A Deconstruction ...

What Is Personality?

From the book, Personality Not Included by Rohit Bhargava

Personality is the unique, authentic and talkable soul of your brand that people can get passionate about.

Element	Description
Unique	Different from anything or anyone else
Authentic	Real, believable and not fake
Talkable	Interesting, simple and viral
Soul	Significant, honest and not superficial
Brand	Product, service, company or your own personal brand
People	Customers, partners, employees and yourself
Passion	Loyal, vocal, and deep belief