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10-12-2016



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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.*

simon wants to be viewed as self-reliant and willing to pay the price for success. He seeks his own solutions to problems. In this way, his independent nature comes into play. Some may view him as being stubborn and opinionated. He views it as the price you must pay for success. He may try to "explain" his stubbornness in positive terms. He displays a high energy factor and is optimistic about the results he can achieve. The word "can't" is not in his vocabulary. simon appreciates others who are team players and will reward those who are loyal. He likes to be forceful and direct when dealing with others. His desire for results is readily apparent to the people with whom he works. He can be aggressive and direct, but still be considerate of people. Other people realize that directness is one of his great strengths. He can be successful at many things, not because of versatility but rather because of his determination to win. Most people see him as a high risk-taker. His view is, "nothing ventured, nothing gained." He is an aggressive individual who wins through hard work and persistence; that is, he will come up with a good idea and follow through.

simon is decisive and prefers to work for a decisive manager. He can experience stress if his manager does not possess similar traits. Sometimes he becomes emotionally involved in the decision-making process. He is a good problem solver and troubleshooter, always seeking new ways to solve old problems. He finds it easy to share his opinions on solving work-related problems. When faced with a tough decision, he will try to sell you on his ideas. He should realize that at times he needs to think a project through, beginning to end, before starting the project. Sometimes he may be so opinionated about a particular problem that he has difficulty letting others participate in the process. Many people see his decisions as high-risk decisions. However, after the decision is made, he tends to work hard for a successful outcome.

simon may sometimes mask his feelings in friendly terms. If pressured, simon's true feelings may emerge. He tends to influence people by being direct, friendly and results-oriented. He is influenced by people who communicate with a logical presentation of the facts, impressed by the apparent efficiency involved. He may lose interest in what others are saying if they ramble or don't speak to the point. His active mind is already moving ahead. simon likes people who give him options as compared to their opinions. The options may help him make decisions, and he values his own opinion over that of others! He likes people who present their case effectively. When they do, he can then make a quicker assessment or decision. He challenges people who volunteer their opinions. He has the ability to ask the right questions and destroy a shallow idea. Some people may feel these questions are a personal attack upon their integrity; however, this is just his way of getting the appropriate facts.

## STYLE: WHAT OTHERS MAY VALUE IN YOU

- Accomplishes goals through people.
- Creative in his approach to solving problems.
- Self-starter.
- Dedicated to his own ideas.
- Inner-directed rather than tradition-directed--brings fresh ideas for solving problems.
- Tenacious.
- Has the confidence to do the difficult assignments.
- Usually makes decisions with the bottom line in mind.
- Can support or oppose strongly.

## 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.*

- Overstep authority and prerogatives--will override others.
- Make "off the cuff" remarks that are often seen as personal prods.

## 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.*

- Use a motivating approach, when appropriate.
- Clarify any parameters in writing.
- Look for his oversights.
- Support the results, not the person, if you agree.
- Understand his defiant nature.
- Expect him to return to fight another day when he has received a "no" answer.
- Define the problem in writing.
- Provide "yes" or "no" answers--not maybe.
- Flatter his ego.
- Read the body language--look for impatience or disapproval.
- Ask specific (preferably "what?") questions.
- Provide questions, alternatives and choices for making his own decisions.

## 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.*

- Let him overpower you with verbiage.
- Be paternalistic.
- Muffle or overcontrol.
- Let disagreement reflect on him personally.
- Be redundant.
- Ramble on, or waste his time.
- Take credit for his accomplishments.
- Forget or lose things, be disorganized or messy, confuse or distract his mind from business.
- Reinforce agreement with "I'm with you."
- Direct or order.
- Ask rhetorical questions, or useless ones.

## 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.*

- Seeks the challenge and opportunity to win.
- A strong influencer.
- Offers informed opinions on a variety of topics.
- Demonstrates a forward-looking approach to old questions.
- Leads by example and in a quiet and methodical way.
- Methodically follows a strategy to achieve.
- Will keep sensitive information under lock and key.
- Delivers his knowledge and wisdom objectively.

## 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.*

- Takes on too much, too soon, too fast to maintain control.
- May not realize the negative consequences of his quick decisions.
- The need to research everything and the corresponding need to do everything too soon and too fast.
- Impatient when gathering information.
- Forgives but has a hard time forgetting.
- A fear of change prevents him from advancing.
- May not pursue knowledge if it jeopardizes his security.
- Resents change without logical facts and reasoning behind the change.

## STYLE: YOUR IDEAL WORK ENVIRONMENT

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

- Forum to express ideas and viewpoints.
- Little conflict between people.
- New and challenging questions or projects.
- Information and time to make decisions.
- Opportunity to be the silent leader behind the team.
- A forum for leveraging loyalty and long-term relationships for the betterment of the organization.

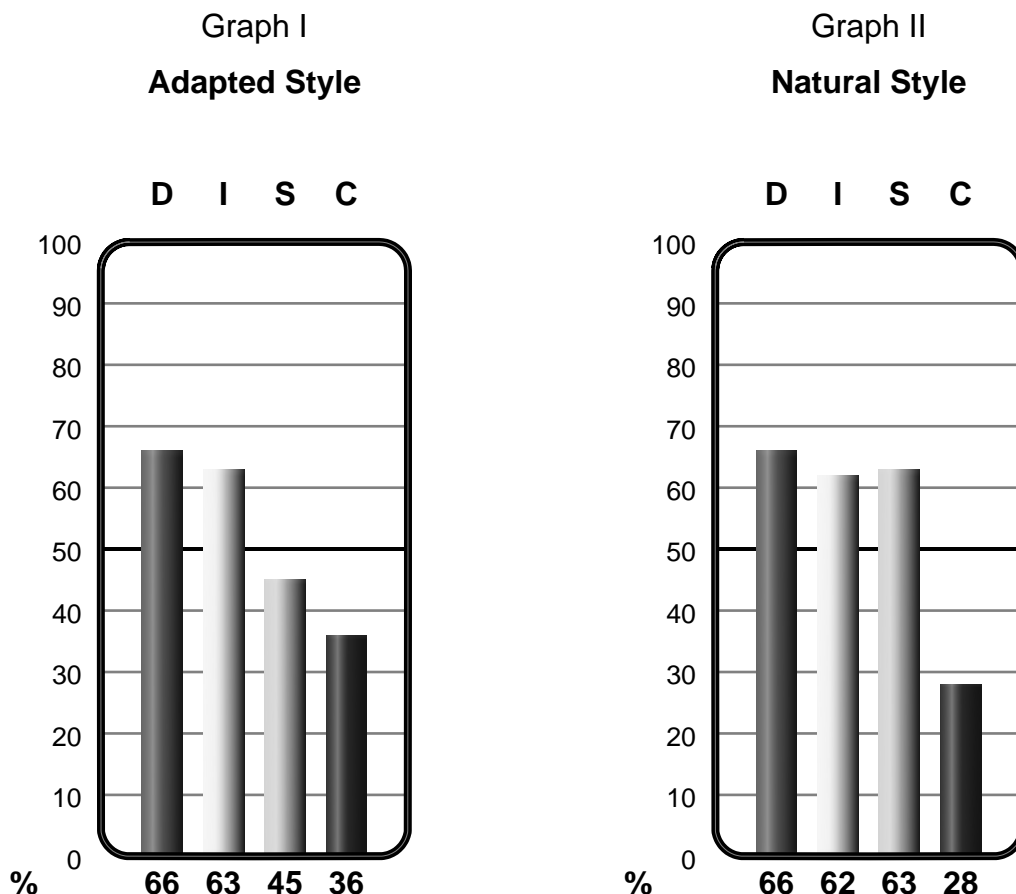
## STYLE: THINGS YOU MAY WANT FROM OTHERS

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

- Opportunity to verbalize his ideas and demonstrate his skills.
- Constant appreciation, and a feeling of security on the team.
- Complete information in bulleted format for his own investigation.
- To support others through the gathering and delivery of information.
- Time to determine when and where to share information.
- Control over keeping the process consistent and methodical.

## 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:

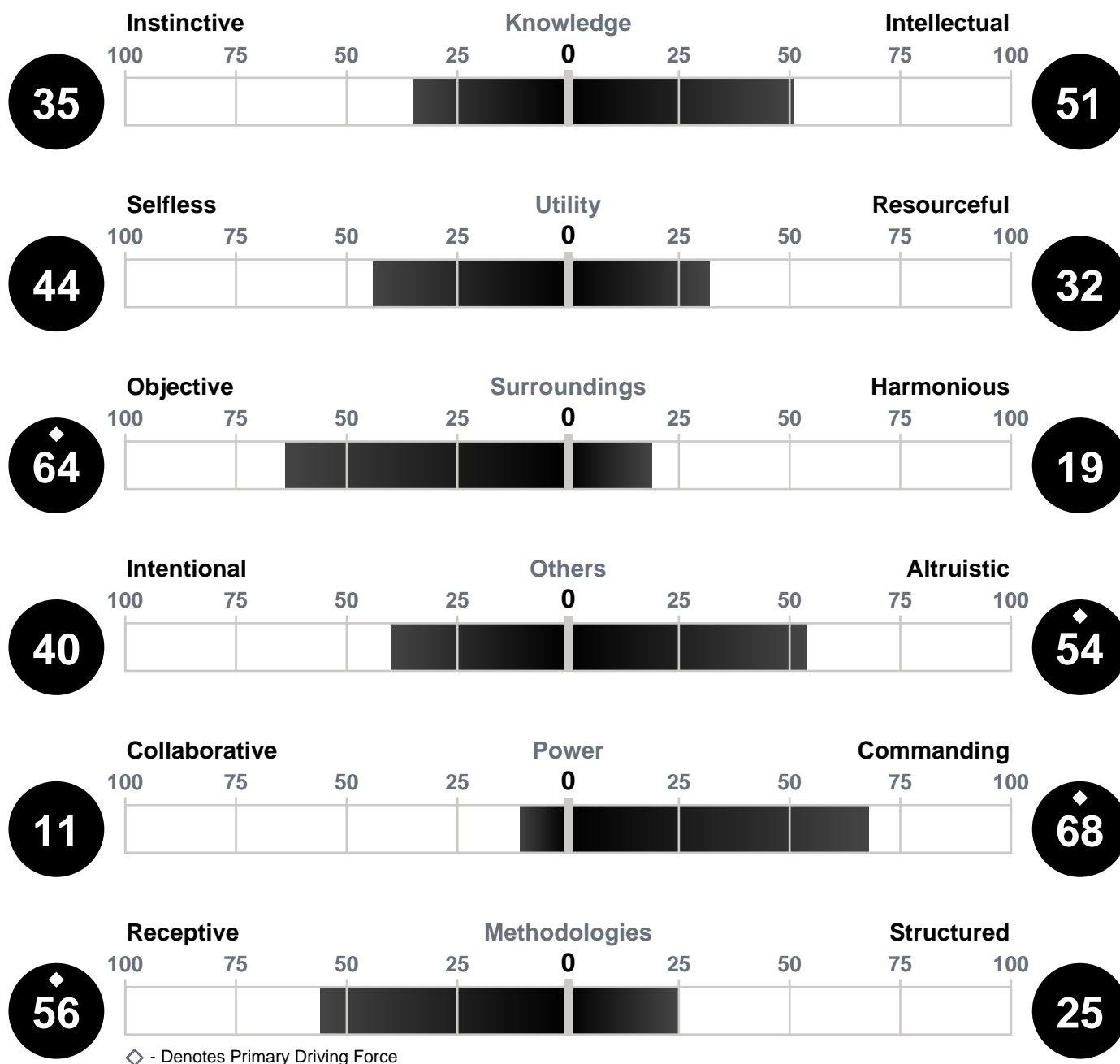
1. **Aesthetic** – Desire for form, harmony and beauty.
2. **Individualistic** – Desire for control, rank and power.
3. **Social** – Desire to help others and solve social problems.
4. **Theoretical** – Desire to learn for the sake of knowledge.
5. **Traditional** – Desire to live by a set of rules, 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.*

- He wants to control his own destiny and display his independence.
- simon believes "when the going gets tough, the tough get going."
- simon 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."
- If necessary, simon will be assertive in meeting his own needs.
- People who are determined and competitive are liked by simon.
- Maintaining individuality is strived for in relationships.
- simon 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.
- simon takes responsibility for his actions.

## 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.*

- simon is comfortable around people who share his interest for knowledge and especially those people with similar convictions.
- He will usually have the data to support his convictions.
- simon has the potential to become an expert in his chosen field.
- A comfortable job for simon is one that challenges his knowledge.
- He may have difficulty putting down a good book.
- simon is very good at integrating past knowledge to solve present problems.

## 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.*

- simon's desire to help others (even to his own detriment) or decision not to help others, is reviewed on an individual basis.
- simon will definitely attempt to help an individual or group overcome a predicament, but only if they have "touched the right chords" within him.

## 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 evaluate some decisions but not necessarily all based on their utility and economic return.
- simon will become money motivated when he wants to satisfy one of the other motivators mentioned in this report.
- He will use wealth as a yardstick to measure his work effort with certain activities.
- simon can give freely of time and resources to certain causes and feel this investment will result in a future return on his investment.
- simon will not alter his lifestyle in order to acquire something unless there is an immediate need (or the situation is critical).
- Money itself is not as important as what it will buy.

## 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 will not be afraid to explore new and different ways of interpreting his own belief system.
- Traditions will not place limits or boundaries on simon.
- In many cases, simon will want to set his own rules which will allow his own intuition to guide and direct his actions.
- It may be hard to manipulate simon because he has not defined a philosophy or system that can provide immediate answers to every situation.
- simon can be creative in interpreting other systems or traditions and selective in applying those traditions.
- simon's passion in life will be found in one or two of the other dimensions discussed in this report.
- He will work within a broadly defined set of beliefs.

## 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.*

- simon's passion in life will be found in one or two of the other motivators discussed in this report.
- Intellectually, simon can see the need for beauty, but has difficulty buying the finer things in life.
- simon is not necessarily worried about form and beauty in his environment.
- Unpleasant surroundings will not stifle his creativity.
- He is a very practical person who is not sensitive to being in harmony with his surroundings.
- The utility of "something" is more important than its beauty, form and harmony.
- He wants to take a practical approach to events.

## 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  
Communications  
Computer Science  
Economics  
Entertainment and Arts Management  
Film and Television Production  
Geology, Earth Sciences  
International Studies and Relations  
Legal Assistance, Paralegal Studies  
Paleontology  
Political Science  
Pre-Law  
Web Design, Web Administration

### Business

Business Communications, Public Relations  
Facilities Planning and Management  
Marketing

### Engineering

Bio Engineering  
Materials Engineering

### Environmental, Agriculture and Food

Animal Sciences  
Natural Sciences

### Evolving Opportunities

Alternative Medicine, Holistic Health  
Community Planning and Development  
Community and Public Health Administration  
Computer Programming  
Educational Administrator  
Entrepreneurial Studies  
Life Coaching  
Nonprofit Management

## NEXT STEPS: POSSIBLE DEGREE MATCHES

Nutrition and Diet Science  
Peace and Conflict Resolution Studies  
Renewable Energy  
Social Entrepreneurism  
Urban and City Planning

### Health Sciences

Counseling  
Health and Fitness, Personal Training  
Human Development and Family Services  
Kinesiology  
Nursing  
Occupational Therapy  
Physical Therapy, Sports Medicine  
Psychology

### Other Career Paths

Event Planning  
Fitness and Exercise Science  
Publishing  
Recreation and Tourism



## 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
27-1011	4+	Art Director
19-3091	4+	Anthropologist & Archaeologist
17-2081	4+	Environmental Engineer
13-1111	4+	Management Analyst
11-9039	4+	Distance Learning Coordinator
11-9032	4+	Educational Administrator, Elementary & Secondary School
11-3049	4+	Human Resources, Manager, all other
11-2031	4+	Public Relations Manager
11-2022	4+	Sales Manager
41-9031	4	Sales Engineer
41-4011	4	Sales Representative
41-3041	4	Travel Agent
41-3021	4	Insurance Sales Agent
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
25-3021	4	Teacher Self-Enrichment Education
25-2022	4	Teacher, Middle School
25-1053	4	Teacher, Post-secondary Environmental Science
19-3021	4	Market Research Analyst
15-1099.12	4	Electronic Commerce Specialist
13-2052	4	Personal Financial Advisor
11-9111	4	Medical & Health Services Manager
11-9081	4	Lodging Manager
11-1021	4	General & Operations Manager
15-1081	2-4+	Network Systems & Data Communications Analyst
27-1022	2-4	Fashion Designer

## NEXT STEPS: POSSIBLE CAREER IDEAS

25-1194	2-4	Teacher, Post-secondary Vocation Education
17-3026	2-4	Industrial Engineering Technician
25-2011	2+	Teacher, Preschool
41-9022	2	Real Estate Sales Agent
41-3011	2	Advertising Sales Agent
43-5011	HS	Cargo & Freight Agent

## STUDY TIPS

- Use recitation to embed fact and ideas.
- Think visually - convert words into pictures.
- Don't let your ego keep you from studying.
- Plan ahead - don't put off completing assignments until the last minute.
- Don't put off studying until the last minute.
- Think positively about subjects that give you difficulty.
- Chunk big assignments into smaller pieces.
- Read an article on listening and note taking.
- Develop good study habits and follow them everyday.
- Work on your listening skills.
- Plan tomorrow today and put your plan in writing.
- Organize your study area and keep it organized.
- Set up an area for studying only.

## Strengths

Seeks the challenge and opportunity to win.

A strong influencer.

Offers informed opinions on a variety of topics.

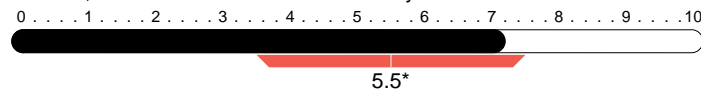
Demonstrates a forward-looking approach to old questions.

Leads by example and in a quiet and methodical way.

Will keep sensitive information under lock and key.

## Motivators

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



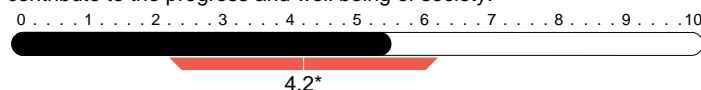
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**2. Theoretical** - Rewards those who value knowledge for knowledge's sake, continuing education and intellectual growth.



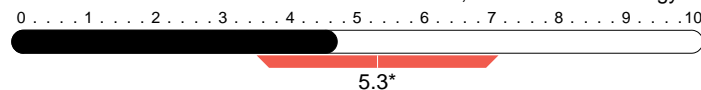
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**3. Social** - Rewards those who value opportunities to be of service to others and contribute to the progress and well being of society.



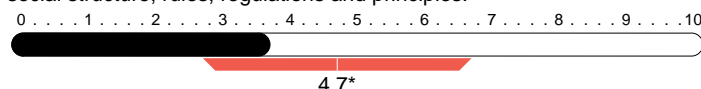
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**4. Utilitarian/Economic** - Rewards those who value practical accomplishments, results and rewards for their investments of time, resources and energy.



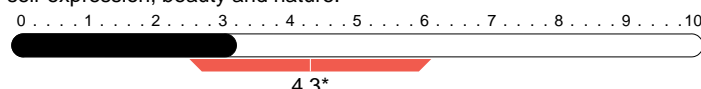
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**5. Traditional/Regulatory** - Rewards those who value traditions inherent in social structure, rules, regulations and principles.

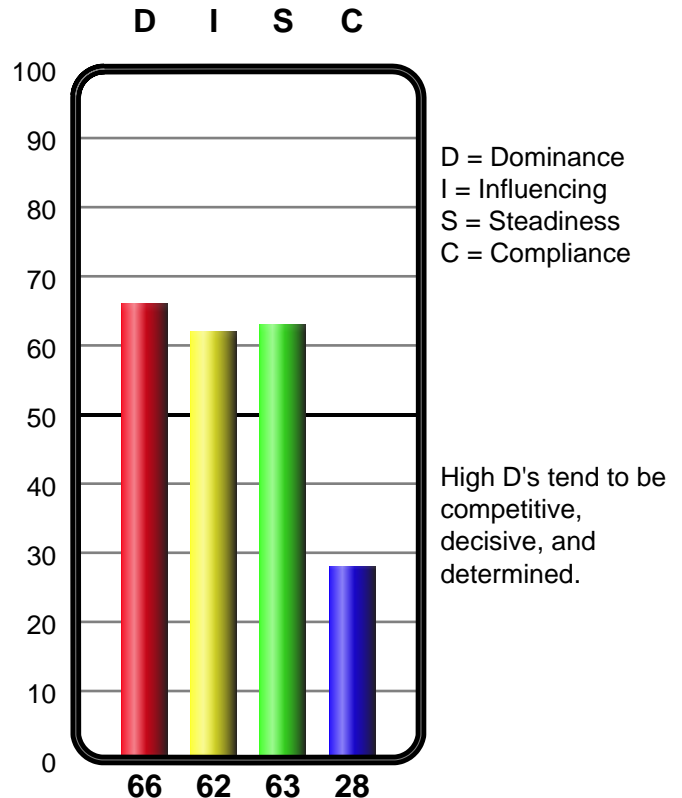


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**6. Aesthetic** - Rewards those who value balance in their lives, creative self-expression, beauty and nature.



3.2



## Value to a Team

Self-reliant.

Dedicated to his own ideas.

Forward-looking and future-oriented.

Inner-directed rather than tradition-directed--brings fresh ideas for solving problems.

Tenacious.

Thinks big.