particular profession 3: paid to participate in a sport or activity
3. “Our main focus is providing the best solutions to our clients & solving problems”

– focused : a subject that is being discussed or studied 2: the subject on which people's attention is focused 3: a main purpose or interest (customer : someone who buys goods or services from a business)
4. “We get things done energetically & enthusiastically, our plates are full”

– en·er·get·ic : having or showing a lot of energy 2: involving a lot of effort

– busy : actively doing something 2: full of activity or work 3: full of people or things

