



PERSONAL BRAND, VALUES, & PRIORITIES QUESTIONNAIRE

Answer these questions individually and then sit down to discuss your answers with others who share your space. This way you can resolve your differences before you get started.

WHY ARE YOU DOING THE RENOVATION OR PROJECT?

WHY IS IT IMPORTANT TO YOU RIGHT NOW?

HOW WILL THIS IMPACT YOUR LIFE, (EFFICIENCY, ENJOYMENT, LIFE, FAMILY)?

WHAT IS YOUR TIMELINE FOR THE PROJECT (NEW FAMILY/TEAM MEMBER OR LIFE CHANGING EVENT YOU ARE PREPARING FOR)?

HOW LONG ARE YOU PLANNING TO STAY IN THIS SPACE?

WHAT CHANGES DO YOU FEEL MOST STRONGLY ABOUT?

WHAT DO YOU LIKE ABOUT YOUR SPACE?

WHAT DO YOU DISLIKE ABOUT YOUR SPACE?

WHAT IS YOUR STYLE? (BMW, COACH, PRADA, HUGO BOSS, W HOTEL, HILTON)



WHAT ARE YOUR HIGHEST PRIORITIES FOR THE SPACE?

ARE YOU PLANNING TO DO THE WORK YOURSELF? IF SO, DO YOU HAVE TIME TO DO THE WORK?

DO YOU INTEND TO DO THE SHOPPING?

DO YOU VALUE THE SERVICES OF AN ARCHITECT OR DESIGNER AND WILL YOU PAY FOR THAT EXPERTISE?

WHAT ARE YOUR GOALS IN HIRING SOMEONE?

WHAT ARE YOUR CONCERNS IN HIRING SOMEONE TO HELP YOU?

WHAT IS YOUR HIGHEST PRIORITY, FUNCTION, BEAUTY, BRAND, QUALITY, BUDGET, CONVENIENCE, ALL OF THEM?

DO YOU AND YOUR PARTNER AGREE ON THE PRIORITIES?

IF NOT, HOW WILL YOU RESOLVE THOSE DIFFERENCES IN THE PROCESS?

WHAT DO YOU WANT YOUR SPACE TO SAY ABOUT YOUR STYLE, PERSONALITY AND PRIORITIES?