

A satisfying _____ is one that is . . .

Accessible	Easy to recognize
Accountable	Easy to renew
Accurate	Easy to return
Affordable	Easy to see
Answered quickly	Easy to start
Attractive	Easy to store
Available	Easy to understand
Beautiful	Easy to use
Boring	Educational
Brief	Effective
Challenging	Efficient
Cheap	Energetic
Cheap to acquire	Enforceable
Colorful	Error-free
Comfortable	Error-proof
Compact	Exciting
Comprehensive	Fair
Computer linked	Fast
Concise	Fast-drying
Connected	Fast-loading
Consistent	Fast-moving
Conveniently located	Flat
Credible	Flexible
Customer Friendly	Focused
Custom-made	Foldable
Dependable	Forward-looking
Diligent	Fraud-proof
Dramatic	Frequent
Durable	Fresh
Easy	Fun
Easy to apply	Happy
Easy to audit	Hard to copy
Easy to carry	Hassle free
Easy to clean	Healthy
Easy to copy	Honest
Easy to file	Hopeful
Easy to find	Inexpensive
Easy to hold	Informative
Easy to maintain	Infrequent
Easy to navigate	Inspiring
Easy to obtain	Insurable
Easy to push	Intelligent
Easy to read	Interactive

Instructions: Check, highlight, or circle all that apply, then select the five most important.

Source: change and innovation agency - www.changeagents.info

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Just	Rational
Kind	Reactive
Laid-out well	Refillable
Leak-proof	Relevant
Legal	Respected
Less intrusive	Results-oriented
Life-affirming	Rugged
Lightweight	Safe
Logical	Sane
Long	Secure
Long-lasting	Self-monitoring
Made-to-order	Self-motivated
Maintenance- free	Serious
Meaningful	Short
Memorable	Simple
Modular	Smooth
Motivational	Standardized
Moveable	Straight
Nimble	Sturdy
Objective	Stylish
On-line	Successful
On-time	Swift
Open-minded	Tamper-proof
Original	Thorough
Pain-free	Thoughtful
Peaceful	Timely
Polished	Topical
Portable	To-the-point
Precise	Transferable
Prepared	Trustworthy
Private	Upbeat
Proactive	Valuable
Processed in a timely manner	Visionary
Professional	Well-supported
Profitable	Wide
Prompt	
Punctual	
Quick	

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