

**WHO ARE YOU?**



**The Way to Your  
Personal Brand**

**Claudia Hackl**

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**No one saves us but ourselves.  
No one can and no one may.  
We ourselves must walk the path.**

**Buddha**



# Introduction

**In my time as a lecturer, I recognized that the most intelligent teacher does not help the students at all if he or she does not find ways to support their self-learning. It's well known that the things you learn on your own are the most effective, which is the underlying intention of these worksheets.**

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## **Why?**

**We invest so much time analyzing and focusing on work, judging the behavior of other people, training and perfecting our body, etc. that we often forget about the most important thing in life. Our own spirit.**

**If you are curious about what's beyond the surface of life and who your true self is—you have found the right place. This method is designed to help you understand the art of living a smart life by finding your individual purpose.**

**As few institutions teach the significant 'laws' of a smart and conscious life, this guide will help you to escape daily distractions and to focus on designing a life of choice.**

**Following your passion will show you the fundamental significance of all your activities. It simply turns meaningless time into enriching quality time and helps you to develop the courage to make that uncomfortable first step into a smarter world.**

## **Vision**

**The vision of the *Cloverleaf Method* is to provide an easily manageable and meaningful self-analysis tool for every human being that points out a person's important key talents in order to lead to one's individual passion.**

## **Goal**

**The goal of the *Cloverleaf Method* is to motivate and support every human being to live a smart life of choice. The *Cloverleaf Method* will help you realize what no software is able to do because this kind of analysis cannot just be reduced to a mathematical formula. This type of exercise can only be successfully performed by the high mental abilities of a smart being.**

## **Before getting started**

**The key to a successful outcome is to be absolutely honest with yourself. If that scares you, occasionally keep in mind that nobody will ever see your notes if you don't allow it. It's basically just for you and it's designed to be your personal smartness-guide which helps you to find out the most about yourself and your purpose in life.**

**You don't have to show it to anybody if you don't want to. But if there is somebody you fully trust, then you are, of course, welcome to share your thoughts. Sometimes it makes the experience even more intense and shows you another perspective. But it's recommended that you fill it out on your own at first.**

## **Personality Analysis – Instruction**

***You can't stop being amazing even if you try.***

**You are an amazing person, even if you don't believe it and tend to criticize yourself. You are an important and contributory part of this universe and therefore it's your purpose to find and use your unique potential.**

**To enable this natural process, you need to have a clear picture in your mind of your raw personality. You need to know yourself.**

**It's important to understand that the individual deeply-rooted beliefs in your mind are strongly influenced by your environment. As a result, lots of the decisions you make in your daily life are not only made by your raw personality (and inner desires), but these decisions are made under the influence of culture,**

**religion, social guidelines, education etc. As a result, it happens that you sometimes end up in situations where you don't want to be. That is because you acted according to guidelines of others, not to your own.**

**Only with your raw personality is it possible to decide wisely and consequently. Only when you are fully yourself, are you able to listen to your intuition and your inner calling.**

**For this reason, all the distractions that lead to detours need to be devalued by actively facing them. *Think of all the distracting and energy-consuming factors in your life and write them down on the list.***

**1.**

**2.**

**3.**

**4.**

***Who are you without those beliefs?***

**The best way to connect to your smart spirit is to concentrate on the here and now. In the here and now you have the chance to unfold your raw personality and to adapt your way of looking at the world. Because in this moment you understand that your constraining beliefs don't matter anymore and that you are able**

**to design your life with your raw personality unaffected by any kind of influences. Your beliefs are not your identity. It's just your raw personality that defines you and makes you the unique person you are.**

**As you are the person who knows most about yourself it should be easy for you to figure out all your strengths/weaknesses and interests/dislikes. But as we are human beings, the hardest part about looking at ourselves in the mirror is not to condemn ourselves for what we see.**

***Let's do it! – Essential Tips***

- ✿ **Pay attention to every little characteristic, even if it does not seem important to you at first sight.**
  
- ✿ **Do not only think about the strengths and weaknesses that you know from working or studying. Consider strengths as well that you recognize in your leisure time.**
  
- ✿ **Be as little influenced as possible by other opinions about yourself. Sometimes people intentionally or unintentionally try to influence you, even if they love you or want the best for you. But what others believe is best for you, is not always the best for you.**
  
- ✿ **Go back to your childhood and think back about dreams and characteristics you already had at that time of your life. Special characteristics and interests often appear as early as in one's childhood.**



***The four steps to your Personality Cloverleaf:***

**Step 1: You will find one empty page for every category of your personality (strengths, weaknesses, interests, and dislikes) where the crucial point is to write down every association that comes to your mind.**

**Step 2: Read carefully through all your notes once again and adapt them if you have new findings in the second round. Additionally, highlight the three major points of every category with an exclamation mark.**

**Step 3: Fill in the three major points of every category into your Personality Cloverleaf.**

**Step 4: Realize how smart your personality is!**

## **Personality Analysis – Practice**

### **Associated Strengths**

**Take your time for that exercise.**

**Figure out all the strengths you have ever noticed about you.**

**1.**

**2.**

**3.**

**4.**

**5.**

**6.**

**7.**

**8.**

## **Associated Weaknesses**

**Be totally honest.**

**Often weaknesses also change into strengths in the moment you follow your passion. For example, when you think you are not a structured person you may find you become structured when you focus on an activity that makes you happy.**

**1.**

**2.**

**3.**

**4.**

**5.**

**6.**

**7.**

**8.**

## **Associated Interests**

**Focus especially on interests that could be professions or hobbies.**

**1.**

**2.**

**3.**

**4.**

**5.**

**6.**

**7.**

**8.**

## **Associated Dislikes**

**Focus especially on dislikes that could be professions or hobbies.**

**1.**

**2.**

**3.**

**4.**

**5.**

**6.**

**7.**

**8.**

## Personality Analysis – Result

**Hold on for a second and recognize the way you feel when you look closely at all the strengths and interests you figured out about yourself. If you feel encouraged, then you are ready for the next move which leads to the confrontation and the acceptance of your weaknesses and dislikes. These weaknesses and dislikes are important, too, because they help you to exclude what you are not talented at and help you to simplify finding your real way.**

**To create your Personality Cloverleaf, please fill in the associations you highlighted above with an exclamation mark in the appropriate leaf.**

### Personality Cloverleaf

The form consists of a large cloverleaf shape divided into four quadrants by a central cross. Each quadrant is labeled with a personality trait:

- Strengths**: Top-left quadrant.
- Weaknesses**: Top-right quadrant.
- Interests**: Bottom-left quadrant.
- Dislikes**: Bottom-right quadrant.

## **The Cloverleaf Strategy**

**Consider a smart life as something that is individual for each person. It requires the awareness about the existence of your own potential ('True Self') and how it fits into the cycle of the world.**

**Through this awareness, it's possible to look at life from a bird's eye perspective and to recognize many more correlations. These new ways of thinking lead straight to a way of living that makes sense for you.**

**The aim of this section is to filter a strategy out of your Personality Cloverleaf that leads to a change towards your passion.**

Looking closer at your strengths/weaknesses/interests and dislikes, how can you get the best out of your personality by either focusing on your strengths and interests or by using your strengths to improve your weaknesses.

Strategy:

## **Strategy Validation**

**The strategy validation leads to the most valuable finding of all. Once you truly understand yourself and your whole potential as being one part of this world you start to realize that the highest of all goals can only be to use your gift for other beings.**

**So, make sure, that you also use your gifts to help and support others.**

## **Repetition & Meditation**

**Use the power of meditation as well as the wonderful effects of taking notes.**

**I strongly recommend you write down your findings and structure them to give them even more strength. Additionally, you will always have the chance to refer to them and update them regularly. (Figure out what works best for you: daily, weekly, monthly)**

**In between all those reflections I recommend meditating about them by connecting yourself with the universal mind. Close your eyes for several minutes, bring yourself into a relaxing position, consciously listen to the natural voices around you and deeply feel your passion in harmony with the natural flow of life.**

**Repeat the exercise as often as you feel the need to. Meditation will relax your mind and will increase thereby the quality of your life.**

**Find out more about meditation practices at Claudia's Blog [www.thesmartspirit.com](http://www.thesmartspirit.com) or at the YouTube channel of Claudia Hackl.**



## **About the author**

**Claudia Hackl, MA MSc**

**is an author, lecturer, entrepreneur and meditation teacher.**



**After graduating with a master's degree in business from the University of Applied Sciences in Austria she worked for a couple of years at PwC and other consulting agencies in the finance sector. Additionally, she graduated with a master's in business education from the University of Graz in 2015 and started giving lectures at business schools where she recognized soon after that there is a huge lack of personal support for young people in the education sector. Therefore, she dedicated herself to support young people in finding and focusing on their talents and grow in self-confidence.**

**She is the creator of *The Smart Spirit*, a platform designed to inspire people living an authentic and enriching life in the digital age.**

**Want to find out more about your talents and a smart life?**

**[www.thesmartspirit.com](http://www.thesmartspirit.com)**