

The Career Personality Profiler

RESULTS FOR: GANESHRVASU
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Welcome to your career report! There's a lot of information here, so take your time and read through it at your own pace.

Your report is split up into different sections, each of which addresses a different factor in your career search. You'll learn about your interests, your personality, and the jobs and work environments that suit you best. You'll get personalized advice and suggestions for exploring your career options and planning a successful job search.

You can read your report straight through, or you can skip to the sections that interest you most. Remember, your results are saved to your personal account. You can come back and refer to them anytime you need to.

So, let's get started!

Your Career Personality Type

What motivates you? What do you find satisfying? What sorts of tasks and activities could you do every day, without getting bored?

These are key questions to ask when searching for a career. Your ideal career will make the most of your strengths, so that your work feels natural and comfortable to you. It will also tap into your core motivations, so that you have a sense that what you do is important and authentic to who you are. It will also suit you in a practical sense, by asking you to work on the sorts of tasks and activities that you naturally enjoy.

These factors are different for every individual. Some people are motivated by money and fame, while others simply want to know they are making the world a better place. Some people like to use their minds in their work. Others prefer to use their hands. So which type of person are you?

In the following section, we'll look at the broad patterns revealed by your assessment. You'll discover the fundamentals of your personality type and how these key aspects of who you are can point you to a satisfying career.

You're a Creative Idealist

You are concerned with being true to your values and living authentically. For you, work is an opportunity to express what is important and meaningful to you. You are deeply in touch with your ideas and emotions, and want a career that allows you to connect with a larger purpose.

You are a naturally empathic person and want a job that allows you to feel that you are contributing to the world in a positive way. You easily sense suffering, and thus you are deeply motivated to bring peace and beauty to the people around you.

You tend to be insightful and introspective. You are interested in exploring complex issues, especially when they have a personal or moral impact. You can easily see how things could be improved, and you are motivated to do your part in making the world a better place.

You are drawn to work that allows you to express your unique vision. You want to be an individual and come up with original ideas. You like a lot of freedom in your work so that you can do what inspires you.

How you think and solve problems

The chart below describes how you process information and how you approach the problem-solving process. To read this chart and the other charts in this section, look at the size of each quadrant. A larger area indicates that a particular style is a better fit for you. Smaller areas indicate that the style is not a very good fit.

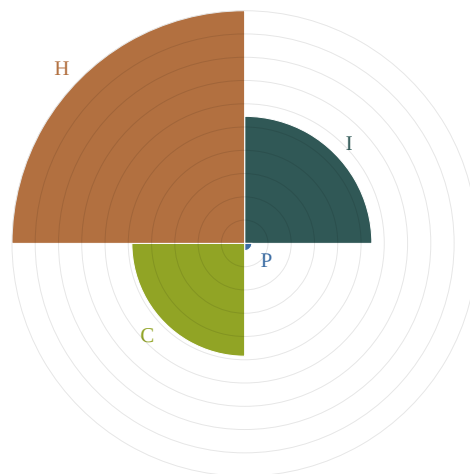
Some of your charts will show a clear preference for one pattern. Others will show a more even spread over two or even three patterns. Where you have nearly equal scores for two or more patterns, you can expect that both patterns may describe you equally well.

HUMANITARIAN

Driven to make the world a better place. Creative and imaginative in coming up with insightful solutions to meaningful problems.

CARETAKER

Wants to be of service to others. Prefers to work within established institutions to find ways to maintain stability and security for both self and others.



INNOVATOR

Likes to solve complex, rational problems. Uses analytical skills to come up with innovative ways to improve logical systems.

PRAGMATIST

Wants to ensure accuracy and efficiency. Enjoys working within structured, logical systems to accomplish practical, real-world goals.

How you get motivated

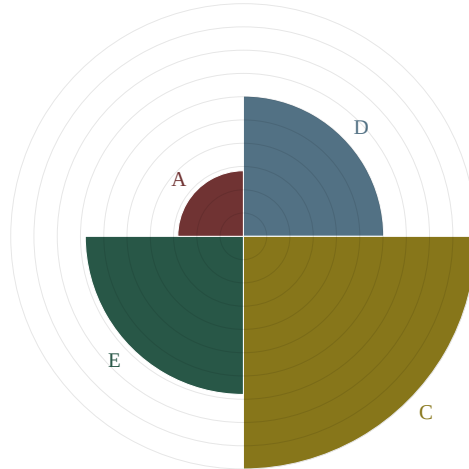
This chart shows how you are motivated in your work, including the factors that drive you to work as well as your overall level of motivation to work.

AMBITIOUS

Desires achievement and willing to work hard to get it. Seeks status and financial rewards. Persistent in working toward success.

EXCITABLE

Motivated by achievement, but easily distracted. Excited by the prospect of success but may have trouble sticking with projects long enough to achieve it.



DUTIFUL

Driven by a sense of duty. Works toward goals out of sense of responsibility. Persistent even when work is unexciting and garners little attention from others.

CASUAL

Has little need for achievement. Prefers to keep life simple and low-key. Prefers work that is easy to accomplish and offers a minimum of stress and hassle.

How you interact with others

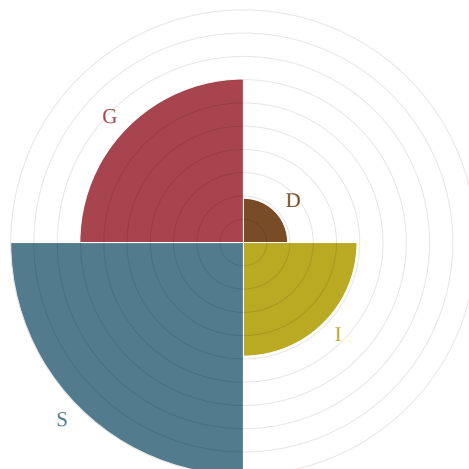
This chart describes your approach in relating to others. It shows what you need from your interpersonal interactions as well as how others may see you.

GREGARIOUS

Is friendly and amiable. Likes to be congenial with coworkers and is often the first to befriend a new colleague. Appreciates social events to build team relationships.

SUPPORTIVE

Gentle and kind. Tends to be quiet and reserved, but appreciates having amicable, supportive relationships with colleagues.



DOMINANT

Blunt and dominant. Enjoys working with others but does not need to be liked. Tends to take command of situations and enjoys competition.

INDEPENDENT

Reserved and aloof. Tends to avoid personal relationships in the office, preferring to focus on the work. Wants to be judged on competence, not popularity.

How you communicate

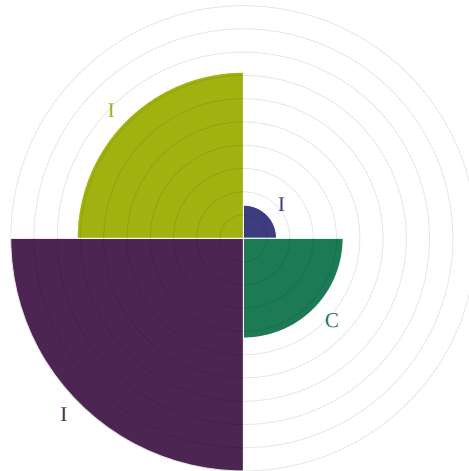
This chart describes how you communicate your thoughts, experiences, and ideas to others. Your pattern reflects the information you choose to communicate as well as your style in doing so.

INSPIRING

Enjoys expressing ideas and vision. Loves to brainstorm and discuss possibilities. Focuses on big-picture ideas and innovative goals for the future.

INSIGHTFUL

Thinks deeply before speaking, then shares carefully considered insights. Interested in theories, patterns, and interpretations.



INFORMATIVE

Likes to communicate regularly to keep everyone informed. Makes sure everyone has all the information they need.

CONCISE

Communicates when necessary to convey specific information. Dislikes chitchat. Prefers fact-based, purposeful discussions that move a project along.

How you contribute to a team

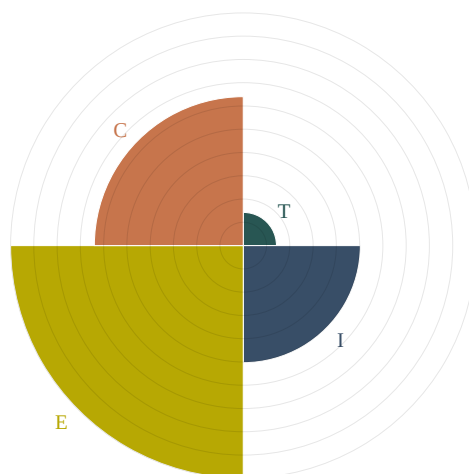
This chart describes your style in working with a team, including the roles you typically take on and your contributions to the team effort.

COOPERATOR

Wants all team members to feel included in working towards a common goal. Works cooperatively to share achievements.

EMPATH

Stays attuned to relationships. Is less focused on the end product; prioritizes an enjoyable and cooperative process.



TASKMASTER

Focused on organization, clarity, and achieving outstanding results. Stays focused on stated goals with minimal attention to relationships.

IMPROVISER

Jumps in to solve logical problems. Focused on useful action and quick results. Acts spontaneously without waiting for others to keep up.

How you manage tasks and projects

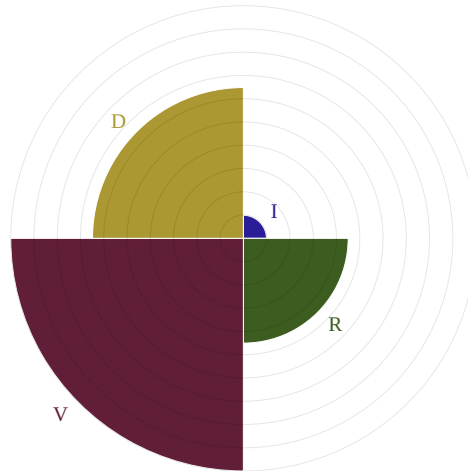
This chart describes your style in approaching tasks and activities. Your pattern shows which type of tasks are most likely to appeal to you and take advantage of your strengths.

DIRECTOR

Has big, complex ideas and formulates plans to put them into action. Persistent and determined. Pursues ambitious goals.

VISIONARY

Most excited when generating possibilities and ideas; less interested in implementation. Likes starting projects more than finishing them.



INSPECTOR

Works in an orderly, systematic manner. Wants clear expectations and standard procedures to follow. Persists until task is done correctly.

RESPONDER

Wants quick results. Prefers clear-cut tasks that can be completed in a short time frame. Dislikes long-term projects.

Making the Most of Your Personality

Everyone has their own set of strengths and weaknesses. Career success does not come from being good at everything; rather, it comes from being aware of what you excel at so that you can take advantage of your strengths when you choose a career. Equally, it's important to be aware of your weak areas so that you can avoid roles that you do not have an aptitude for.

Let's look now at some of the strengths you can capitalize on in your career, as well as some of the weak spots you should be aware of.

Your personal strengths

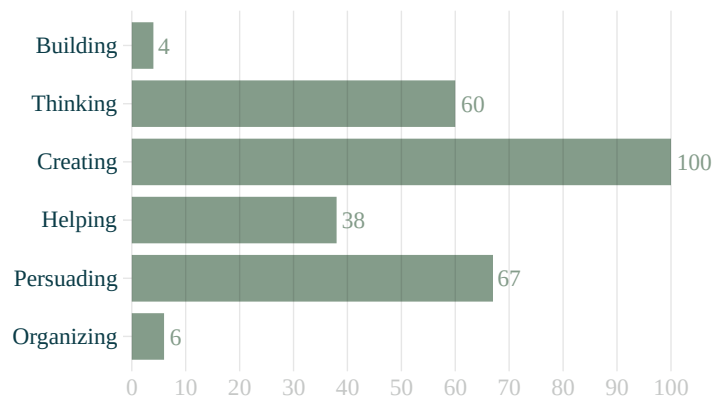
- You are a highly altruistic and compassionate person who is dedicated to helping and serving other people. You are deeply motivated to make other people's lives better and happier. You are excellent at cooperating with others, sensing their needs, and being of service to those around you.
- You are imaginative and forward-thinking, and talented at envisioning the future. You do not mind venturing into unknown territory and are enthusiastic about change and innovation. You are excellent at thinking abstractly, coming up with new ideas, and using your creativity to solve complex problems.
- You take a relaxed, easygoing approach to life. You are unlikely to burn out from working too much, because you tend to prioritize rest and play. You are flexible and spontaneous, and function well in unpredictable work environments.
- You are excellent at motivating yourself and working on your own. You are independent and self-contained, and able to work for long stretches by yourself. You do not need or seek out a lot of interaction with people, and you rarely demand attention or public recognition for your work. You spend plenty of time reflecting and analyzing, and take a thoughtful, serious approach to your work.
- You are highly attuned to danger and risk, and you may perceive problems that other people overlook. You are a naturally wary person and approach the world with caution. You have a talent for pointing out potential pitfalls that others may not have considered, and you can often contribute a healthy dose of skepticism when others are being overly optimistic.

Your potential challenges

- You often put others' needs ahead of your own, and you may sacrifice some opportunities to advance your own career because you tend to focus on accommodating others.
- You may have trouble staying organized and following through with your commitments. It may be difficult for you motivate yourself to get things done, especially tasks that seem boring or difficult.
- You may not spend much time planning for your future. It is possible you will become distracted from your career goals if you do not pay special attention to planning and following through.
- You tend to prefer working independently, at your own pace. You need a quiet workspace with few interruptions to do your best work. Interacting with many other people during the day will tend to drain your energy.
- You generally need a good deal of creativity and variety in your work to stay engaged. You may become bored and frustrated with work that is routine or repetitive.
- You are highly sensitive to stress and may become anxious or depressed easily. You will do best in a calm, relaxed work environment that doesn't expose you to situations that you find stressful.

Your Career Interests

This section shows your top career interest areas. There are 6 total interest areas, each with its own set of typical work tasks, roles, and values. Some of these interest areas will appeal to you, while others will be less attractive. Choosing a career which is a good match for your interest profile ensures that you enjoy your daily work and get satisfaction out of your accomplishments.



The Six Interest Areas

Each of the six interest areas describes a cluster of related work tasks and activities. People who are drawn to each of these interest areas tend to have certain characteristics, preferences, and personality traits in common.

Building	Building jobs involve the use of tools, machines, or physical skill. Builders like working with their hands and bodies, working with plants and animals, and working outdoors.
Thinking	Thinking jobs involve theory, research, and intellectual inquiry. Thinkers like working with ideas and concepts, and enjoy science, technology, and academia.
Creating	Creating jobs involve art, design, language, and self-expression. Creators like working in unstructured environments and producing something unique.
Helping	Helping jobs involve assisting, teaching, coaching, and serving other people. Helpers like working in cooperative environments to improve the lives of others.
Persuading	Persuading jobs involve leading, motivating, and influencing others. Persuaders like working in positions of power to make decisions and carry out projects.
Organizing	Organizing jobs involve managing data, information, and processes. Organizers like to work in structured environments to complete tasks with precision and accuracy.

Your Top Interests

Your top interest area is **Creating**, which indicates that your primary drive is to use your creative talents and express yourself artistically through your work. You have a strong aesthetic sense and seek work that allows you to connect with experiences that stimulate the senses. You enjoy art, music, drama, dance, architecture, and literature, and seek work that exposes you to various art forms and allows you to communicate your own vision among them.

Top Job Tasks

- Creating Art
- Writing
- Interpreting
- Designing
- Expressing Ideas

Your Core Values

- Individuality
- Creativity
- Originality
- Freedom
- Flexibility

Key Personality Traits

- Independent
- Intuitive
- Sensitive
- Imaginative
- Spontaneous

Because you are a Creator, you will seek a career that allows you a great deal of freedom to express yourself. You want to imagine, envision, experiment, and create. You want to develop your own unique point of view and see it manifest in your chosen field.

Creators tend to be idealistic, artistic people who are drawn to cultural experiences. They often have many artistic interests and seek out novel forms of expression, from modern art museums to experimental dance. They tend to be unconventional and interested in the offbeat and unusual.

Creators like their work best when they can be free of rules and regulations, and follow their inspiration to create something original. As a Creator, your primary career goal will be to decide on the best outlet for your artistic talent and creative expression, and then to create a plan for channeling your inspiration into a profitable career.

Sample Jobs for Creators

- Fashion Designer
- Art Director
- Graphic Designer
- Writer
- Musician or Singer
- Interior Designer
- Landscape Architect
- Photographer
- Reporter

Career Fields for Creators

- Fine Arts
- Craft Arts
- Performing Arts
- Design
- Architecture
- Writing and Communications
- Film and Media
- Public Relations
- Arts Education

Areas of Study for Creators

- Fine Arts
- Drama
- Music
- Dance
- Graphic Design
- Industrial Design
- English
- Foreign Language
- Creative Writing

Your secondary interest is **Persuading**, indicating that you are interested in leading, influencing, and motivating other people. You like the idea of making your mark on the world by impacting the perspectives and decisions of others. You enjoy feeling powerful, and like to take the lead.

To satisfy your interest in Persuading, look for roles that allow you to pitch other people on products, projects, or initiatives. You may find a home in the business world, but will also appreciate any role where you can set a course of action and use your ingenuity and influence to achieve your goals. You may feel drawn to entrepreneurship and enjoy the risk inherent in starting a new venture.

Careers to Explore

In this section, we'll show you the top careers that match your interest profile. There are a few things to keep in mind as you read over these career suggestions:

1. These career titles are just a starting point. The careers listed here are among the most commonly found in the labor market and are careers that many people will recognize, like lawyer or physician. However, many people have jobs that don't exactly fit any of the descriptions listed here. You might end up with a job that combines several of these typical roles. You might have a job that's specific to one company or industry. Or you might invent a new career altogether! In short, do not limit your imagination to the jobs listed here. These are a representative sample of jobs that fit your personality, but they do not cover every possibility or opportunity that you will come across in your career path.

2. Your individuality is key. The careers in this section are listed generally by how well they fit your interest profile. However, you should not assume that the first career on the list is the best career for you, that the second career listed is the second-best, and so on. You may find careers that spark your interest anywhere on this list. You may also see several careers that do not interest you at all. This is normal and does not mean that your results are not accurate! Everyone is unique, and even someone with an identical interest profile to yours will have different inclinations, passions, and preferences. So while this assessment can point you in the right general direction and give you some good ideas to get started, the ultimate choice of your best career will be up to you.

3. Ultimately, the choice is yours. Because no assessment can tell you exactly which career will be perfect for you, the best way to think of this list is as a starting point for your career research. You can use this list to get ideas of careers that may suit you, but you'll still need to read more about each career that interests you, do real-world research (like interviewing or shadowing people in the field), and evaluate each career according to your own personal criteria. We'll discuss this in more detail later in your report, but for now, just read over this list with an open mind. See if any career ideas stand out as particularly interesting, and which seem worthy of further inspection.

With that in mind, let's look at some careers!

Your Top Career Matches

This list includes the careers that best match your interest profile. For more information about any career, click the Read More link on the bottom right of the career listing. This will open a new window with a full description of that career.

Advertising and Promotions Manager

CREATING, PERSUADING

Average Earnings: \$133,380

Projected Growth: 10%

Advertising, promotions, and marketing managers plan programs to generate interest in products or services. They work with art directors, advertising sales agents, and financial staff members.

Advertising, promotions, and marketing managers typically do the following:

- Work with department heads or staff to discuss topics such as budgets and contracts, marketing plans, and the selection of advertising media
- Plan promotional campaigns such as contests, coupons, or giveaways
- Plan advertising campaigns, including which media to advertise in, such as radio, television, print, online media, and billboards
- Negotiate advertising contracts
- Evaluate the look and feel of websites used in campaigns or layouts, which are sketches or plans for an advertisement
- Initiate market research studies and analyze their findings to understand customer and market opportunities for businesses
- Develop pricing strategies for products or services marketed to the target customers
- Meet with clients to provide marketing or related advice
- Direct the hiring of advertising, promotions, and marketing staff and oversee their daily activities

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Public Relations and Fundraising Managers

CREATING, PERSUADING

Average Earnings: \$119,860

Projected Growth: 8%

Public relations managers plan and direct the creation of material that will enhance the public image of their employer or client. Fundraising managers coordinate campaigns that bring in donations for their organization.

Fundraising managers typically do the following:

- Develop their organization's or client's corporate image and identity
- Identify audiences and determine the best way to reach them
- Designate an appropriate spokesperson or information source for media inquiries
- Help clients communicate effectively with the public
- Write press releases and prepare information for the media
- Assist and inform an organization's executives and spokespeople
- Devise advertising and promotion programs
- Assign, supervise, and review the activities of staff

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Art Director

Art directors are responsible for the visual style and images in magazines, newspapers, product packaging, and movie and television productions. They create the overall design and direct others who develop artwork or layouts.

CREATING, PERSUADING

Average Earnings: \$100,890

Projected Growth: 4%

Art directors typically do the following:

- Determine how best to represent a concept visually
- Determine which photographs, art, or other design elements to use
- Develop the overall look or style of a publication, an advertising campaign, or a theater, television, or film set
- Manage graphic designers, set and exhibit designers, or other design staff
- Review and approve designs, artwork, photography, and graphics developed by other staff members
- Talk to clients to develop an artistic approach and style
- Coordinate activities with other artistic and creative departments
- Develop detailed budgets and timelines
- Present designs to clients for approval

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Producer or Director

Producers and directors make business and creative decisions about, film, television, stage, and other productions. They interpret a writer's script to entertain, inform, or instruct an audience.

CREATING, PERSUADING

Average Earnings: \$79,000

Projected Growth: 8%

Producers and directors typically do the following:

- Select scripts or topics for a film, television, video, stage, or radio production
- Audition and select cast members and the film or stage crew
- Approve the design and financial aspects of a production
- Oversee the production process, including sound, lighting, and performances
- Oversee the postproduction process, including editing, music selection, special effects, and a performance's overall tone
- Ensure that a project stays on schedule and within budget
- Promote finished productions or works through advertisements, film festivals, and interviews

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Musician or Singer

Musicians and singers play instruments or sing for live audiences and in recording studios. They perform a variety of genres, such as classical, jazz, and rock.

CREATING, PERSUADING

Average Earnings: \$63,420

Projected Growth: 4%

Musicians and singers typically do the following:

- Perform music for live audiences and recordings
- Audition for positions in orchestras, choirs, bands, and other types of music groups
- Practice playing instruments or singing to improve their technique
- Rehearse music and parts to prepare for performances
- Find and book locations for performances or concerts
- Promote their careers by maintaining a website or social media presence or by doing photo shoots and interviews

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Editor

Editors plan, review, and revise content for publication.

CREATING, PERSUADING

Average Earnings: \$63,350

Projected Growth: -5%

Editors typically do the following:

- Read content and correct spelling, punctuation, and grammatical errors
- Rewrite text to make it easier for readers to understand
- Verify facts cited in material for publication
- Evaluate submissions from writers to decide what to publish
- Work with writers to help their ideas and stories succeed
- Develop story and content ideas according to the publication's style and editorial policy
- Allocate space for the text, photos, and illustrations that make up a story or content
- Approve final versions submitted by staff

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Public Relations Specialist

Public relations specialists create and maintain a positive public image for the individuals, groups, or organizations they represent. They craft media releases and develop social media programs to shape public perception of their clients and to increase awareness of each client's work and goals.

CREATING, HELPING,
PERSUADING

Average Earnings: \$62,800

Projected Growth: 8%

Public relations specialists typically do the following:

- Write press releases and prepare information for the media
- Respond to information requests from the media
- Help clients communicate effectively with the public
- Draft speeches and arrange interviews for a client's top executives
- Evaluate public opinion of clients through social media
- Evaluate advertising and promotion programs to determine whether they are compatible with their organization's public relations efforts
- Help maintain their organization's image and identity

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Interior Designer

Interior designers make indoor spaces functional, safe, and beautiful by determining space requirements and selecting essential and decorative items, such as colors, lighting, and materials. They must be able to draw, read, and edit blueprints. They also must be aware of building codes, inspection regulations, and other considerations, such as accessibility standards.

CREATING, PERSUADING

Average Earnings: \$60,340

Projected Growth: 1%

Interior designers typically do the following:

- Search for and bid on new projects
- Determine the client's goals and requirements for the project
- Consider how the space will be used and how people will move through the space
- Sketch preliminary design plans, including electrical and partition layouts
- Specify materials and furnishings, such as lighting, furniture, wall finishes, flooring, and plumbing fixtures
- Create a timeline for the interior design project and estimate project costs
- Place orders for materials and oversee the installation of the design elements
- Oversee construction and coordinate with general building contractors to implement the plans and specifications for the project
- Visit the site after the project is complete, to ensure that the client is satisfied

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Graphic Designer

Graphic designers create visual concepts, using computer software or by hand, to communicate ideas that inspire, inform, and captivate consumers. They develop the overall layout and production design for applications such as advertisements, brochures, magazines, and reports.

CREATING, PERSUADING

Average Earnings: \$50,710

Projected Growth: 3%

Graphic designers typically do the following:

- Meet with clients or the art director to determine the scope of a project
- Use digital illustration, photo editing software, and layout software to create designs
- Create visual elements such as logos, original images, and illustrations to help deliver a message
- Design layouts, including selection of colors, images, and typefaces
- Present design concepts to clients or art directors
- Incorporate changes recommended by clients or art directors into final designs
- Review designs for errors before printing or publishing them

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Music Director or Composer

CREATING, HELPING,
PERSUADING

Average Earnings: \$49,130

Projected Growth: 5%

Music directors, also called *conductors*, lead orchestras and other musical groups during performances and recording sessions. Composers write and arrange original music in a variety of musical styles.

Music directors typically do the following:

- Select musical arrangements and compositions to be performed for live audiences or recordings
- Prepare for performances by reviewing and interpreting musical scores
- Direct rehearsals to prepare for performances and recordings
- Choose guest performers and soloists
- Audition new performers or assist section leaders with auditions
- Practice conducting to improve their technique
- Meet with potential donors and attend fundraisers

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Actor

CREATING, PERSUADING

Average Earnings: \$48,840

Projected Growth: 8%

Actors express ideas and portray characters in theater, film, television, and other performing arts media. They interpret a writer's script to entertain or inform an audience.

Actors typically do the following:

- Read scripts and meet with agents and other professionals before accepting a role
- Audition in front of directors, producers, and casting directors
- Research their character's personal traits and circumstances to portray the characters more authentically to an audience
- Memorize their lines
- Rehearse their lines and performance, including on stage or in front of the camera, with other actors
- Discuss their role with the director, producer, and other actors to improve the overall performance of the show
- Perform the role, following the director's directions

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News Analysts, Reporters, and Journalists

THINKING, CREATING, PERSUADING

Average Earnings: \$48,370

Projected Growth: -9%

News analysts, reporters, and journalists keep the public updated about current events and noteworthy information. They report international, national, and local news for newspapers, magazines, websites, television, and radio.

News analysts, reporters, and journalists typically do the following:

- Research topics that an editor or news director has assigned to them
- Develop relationships with experts and contacts who provide tips and leads on stories or articles
- Interview people who have information, analysis, or opinions about a story or article
- Analyze and interpret information to increase audience understanding of the news
- Write stories or articles for newspapers, magazines, or websites and create scripts to be read on television or radio
- Review stories or articles for accuracy, style, and grammar
- Update stories or articles as new information becomes available
- Investigate new story or article ideas and pitch ideas to editors

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Announcer

CREATING, PERSUADING

Average Earnings: \$37,500

Projected Growth: -4%

Announcers present news and sports or may interview guests on media such as radio and television. Disc jockeys (DJs) act as masters of ceremonies (emcees) or play recorded music at weddings, parties, or clubs.

Announcers and DJs typically do the following:

- Present music and information on radio or television shows or at venues
- Interview guests on their shows
- Research topics for comment and discussion during shows
- Read prepared scripts on radio or television shows or at venues
- Provide commentary for the audience during events
- Select program content
- Introduce upcoming acts and guide the audience through the entertainment
- Make promotional appearances at public or private events

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Barber, Hairdresser, or Cosmetologist

CREATING, HELPING,
PERSUADING

Average Earnings: \$29,680

Projected Growth: 11%

Barbers, hairstylists, and cosmetologists provide haircutting, hairstyling, and other services related to personal appearance.

Barbers, hairstylists, and cosmetologists typically do the following:

- Inspect and analyze hair, scalp, and skin to recommend services or treatment
- Discuss hairstyle options
- Shampoo, color, lighten, and condition hair
- Chemically change hair texture
- Cut, dry, and style hair
- Trim facial hair
- Receive payments from client
- Clean and disinfect all tools and work areas

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Architect

THINKING, CREATING

Average Earnings: \$80,180

Projected Growth: 3%

Architects plan and design houses, factories, office buildings, and other structures.

Architects typically do the following:

- Meet with clients to determine objectives and requirements for structures
- Give preliminary estimates on cost and construction time
- Prepare structure specifications
- Direct workers who prepare drawings and documents
- Prepare scaled drawings, either with computer software or by hand
- Prepare contract documents for building contractors
- Manage construction contracts
- Visit worksites to ensure that construction adheres to architectural plans
- Seek new work by marketing and giving presentations

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Multimedia Artist or Animator

CREATING

Average Earnings: \$75,270

Projected Growth: 4%

Multimedia artists and animators create two- and three-dimensional models, images that appear to move, and visual effects for television, movies, video games, and other forms of media.

Multimedia artists and animators typically do the following:

- Use computer programs and illustrations to create graphics and animation (images that appear to move)
- Work with a team of animators and artists to create a movie, game, or visual effect
- Research upcoming projects to help create realistic designs or animation
- Edit animation and effects on the basis of feedback from directors, other animators, game designers, or clients
- Meet with clients, other animators, games designers, directors, and other staff (which may include actors) to review deadlines and development timelines

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Writer or Author

CREATING

Average Earnings: \$69,510

Projected Growth: 4%

Writers and authors develop content for various types of media, including advertisements; blogs; books; magazines; and movie, play, and television scripts.

Writers and authors typically do the following:

- Choose subjects that interests readers
- Write fiction or nonfiction scripts, biographies, and other formats
- Conduct research to get factual information and authentic detail
- Write advertising copy for newspapers, magazines, broadcasts, and the Internet
- Present drafts to editors and clients for feedback
- Work with editors and clients to shape material for publishing

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Lawyer

THINKING, PERSUADING

Average Earnings: \$127,990

Projected Growth: 10%

Lawyers advise and represent individuals, businesses, and government agencies on legal issues and disputes.

Lawyers typically do the following:

- Advise and represent clients in courts, before government agencies, and in private legal matters
- Communicate with their clients, colleagues, judges, and others involved in the case
- Conduct research and analysis of legal problems
- Interpret laws, rulings, and regulations for individuals and businesses
- Present facts in writing and verbally to their clients or others, and argue on behalf of their clients
- Prepare and file legal documents, such as lawsuits, appeals, wills, contracts, and deeds

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Sales Manager

Sales managers direct organizations' sales teams. They set sales goals, analyze data, and develop training programs for organizations' sales representatives.

PERSUADING

Average Earnings: \$127,490

Projected Growth: 5%

Sales managers typically do the following:

- Resolve customer complaints regarding sales and service
- Prepare budgets and approve expenditures
- Monitor customer preferences to determine the focus of sales efforts
- Analyze sales statistics
- Project sales and determine the profitability of products and services
- Determine discount rates or special pricing plans
- Develop plans to acquire new customers or clients through direct sales techniques, cold calling, and business-to-business marketing visits
- Assign sales territories and set sales quotas
- Plan and coordinate training programs for sales staff

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Top Executive

Top executives plan strategies and policies to ensure that an organization meets its goals. They coordinate and direct work activities of companies and organizations.

PERSUADING

Average Earnings: \$98,980

Projected Growth: 6%

Top executives typically do the following:

- Establish and carry out departmental or organizational goals, policies, and procedures
- Direct and oversee an organization's financial and budgetary activities
- Manage general activities related to making products and providing services
- Consult with other executives, staff, and board members about general operations
- Negotiate or approve contracts and agreements
- Appoint department heads and managers
- Analyze financial statements, sales reports, and other performance indicators
- Identify places to cut costs and to improve performance, policies, and programs

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Physician or Surgeon

Physicians and surgeons diagnose and treat injuries or illnesses and address health maintenance. Physicians examine patients; take medical histories; prescribe medications; and order, perform, and interpret diagnostic tests. They often counsel patients on diet, hygiene, and preventive healthcare. Surgeons operate on patients to treat injuries, such as broken bones; diseases, such as cancerous tumors; and deformities, such as cleft palates.

THINKING

Average Earnings: \$208,000

Projected Growth: 3%

Physicians and surgeons typically do the following:

- Take a patient's medical history and perform a physical exam
- Document and update charts and patient information to show findings and treatments
- Order tests and consultations for other physicians or healthcare staff to perform
- Review test results to identify abnormal findings
- Recommend, design, and implement a treatment plan
- Address concerns or answer questions that patients have about their health and well-being
- Help patients take care of their health by discussing topics such as proper nutrition and hygiene

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Natural Sciences Manager

Natural sciences managers supervise the work of scientists, including chemists, physicists, and biologists. They direct activities related to research and development, and coordinate activities such as testing, quality control, and production.

THINKING, PERSUADING

Average Earnings: \$137,900

Projected Growth: 6%

Natural sciences managers typically do the following:

- Work with top executives to develop goals and strategies for researchers and developers
- Budget resources for projects and programs by determining staffing, training, and equipment needs
- Hire, supervise, and evaluate scientists, technicians, and other staff members
- Review staff members' methodology and the accuracy of their research results
- Monitor the progress of projects, review research performed, and draft operational reports
- Ensure that laboratories are stocked with equipment and supplies
- Provide technical assistance to scientists, technicians, and support staff
- Establish and follow administrative procedures, policies, and standards
- Communicate project proposals, research findings, and the status of projects to clients and top management

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Political Scientist

Political scientists study the origin, development, and operation of political systems. They research political ideas and analyze governments, policies, political trends, and related issues.

THINKING, CREATING, HELPING

Political scientists typically do the following:

Average Earnings: \$122,510

Projected Growth: 6%

- Research political subjects, such as the U.S. political system and foreign relations
- Collect and analyze data from sources such as public opinion surveys
- Develop and test political theories
- Evaluate the effects of policies and laws on government, businesses, and people
- Monitor current events, policy decisions, and other related issues
- Forecast political, economic, and social trends
- Submit research results by giving presentations and publishing articles

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Sociologist

Sociologists study society and social behavior by examining the groups, cultures, organizations, social institutions, and processes that develop when people interact and work together.

THINKING, CREATING, HELPING

Sociologists typically do the following:

Average Earnings: \$92,910

Projected Growth: 5%

- Design research projects to test theories about social issues
- Collect data through surveys, observations, interviews, and other sources
- Analyze and draw conclusions from data
- Prepare reports, articles, or presentations detailing their research findings
- Collaborate with and advise other social scientists, policymakers, or other groups on research findings and sociological issues

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Psychologist

Psychologists study cognitive, emotional, and social processes and behavior by observing, interpreting, and recording how people relate to one another and to their environments. They use their findings to help improve processes and behaviors.

THINKING, CREATING, HELPING

Average Earnings: \$81,040

Projected Growth: 6%

Psychologists typically do the following:

- Conduct scientific studies of behavior and brain function
- Observe, interview, and survey individuals
- Identify psychological, emotional, behavioral, or organizational issues and diagnose disorders
- Research and identify behavioral or emotional patterns
- Test for patterns that will help them better understand and predict behavior
- Discuss the treatment of problems with clients
- Write articles, research papers, and reports to share findings and educate others
- Supervise interns, clinicians, and counseling professionals

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Audiologist

Audiologists diagnose, manage, and treat patients who have hearing, balance, or related problems.

THINKING, HELPING

Average Earnings: \$78,950

Projected Growth: 10%

Audiologists typically do the following:

- Examine patients who have conditions related to the outer, middle, or inner ear
- Assess the results of the examination and diagnose problems
- Create treatment plans to meet patients' goals
- Provide care for routine procedures, such as testing
- Fit and dispense hearing aids and other assistive listening devices
- Counsel patients and their families on ways to listen and communicate, such as by lip reading or through technology
- Evaluate patients regularly to monitor their condition and modify treatment plans, as needed
- Record patient progress
- Research the causes and treatment of hearing and balance disorders
- Educate patients on ways to prevent hearing loss

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Epidemiologist

Epidemiologists are public health workers who investigate patterns and causes of disease and injury. They seek to reduce the risk and occurrence of negative health outcomes through research, community education and health policy.

THINKING, HELPING

Average Earnings: \$78,830

Projected Growth: 26%

Epidemiologists typically do the following:

- Plan and direct studies of public health problems to find ways to prevent them or to treat them if they arise
- Collect and analyze information—including data from observations, interviews, surveys, and samples of blood or other bodily fluids—to find the causes of diseases or other health problems
- Communicate findings to health practitioners, policymakers, and the public
- Manage programs through planning, monitoring progress, and seeking ways to improve
- Supervise professional, technical, and clerical personnel
- Write grant proposals to fund research

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Urban or Regional Planner

Urban and regional planners develop land use plans and programs that help create communities, accommodate population growth, and revitalize physical facilities in towns, cities, counties, and metropolitan areas.

THINKING, CREATING,
PERSUADING

Average Earnings: \$78,500

Projected Growth: 4%

Urban and regional planners typically do the following:

- Meet with public officials, developers, and the public regarding development plans and land use
- Administer government plans or policies affecting land use
- Gather and analyze data from market research, censuses, and economic and environmental studies
- Conduct field investigations to analyze factors affecting community development and decline, including land use
- Review site plans submitted by developers
- Assess the feasibility of proposals and identify needed changes
- Recommend whether proposals should be approved or denied
- Present projects to communities, planning officials, and planning commissions
- Stay current on zoning and building codes, environmental regulations, and other legal issues

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Historian

Historians research, analyze, interpret, and write about the past by studying historical documents and sources.

THINKING

Average Earnings: \$63,940

Projected Growth: 4%

Historians typically do the following:

- Gather historical data from various sources, including archives, books, and artifacts
- Analyze and interpret historical information to determine its authenticity and significance
- Trace historical developments in a particular field
- Engage with the public through educational programs and presentations
- Archive or preserve materials and artifacts in museums, visitor centers, and historic sites
- Provide advice or guidance on historical topics and preservation issues
- Write reports, articles, and books on findings and theories

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Dietitian or Nutritionist

Dietitians and nutritionists are experts in the use of food and nutrition to promote health and manage disease. They plan and conduct food service or nutritional programs to help people lead healthy lives.

THINKING, HELPING, PERSUADING

Average Earnings: \$61,650

Projected Growth: 7%

Dietitians and nutritionists typically do the following:

- Assess clients' nutritional and health needs
- Counsel clients on nutrition issues and healthy eating habits
- Develop meal and nutrition plans, taking clients' preferences and budgets into account
- Evaluate and monitor the effects of nutrition plans and practices and make changes as needed
- Promote healthy lifestyles by speaking to groups about diet, nutrition, and the relationship between good eating habits and preventing or managing specific diseases
- Create educational materials about healthy food choices and lifestyle
- Keep up with or contribute to the latest food and nutritional science research
- Document clients' progress

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Choosing the Right Career

Now that you've reviewed some possible careers, you may be wondering where to go next. Perhaps your list of suggested careers seems overwhelming and confusing. Perhaps you saw some career ideas that sounded interesting, but you're not sure how to proceed, or how to decide which is really best for you. This section is designed to give you a roadmap that you can use to navigate forward as you explore your career possibilities.

As you continue in your career search, it will be crucial that you have a system for evaluating your opportunities. You need a well-defined approach to looking at various careers and deciding whether they are worth further exploration. You've already taken the first step by assessing your interests, but now the task is to take that self-knowledge and translate it into a game plan for exploring your career options.

The first step is to clearly understand your criteria for the career path you seek. You don't need to know exactly which career is right for you, but you do need to know what you are looking for. You must understand the factors which are more important to your happiness and satisfaction in a career. Equally, you must understand the aspects of a career that you want to avoid, so that you don't end up in a job that frequently requires you to do things that are not a good fit.

This section will suggest some criteria that you may want to use as part of your career exploration process. These are based on your interest profile, but you will probably find that some of the suggested criteria seem more relevant to you than others. You may also find that you want to add to what is given here. Use these suggestions as a starting point to build your own system of evaluating possible careers.

What Makes Your Ideal Career?

In choosing a career, you want to be mindful of the factors that are most important to you. Many of these factors will be based on your interests and personality, but some will be unique to you. This section will provide you with some guidance in the factors that may be important to you in your career search.

Satisfying your core needs

An ideal career should satisfy your most fundamental motivations to work. Although everyone wants to feel a sense of purpose, we all differ in how we like to feel that we contribute. To understand what sort of career will be satisfying, you must understand the factors that create satisfaction for you.

Below, you will see a list of the factors that are most likely to be important to you in a career. Generally, if a career has all or most of these factors, you will find the day-to-day work satisfying. As you explore different careers, you can use this list as a sort of checklist for each potential career. The more closely a career seems to fit your list of core needs, the more likely you'll be happy with it in the long term.

Your Core Needs:

- Use my creative talents to do something original and unique to me
- Express my ideas, feelings and experiences
- Experience my senses through art, design, music, drama, or other aesthetic media
- Follow my inspiration to create what is authentic to me
- Use my charisma and powers of persuasion to motivate and influence other people
- Set exciting goals and take risks to achieve success
- Increase my power and standing within my field
- Promote novel ideas and impact key decisions to make my mark on the world

Doing tasks and activities that suit you

One of the most important aspects of job satisfaction is the extent to which your daily work fits with your preferred types of activities. Although this may seem obvious, it can be easy to overlook the mundane day-to-day aspects of a job that sounds exciting in the abstract. Before you decide a job is right for you, be sure you understand what the everyday tasks of that job entail, and compare these tasks with your preferred tasks listed below.

Your Preferred Tasks:

- Working with forms, colors, patterns, or other visual elements
- Working with aesthetic or expressive media like dance, music, or drama
- Creating a visually appealing presentation or design
- Coming up with an original idea with few or no guidelines to follow
- Working on what inspires you at the moment, rather than a predetermined task
- Being imaginative, creative, and original
- Selling products or services
- Leading or managing a team
- Pitching ideas or initiatives
- Starting a new business or other venture
- Speaking in front of groups of people
- Influencing people to your way of thinking

Avoiding what you don't like

Almost as important as understanding what tasks you enjoy is understanding which tasks and activities you would prefer to avoid. If some parts of a job are very appealing to you, but other aspects are boring, irritating, or otherwise unpleasant, it's unlikely you'll be happy in that job over the long term.

For each career you're considering, take stock of the typical daily activities and make sure that you will not have to spend significant time on tasks you don't enjoy. Although nobody has a job that they love all the time, it is important to avoid career paths that require a lot of time spent on activities that you simply aren't suited to.

Tasks to Avoid:

- Working with tools or machines
- Working with plants or animals
- Repairing or maintaining things, especially mechanical systems
- Building, constructing, or crafting things
- Being athletic or physical
- Making something tangible, practical and useful
- Managing data, files, or other forms of information
- Keeping things in order
- Developing organizational systems
- Following clear procedures
- Ensuring accuracy and correctness
- Maintaining efficient and well-ordered processes

Asking the important questions

As you explore careers, you will be asking many questions. You are probably already wondering about common concerns, like how much money you might make, how much education or training you will need, or how easy it might be to find a job in a particular field.

But it's also important that you ask questions that are personal to you and your interests. These questions will help you dial in to the careers that will suit your personality. Here, we suggest some questions that you may want to ask about each career you are seriously considering.

You might answer these questions by doing research online, in books, magazines, or trade journals, or by interviewing people in the field. You may find that the answers to some questions are not a clear “yes” or “no,” and that’s fine. The goal is not to get black-and-white answers to every question, but to gain a better and more complete understanding of whether a career is a good fit for you.

Your Key Questions:

- Will this career allow me to come up with my own unique and original way of doing things?
- Will this career allow me to be authentic and true to myself on the job?
- Does this career take advantage of my creative talents?
- Will this career put me in environments which are aesthetically pleasing and stimulating to the senses?
- Will this career allow me to influence and motivate other people?
- Will I feel powerful and important in this career?
- Will this career allow me to take risks and pursue exciting achievements?
- Will this career give me a platform to share my ideas and persuade other people to my point of view?

The Next Step

You've just made an excellent start to your career search process by exploring your interests, talents, preferences, and values. Give yourself a pat on the back!

Although choosing a career isn't an easy process, it can be an incredibly rewarding one when done right. By doing an objective assessment of who you are and what you are suited to, you've already gotten off to a huge head start.

You've digested a lot of information, so take a while to sit with it. When you're ready, come back to your list of careers and pick out the ones that sound most appealing. Click on the "Read more" link next to each of these careers to learn more about them. Use this as a jumping-off point to begin your own research.

You have plenty of work ahead of you to find your ideal career, but you should now feel well prepared to get started. We wish you the best of luck in your search!