



## the EXPRESSORY

75 WORDS



Every person that passes through our lives affects us in some manner. There are those who play large roles and leave deep impressions, while others sometimes make a brief but special appearance before life takes them in another direction. They could be loved ones, friends or business associates.

How we respond to these moments is significant. A business owner of any size can affect employees and clients with simple gestures that have significant impact. Fostering connections helps build positive and productive relationships. Employee and client appreciation and acknowledgment should never go out of style. However, the reality is that in many organizations it's often a scarce commodity. Make your workplace the exception.

The art of expression, in whatever form you choose, is a powerful tool that can make a positive difference in so many ways.

Here at **The Expressory™**, we are a fan of the written form, as we believe that writing can affect emotions in such a way that they can be forever etched in our memory.

We have a favorite quote that sums up how we feel about the written word:

*“ I know nothing in the world that has as much power as a word.  
Sometimes I write one, and I look at it, until it begins to **shine**. ”*

- EMILY DICKINSON

When was the last time you put pen to paper and as you wrote down your thoughts, you felt the words “shine”? The following exercise might help get your creative juices going and the results offer us a great way to help you craft your next remarkable expression.

# 75 WORDS

Within each of the following categories, jot down twenty-five words which are meaningful to you. Try to find all twenty-five words for each of the three categories. To completely fill each column, it is necessary to think more deeply about what you value not what just quickly comes to mind. It will force you to slow down your mind and focus on the task at hand.

When you are done, you have a word inventory of sorts to draw from. Schedule your ***Expression Design Session*** with The Expressory™ and share some of the library of words that you came up with that are unique to you so that we can use them as prompts to help you write an expression that will resonate and be memorable.

## NOUNS

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

## ADJECTIVES

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

## VERBS

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---