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### MORE THAN A SCORE

We believe that you were born with a unique set of strengths. Standardized test scores and GPA measure only a fraction of your abilities. Indigo measures a much wider range of attributes, helping you to discover areas in which you will thrive.

### THERE ARE 3 SECTIONS TO THIS PROFILE:

1. **Style** - *"How you do things."* This section describes your behavioral style.

Knowing your style helps you choose an environment in which you will thrive.

2. **Motivators** - *"Why you do things."* This section describes what motivates you.

Knowing your motivators helps you choose a college program and career that is personally meaningful.

3. **Next Steps** - This section provides possible education and career paths.

## STYLE: YOUR STYLE

*This describes your basic, natural behavioral style. Everyone is different and there is no right or wrong way to be.*

raymond prefers working for a participative manager. He does his best work in this kind of environment. He likes quality social relationships. He often will become friends with his customers or clients. He is most likely to be at his best in situations where important things, such as values, judgments, feelings and emotions are involved. He prides himself on his "intuition." He places his focus on people. To him, strangers are just friends he hasn't met! His goal is to have and make many friends. At work, he is good at maintaining friendly public relations. He has a strong ego and usually projects this ego in friendly terms. He wants to be seen as his own person, but usually projects it in friendly terms. He influences most people with his warmth. raymond likes freedom from many controls. He likes public recognition for his achievements. One of his motivating factors is recognition and "strokes."

raymond may leap to a favorable conclusion without considering all the facts. Because of his trust and willing acceptance of people, he may misjudge the abilities of others. He likes to be involved in the decision-making process. He tends to break the rules and then attempts to sell you on the fact it was the proper thing to do. raymond is good at solving problems that deal with people. When he has strong feelings about a particular problem, you should expect to hear these feelings, and they will probably be expressed in an emotional manner. He usually makes decisions after gathering some facts and supporting data. He may be inconsistent in disciplining others.

raymond usually uses many gestures when talking. He judges others by their verbal skills and warmth. Some see him as too talkative and emotional. He tends to influence people to his way of thinking by using verbiage as compared with others who like to use reports. raymond may have a tendency to oversell certain styles. He is comfortable with most people and can be quite informal and relaxed with them. Even when dealing with strangers, raymond will attempt to put them at ease. He has the ability to look at the whole problem; for example, thinking about relationships, being concerned about the feelings of others and focusing on the real impact of his decisions and actions. It is important for raymond to use his people skills to "facilitate" agreement between people. He tends to look at all the things the group has in common, rather than key in on the differences.

## STYLE: WHAT OTHERS MAY VALUE IN YOU

- People-oriented.
- Positive sense of humor.
- Optimistic and enthusiastic.
- Self-reliant.
- Negotiates conflicts.
- Team player.
- Dedicated to his own ideas.
- Has the confidence to do the difficult assignments.
- Verbalizes his feelings.

## STYLE: POTENTIAL WEAKNESSES WITH YOUR STYLE

*Every behavioral style has inherent positives and negatives. This section lists some possible behaviors that may hold you back in life. Knowing what they are will help you get along with others and reduce stress.*

- Make decisions based on surface analysis.
- Be overly enthusiastic about his own shortcomings (weaknesses) and the shortcomings of others.
- Be too verbal in expressing criticism.
- Be inattentive to detail unless that detail is important to him or if detail work is of a short duration.
- Have difficulty planning and controlling time expenditure.
- Be optimistic regarding possible results of his projects or the potential of his people.

## STYLE: HOW OTHER PEOPLE SHOULD COMMUNICATE WITH YOU...

*This page provides other people a list of things to DO when communicating with you. This is how you like to be communicated with. Everyone has different communication styles. Knowing your style and acknowledging other's styles is critical to success in any job or relationship.*

- Be brief--be bright--be gone.
- Flatter his ego.
- Use a balanced, objective and emotional approach.
- Use a motivating approach, when appropriate.
- Look for his oversights.
- Deal with details in writing, have him commit to modes of action.
- Clarify any parameters in writing.
- Plan interaction that supports his dreams and intentions.
- Talk about him, his goals and the opinions he finds stimulating.
- Understand his defiant nature.
- Provide solutions--not opinions.

## STYLE: ... AND HOW OTHERS SHOULD NOT COMMUNICATE WITH YOU

*This page provides other people a list of things NOT to do when communicating with you. Everyone has different communication styles. Knowing your style and acknowledging other's styles is critical to success in any job or relationship.*

- Give him your opinion unless asked.
- Talk down to him.
- Be curt, cold or tight-lipped.
- "Dream" with him or you'll lose time.
- Legislate or muffle--don't overcontrol the conversation.
- Hesitate when confronted.
- Ramble.
- Drive on to facts, figures, alternatives or abstractions.
- Be paternalistic.
- Waste time trying to be impersonal, judgmental or too task-oriented.
- Let him overpower you with verbiage.
- Be dictatorial.

## STYLE: YOUR STRENGTHS

*These are areas where you really shine! Use these strengths to talk about yourself on college applications, job/internship interviews, and with teammates for school projects and extracurricular activities. Practice using your strengths every opportunity you can.*

- Motivates others to be the best they can be.
- Positively promotes the image of the organization.
- Tends to promote traditional ideas and beliefs of the organization.
- Expresses all that is great about a system of living.
- Not easily deterred by setbacks.
- Bottom-line focused when leading others.
- A leader for those who share his traditions.
- Assertively champions causes he strongly believes in.

## STYLE: SOME POTENTIAL CHALLENGES

*The areas below are things to be careful of because they may create roadblocks to your success. Identify any areas that may be affecting your success now and develop an action plan to overcome these challenges.*

- He may overestimate his authority.
- May only interact with those he feels complement his goals.
- May be ineffective in sharing his system of living with others.
- May overlook contradictions in his own way of living.
- May not realize the negative consequences of his quick decisions.
- Can set personal standards too high.
- May contradict his beliefs to get results.
- Quick decisions may conflict with his system for living.

## STYLE: YOUR IDEAL WORK ENVIRONMENT

*An ideal working environment for you should include elements from this list.*

- Freedom from controls, supervision and details.
- Nonroutine work with challenge and opportunity.
- An environment where he can "lead the parade".
- Ability to be self-starting and forward looking as it relates to challenging the status quo.
- Forum to champion the way in which things should be done.
- Opportunity to make an existing system quicker, better and faster.

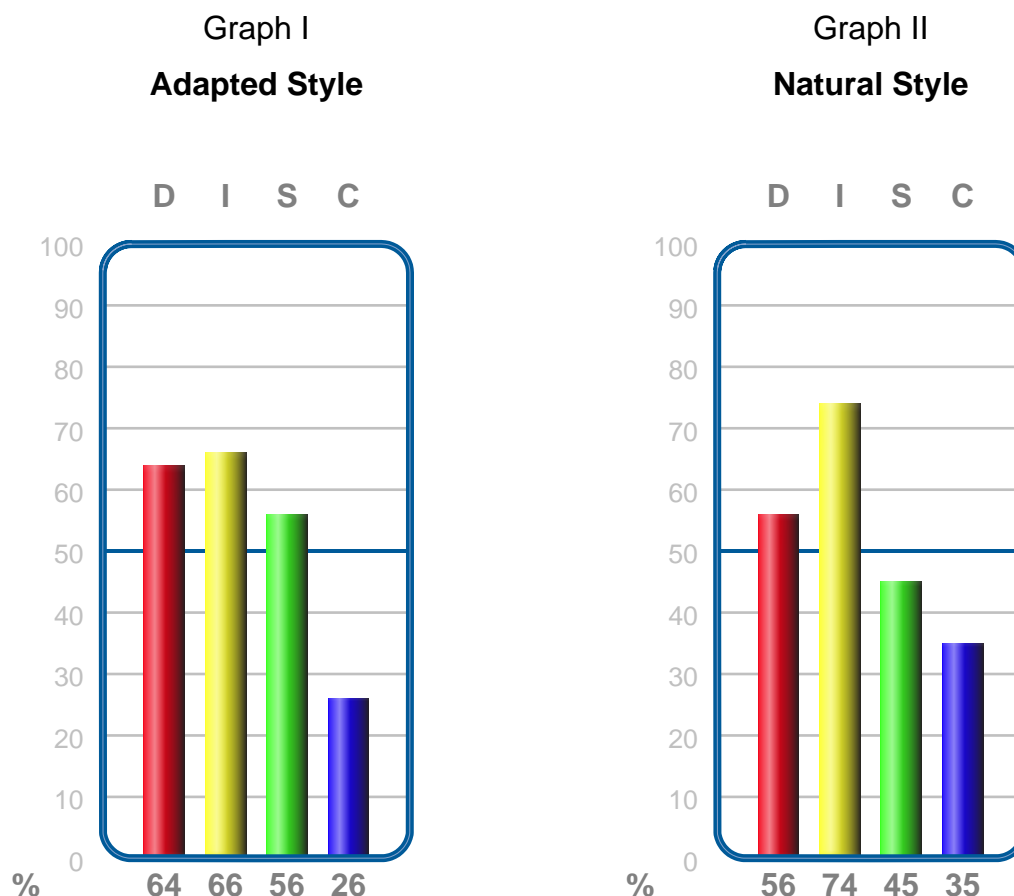
## STYLE: THINGS YOU MAY WANT FROM OTHERS

*People are more motivated when they choose careers and college programs that satisfy their unique set of "wants".*

- Power and authority to take the risks to achieve results.
- Rewards to support his dreams.
- A podium to express ideas, vision and experiences.
- Power and control over outcomes and goals.
- Goals and results that stem from a system he believes in.
- All systems and structures to be efficient and move things toward the desired result.

## STYLE: YOUR STYLE INSIGHTS® GRAPHS

The graphs below represent your adapted and natural behavioral styles based on the DISC model. D stands for dominance. I stands for influencing. S stands for steadiness. C stands for compliance. The graph on the right represents your natural style and the graph on the left represents your adapted style based on current circumstances.



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**D, the red bar on the graphs, stands for Dominance.** High D's tend to be direct, forceful, challenge oriented, and bold. Low D's tend to be non-confrontational, low key, cooperative, and agreeable. The emotion associated with high D's is anger.

*Famous high D's are Hillary Clinton and Donald Trump.*

**I, the yellow bar on the graphs, stands for Influencing.** High I's tend to be enthusiastic, persuasive, talkative, and trusting. Low I's tend to be reflective, skeptical, factual, and matter of fact. The emotion associated with high I's is optimism.

*Famous high I's are Will Ferrell and Oprah Winfrey.*

**S, the green bar on the graphs, stands for Steadiness.** High S's tend to be steady, patient, predictable, and calm. Low S's tend to be change oriented, flexible, restless, and impatient. The emotion associated with high S's is non-emotional – they do not readily display their emotions.

*Famous high S's are Michelle Obama and Gandhi.*

**C, the blue bar on the graphs, stands for Compliance.** High C's tend to be analytical, cautious, accurate, and detail oriented. Low C's tend to be independent, unsystematic, stubborn, and unconcerned with details. The emotion associated with high C's is fear.

*Famous high C's are Al Gore and Hermione from Harry Potter.*



## MOTIVATORS: INTRODUCTION TO WHAT MOTIVATES YOU

This section describes why you do things. Motivators are like an engine beneath the hood of a car. Motivators aren't easily seen from the outside but they are what power you. This is important to your college and career choice because motivators correlate directly to fulfillment and meaning. Most people are happiest selecting a major and career based on their top two motivators.

When interpreting your motivator scores, think of your motivators as related to a fire hose. Your top motivators are a widespread stream that covers all aspects of your life. Your bottom motivators are like a concentrated stream and only appear in specific areas where that motivator matters to you.

The Indigo Assessment measures six motivators:

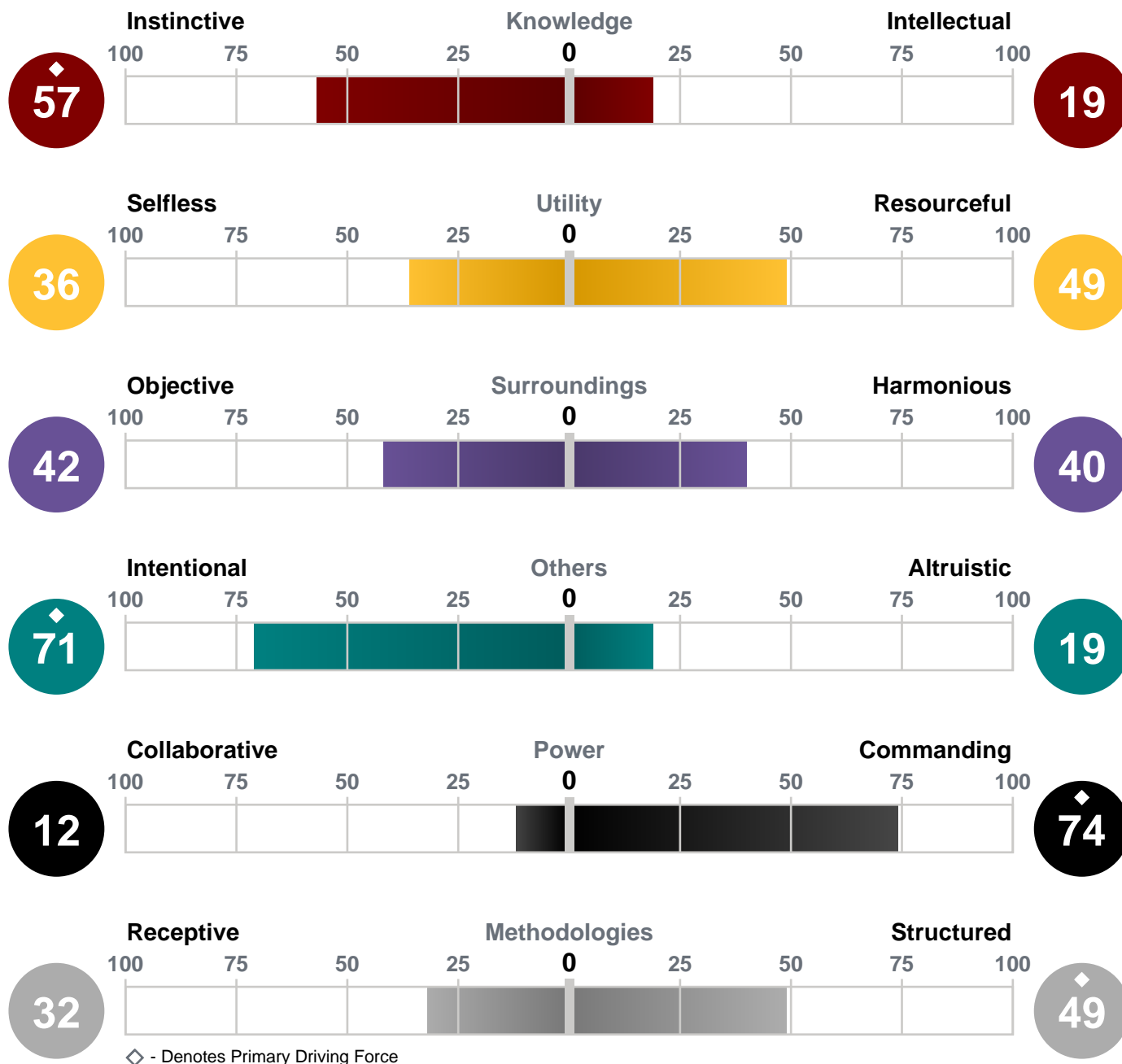
1. **Aesthetic** – Desire for form, harmony and beauty.
2. **Individualistic** – Desire for control, rank and power.
3. **Social** – Desire to help others and solve social problems.
4. **Theoretical** – Desire to learn for the sake of knowledge.
5. **Traditional** – Desire to live by a set of rules, standards or beliefs.
6. **Utilitarian** – Desire for a return on investment of time, energy or money.

The next page ranks your relative passion for each of the six motivators. The pages following your ranking list your motivators in order of importance to you and how each motivator may affect your life decisions at this time.

For more information about motivators visit [www.IndigotheAssessment.com](http://www.IndigotheAssessment.com) .

## DRIVING FORCES GRAPH

Eduard Spranger first defined six primary types or categories to define human motivation and drive. These six types are Theoretical, Utilitarian, Aesthetic, Social, Individualistic and Traditional. The 12 Driving Forces are derived by looking at each motivator on a continuum and describing both ends. All of the twelve descriptors are based on six keywords, one for each continuum. The six keywords are Knowledge, Utility, Surroundings, Others, Power and Methodologies. Focus on activities and work that relate to your highest driving forces scores.



## MOTIVATORS: HOW THE INDIVIDUALISTIC MOTIVATOR MAY AFFECT YOUR LIFE DECISIONS

*High individualistic scores indicate the desire to gain power, lead others, and advance in position. Typically, high "individualistics" want to appear in the public eye. This motivator is sometimes called the political value. If individualistic is one of your top two motivators, you will not feel satisfied unless you are in control of your own destiny and are publically recognized for your contributions.*

- raymond has the desire to assert himself and to be recognized for his accomplishments.
- He believes "if at first you don't succeed try, try again."
- He wants to control his own destiny and display his independence.
- People who are determined and competitive are liked by raymond.
- Maintaining individuality is strived for in relationships.
- If necessary, raymond will be assertive in meeting his own needs.
- raymond takes responsibility for his actions.
- raymond likes to be in situations that allow him the freedom to control his destiny and the destiny of others. His team's strategy is to attempt to dilute outsiders' influence on the results of their goals.
- raymond believes "when the going gets tough, the tough get going."

## MOTIVATORS: HOW THE TRADITIONAL MOTIVATOR MAY AFFECT YOUR LIFE DECISIONS

*High traditional scores indicate a desire to live by a certain set of standards or beliefs that provide a basis for making life decisions. Typically, high "traditionals" have a very strong "faith" or strong cultural values. If this is a primary motivator, it's important to identify where your traditional values stem from. You can have a high traditional score and not embrace a religion, for example. You may base your traditions on family, a strong internal moral compass, or culture. If traditional is one of your top two motivators, you will not feel satisfied unless your beliefs are respected and you are allowed to live and work in a way that aligns with those beliefs.*

- He believes strongly in his opinions.
- He will evaluate others based on his rules for living.
- raymond lets his conscience be his guide.
- raymond likes unity and order in his life.
- He is true to his personal vision.
- Following proven procedures is more important than quick fixes.

## MOTIVATORS: HOW THE UTILITARIAN MOTIVATOR MAY AFFECT YOUR LIFE DECISIONS

*High utilitarian scores indicate a desire to get a return on investment. Investments may be financial, time or energy. Typically "utilitarians" focus on results and may be money motivated. This value often includes the practical affairs of the business world- the production, marketing and consumption of goods, and the accumulation of tangible wealth. If utilitarian is one of your top two motivators, you will not feel satisfied unless you feel like you are receiving a return on your investment of time or energy.*

- He will work long and hard to satisfy his needs.
- He may use wealth as a yardstick to measure his work effort.
- The accumulation of material possessions results from his ability to follow through and accomplish goals.
- raymond is good at achieving goals.
- raymond tends to give freely of time and resources, but will want and expect a return on his investment.

## MOTIVATORS: HOW THE AESTHETIC MOTIVATOR MAY AFFECT YOUR LIFE DECISIONS

*High aesthetic scores indicate a desire to experience form, beauty and harmony in the world. Typically "aesthetics" need an attractive living and working environment. They may enjoy nature, various art forms and can be excellent long-range planners due to their desire to create harmonious outcomes. A high score does not necessarily mean that you have talents in creative artistry. If aesthetic is one of your top two motivators, you will not feel satisfied unless your physical environment is appealing to you and your aesthetic value is utilized in your working environment.*

- raymond may desire fine things for his spouse or family members.
- At times raymond will look for the beauty in all things.
- The need for the appreciation of beauty is determined on an individual basis and is not generalized in terms of the total world around him.
- There could be a specific area that is of great interest to him. For instance, he may be appreciative of the natural beauty of mountains and streams, but may not be overly impressed by the works of Picasso or Rembrandt.

## MOTIVATORS: HOW THE THEORETICAL MOTIVATOR MAY AFFECT YOUR LIFE DECISIONS

*High theoretical scores indicate a desire to discover truths by learning for the sake of knowing. Typically, high "theoreticals" like to study, read, seek knowledge, and research. If theoretical is one of your top two motivators, you will not feel satisfied unless you are continually challenged with new information and given opportunities to learn new things.*

- When required, raymond will seek knowledge to better understand a particular situation.
- He may have a hobby or special interest that drives the need to know everything about a particular subject, such as computers, baseball scores, etc.
- For raymond, personal experiences are a key factor in decision making.
- raymond will only read books that relate to his chosen field or special interests.
- He will attempt to take the practical approach and not over-analyze the process.
- raymond can be turned off by people who talk about things in detail if he has no interest in the subject.
- raymond will use an instinctual approach to problem solving.
- raymond will have a tendency to read only the articles in newspapers or magazines that appeal to his special interests.
- raymond will not seek knowledge based on curiosity or just for the sake of knowledge.

## MOTIVATORS: HOW THE SOCIAL MOTIVATOR MAY AFFECT YOUR LIFE DECISIONS

*High social scores indicate the desire to help others and an inherent love of people. Typically "socials" are altruistic and are motivated to give back to society in some way. They might volunteer, spend time on community projects and charities, or solve global, social, and environmental problems. If social is one of your top two motivators, you will not feel satisfied if you are not doing something that helps others.*

- He will be firm in his decisions and not be swayed by unfortunate circumstances.
- raymond's passion in life will be found in one or two of the other dimensions discussed in this report.
- raymond will be torn if helping others proves to be detrimental to him.
- raymond is willing to help others if they are working as hard as possible to achieve their goals.
- Believing that hard work and persistence is within everyone's reach - he feels things must be earned, not given.
- He will not normally allow himself to be directed by others unless it will enhance his own self-interest.

## NEXT STEPS: CHOOSE A PATH

Your Indigo Assessment provides you with information by which you can choose a career and college that is aligned with your natural strengths and preferences.

Sharing your profile with others will provide additional insight about yourself and how to use this information wisely.

Forging the life you want takes time, discipline, hard work, courage, and a lot of trial and error. The fastest way to success is by starting with who you are and finding a college and career option that fits you.



### COMING SOON...

Watershed is building an online matching system and job database that helps you discover careers and college programs that you will love.

**Stay tuned to our progress at [www.IndigotheAssessment.com](http://www.IndigotheAssessment.com) .**

## NEXT STEPS: POSSIBLE DEGREE MATCHES

*These are potential degrees and directions that fit your personal profile. Not all of these will be a perfect fit. However, they provide a good starting point for programs to research and consider.*

### Arts and Sciences

Broadcasting  
Composition, Writing  
Criminology, Forensics  
Entertainment and Arts Management  
Film and Television Production  
International Studies and Relations  
Meteorology  
Political Science  
Radio and Broadcast Communications  
Web Design, Web Administration

### Business

Advertising  
Business Communications, Public Relations  
Business Management, Consulting  
Construction Management  
Facilities Planning and Management  
Finance and Investments  
General Business  
General Management  
Hospitality, Hotel Management  
Labor and Industrial Relations  
Marketing

### Career and Technical

Building Inspector  
Entrepreneurism  
Home Maintenance and Repair

### Engineering

Industrial Engineering  
Operations Research

### Environmental, Agriculture and Food

Culinary Science  
Landscape Architecture

## NEXT STEPS: POSSIBLE DEGREE MATCHES

### Evolving Opportunities

Computer Programming  
Ecommerce  
Entrepreneurial Studies  
Inside Sales  
Multimedia, Digital Communications  
Online Marketing, Social Media  
Outside Sales  
Social Entrepreneurism  
Web Development

### Health Sciences

Kinesiology

### Other Career Paths

Apparel Fashion  
Business Sales  
Event Planning  
Interior Design  
Recreation and Tourism  
Restaurant Management



## NEXT STEPS: POSSIBLE CAREER IDEAS

Today's workplace is in constant change and careers are evolving to keep pace. It is not unusual for people to change careers 4-5 times during their lives. Research indicates that over 50% of working people hold jobs that do not utilize their natural talents, so they are neither fully motivated nor satisfied in their work.

Given these realities, it is more important than ever to make informed career decisions based on a solid understanding of yourself. The list of jobs below has been designed to spark your imagination and provide ideas. The message is: **"Your options are many."** These ideas are not meant to put you in a box or represent a definitive list of options. If your dream job isn't on the list, don't worry, go for it!

For more information on any job, input the listed code at the O\*NET database - <http://online.onetcenter.org>.

CODE	EDUCATION	OCCUPATION
19-2011	4+	Astronomer
11-9032	4+	Educational Administrator, Elementary & Secondary School
11-3031	4+	Financial Manager
11-2031	4+	Public Relations Manager
11-2022	4+	Sales Manager
11-2011	4+	Advertising & Promotion Manager
41-4011	4	Sales Representative
27-3031	4	Public Relations Specialist
27-3011	4	Announcer - Radio & TV
27-2032	4	Choreographer
27-2022	4	Coach & Scout
27-2021	4	Athlete & Sports Competitor
27-2012	4	Producer & Director
25-2022	4	Teacher, Middle School
13-1199.04	4	Business Continuity Planner
13-1121	4	Meeting & Convention Planner
11-9111	4	Medical & Health Services Manager
11-9081	4	Lodging Manager
11-1021	4	General & Operations Manager
11-1011	4	Chief Executive
27-1022	2-4	Fashion Designer
25-1194	2-4	Teacher, Post-secondary Vocation Education
17-3026	2-4	Industrial Engineering Technician
15-1099.05	2-4	Web Administrator
41-9022	2	Real Estate Sales Agent
41-3011	2	Advertising Sales Agent
43-5011	HS	Cargo & Freight Agent

## STUDY TIPS

- Track your time and see how you are spending it and add more time for studying if needed.
- Review your notes after class.
- Don't doodle.
- Don't let your ego keep you from studying.
- Review notes from previous lessons to prepare yourself for the next.
- Listen for ideas and facts to support the main idea.
- Think positively about subjects that give you difficulty.
- Read an article on listening and note taking.
- Take meaningful notes.
- Socialize after studying - not before.
- Use recitation to embed fact and ideas.

## Strengths

Motivates others to be the best they can be.

Positively promotes the image of the organization.

Tends to promote traditional ideas and beliefs of the organization.

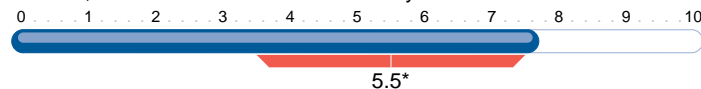
Expresses all that is great about a system of living.

Not easily deterred by setbacks.

A leader for those who share his traditions.

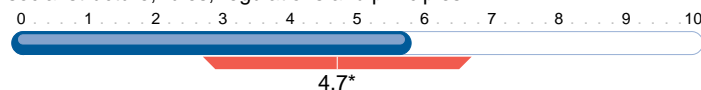
## Motivators

**1. Individualistic/Political** - Rewards those who value personal recognition, freedom, and control over their own destiny and others.



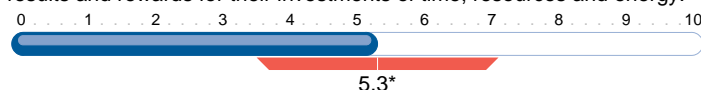
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**2. Traditional/Regulatory** - Rewards those who value traditions inherent in social structure, rules, regulations and principles.



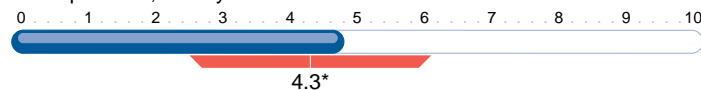
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**3. Utilitarian/Economic** - Rewards those who value practical accomplishments, results and rewards for their investments of time, resources and energy.



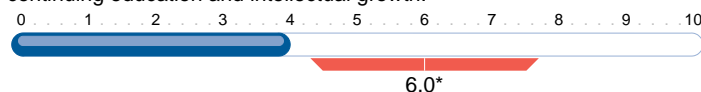
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**4. Aesthetic** - Rewards those who value balance in their lives, creative self-expression, beauty and nature.



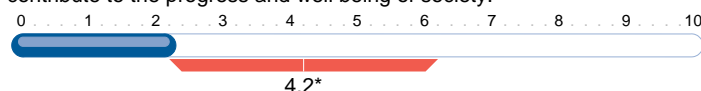
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**5. Theoretical** - Rewards those who value knowledge for knowledge's sake, continuing education and intellectual growth.

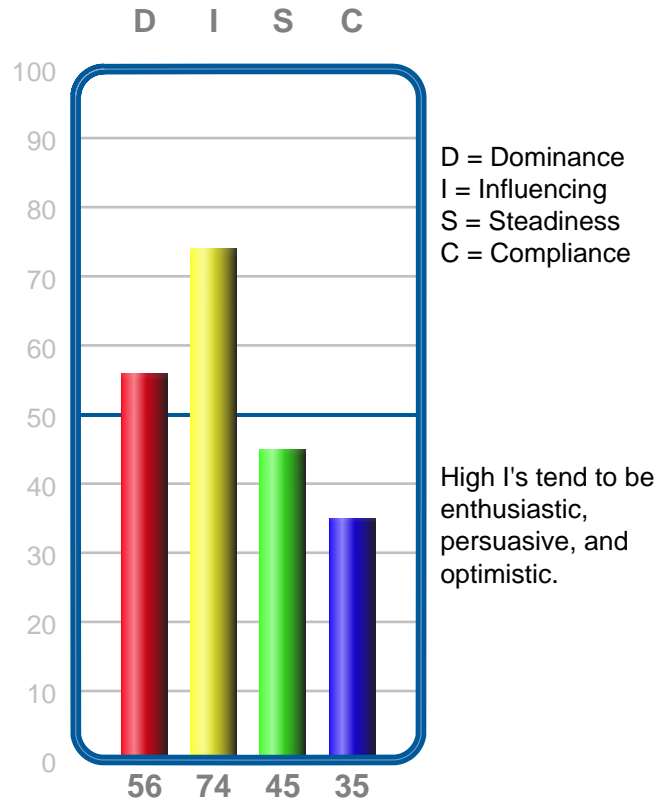


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**6. Social** - Rewards those who value opportunities to be of service to others and contribute to the progress and well being of society.



2.3



## Value to a Team

Optimistic and enthusiastic.

Builds confidence in others.

Has the confidence to do the difficult assignments.

Bottom line-oriented.

Positive sense of humor.

Self-reliant.