

**valerie somera**  
10-13-2016



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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.*

valerie is often considered daring, bold and gutsy. She is a risk taker who likes to be seen as an individualist. She is a goal-oriented individual who believes in harnessing people to help her achieve her goals. She needs people with other strengths on her team. She wants to be viewed as self-reliant and willing to pay the price for success. She has high ego strengths and may be viewed by some as egotistical. valerie embraces visions not always seen by others. valerie's creative mind allows her to see the "big picture." She is a self-starter who likes new projects and is most comfortable when involved with a wide scope of activities. She is extremely results-oriented, with a sense of urgency to complete projects quickly. She prefers an environment with variety and change. She is at her best when many projects are underway at once. valerie wants to be seen as a winner and has an inherent dislike for losing or failing. She tends to work hard and long to be successful. She is goal-oriented and driven by results. She is the team member who will try to keep the others on task.

valerie is decisive and prefers to work for a decisive manager. She can experience stress if her manager does not possess similar traits. Sometimes she may be so opinionated about a particular problem that she has difficulty letting others participate in the process. Sometimes she becomes emotionally involved in the decision-making process. She finds it easy to share her opinions on solving work-related problems. valerie should realize that at times she needs to think a project through, beginning to end, before starting the project. Many people see her decisions as high-risk decisions. However, after the decision is made, she tends to work hard for a successful outcome. She has the unique ability of tackling tough problems and following them through to a satisfactory conclusion. When faced with a tough decision, she will try to sell you on her ideas.

valerie may lose interest in what others are saying if they ramble or don't speak to the point. Her active mind is already moving ahead. She likes people who give her options as compared to their opinions. The options may help her make decisions, and she values her own opinion over that of others! She likes people who present their case effectively. When they do, she can then make a quicker assessment or decision. She tends to influence people by being direct, friendly and results-oriented. valerie challenges people who volunteer their opinions. She may lack the patience to listen and communicate with slower acting people. She may sometimes mask her feelings in friendly terms. If pressured, valerie's true feelings may emerge. Her creative and active mind may hinder her ability to communicate to others effectively. She may present the information in a form that cannot be easily understood by some people.

## STYLE: WHAT OTHERS MAY VALUE IN YOU

- Tenacious.
- Initiates activity.
- Change agent--looks for faster and better ways.
- Innovative.
- Has the confidence to do the difficult assignments.
- Inner-directed rather than tradition-directed--brings fresh ideas for solving problems.
- Usually makes decisions with the bottom line in mind.
- Pioneering.
- Dedicated to her own ideas.

## 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.*

- Be impulsive and seek change for change's sake. May change priorities daily.
- Overstep authority and prerogatives--will override others.
- Be a one-way communicator--doesn't listen to the total story before introducing her opinion.
- Be inconsistent because of many stops, starts and ever-changing direction.
- Be explosive by nature and lack the patience to negotiate.
- Be so concerned with big picture; she forgets to see the little pieces.
- Resist participation as part of the team, unless seen as a leader.
- Set standards for herself and others so high that impossibility of the situation is common place.

## 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.*

- Look for her oversights.
- Provide solutions--not opinions.
- Expect her to return to fight another day when she has received a "no" answer.
- Motivate and persuade by referring to objectives and results.
- Clarify any parameters in writing.
- Speak at a rapid pace.
- Understand her defiant nature.
- Come prepared with all requirements, objectives and support material in a well-organized "package."
- Appeal to the benefits she will receive.
- Provide questions, alternatives and choices for making her own decisions.
- Ask specific (preferably "what?") questions.
- Confront when in disagreement.

## 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.*

- Try to convince by "personal" means.
- Hesitate when confronted.
- Come with a ready-made decision, or make it for her.
- Take credit for her accomplishments.
- Be redundant.
- Let disagreement reflect on her personally.
- Reinforce agreement with "I'm with you."
- Ask rhetorical questions, or useless ones.
- Muffle or overcontrol.
- Forget or lose things, be disorganized or messy, confuse or distract her mind from business.
- Be paternalistic.
- Ramble on, or waste her time.

## 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.*

- Willing to make high-risk decisions.
- Innovative with strategies for success.
- Initiates action to get questions answered.
- Thrives on the challenge of solving problems.
- Being an optimistic leader.
- Willing to be the spokesperson for the team.
- Thinks outside of the box when gathering information.
- Will bring high energy and enthusiasm to the researching process.

## 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.*

- May not realize the negative consequences of her quick decisions.
- Has to be big player if not the leader and may miss out on beneficial role-playing opportunities.
- Ability to communicate knowledge in a tactful way will be hindered when frustrated with the knowledge level of others.
- A focus on quick results may hinder quality of information.
- May be viewed as someone who over promises and under delivers.
- May struggle with hearing and applying constructive criticism.
- May overlook vital details in her pursuit of information.
- Ability to learn is diminished due to her lack of focus on one thing.

## STYLE: YOUR IDEAL WORK ENVIRONMENT

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

- An innovative and futuristic-oriented environment.
- Work tasks that change from time to time.
- A leadership team that is optimistic toward learning new concepts or theories.
- A forum to be curious about the discovery of new information.
- An environment where competition and winning is viewed as the ideal.
- An environment to express ideas to influence people.

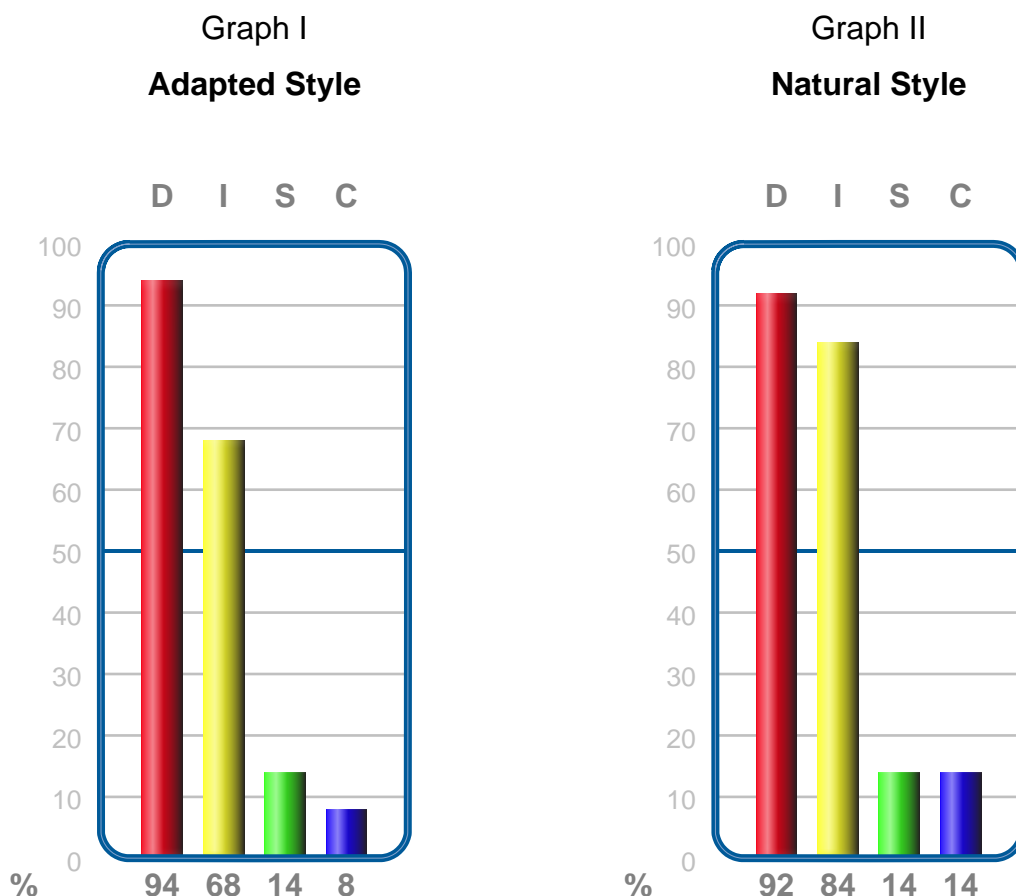
## STYLE: THINGS YOU MAY WANT FROM OTHERS

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

- New challenges and problems to solve.
- Work assignments that provide opportunity for recognition.
- To be seen as an expert in a variety of areas and wants to be included in discussions about new things.
- Praise for her knowledge base and research capabilities.
- Ability to create, share and control the vision.
- Public recognition of power and prestige.

## 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:

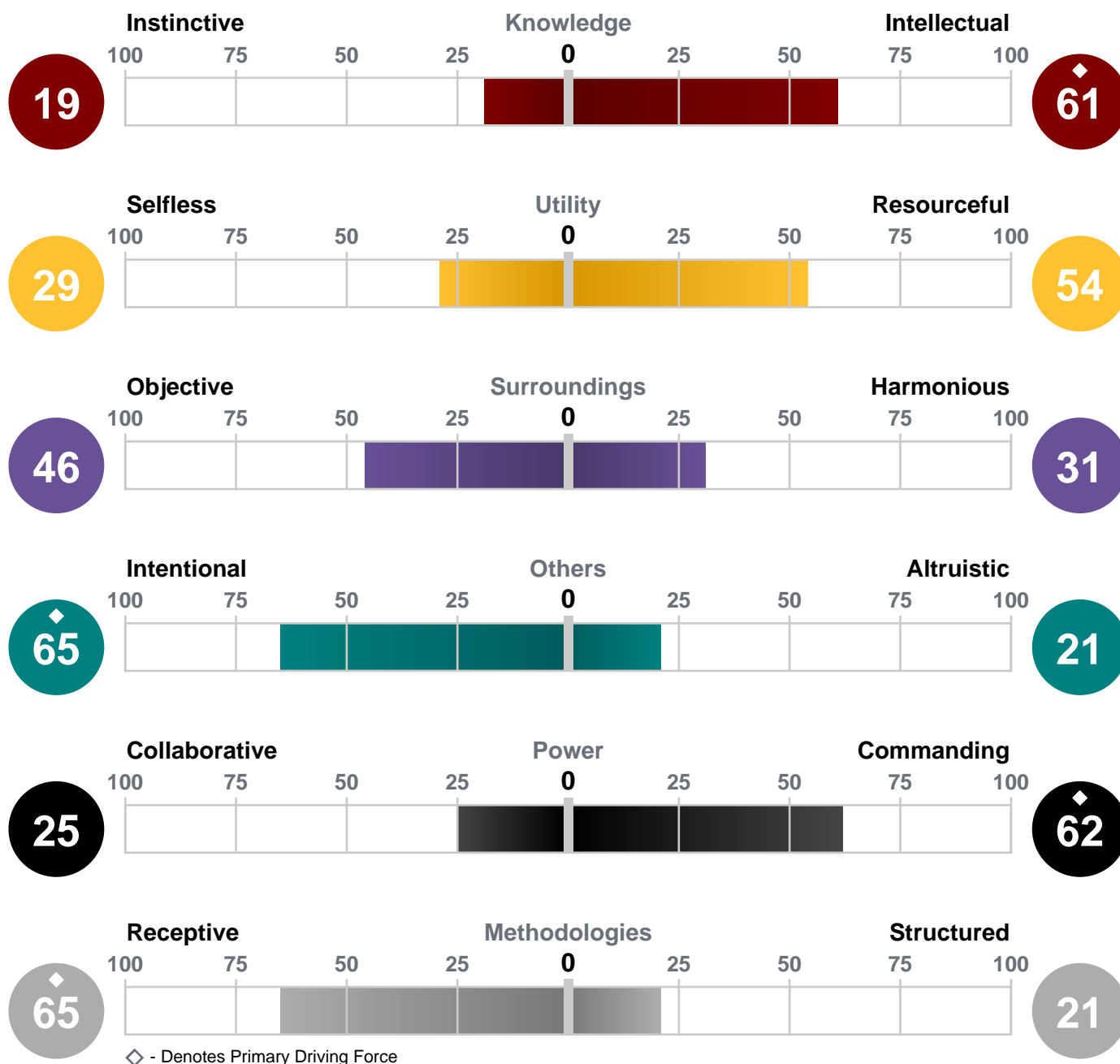
1. **Aesthetic** – Desire for form, harmony and beauty.
2. **Individualistic** – Desire for control, rank and power.
3. **Social** – Desire to help others and solve social problems.
4. **Theoretical** – Desire to learn for the sake of knowledge.
5. **Traditional** – Desire to live by a set of rules,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

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

## 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.*

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

## 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.*

- valerie tends to give freely of time and resources, but will want and expect a return on her investment.
- She evaluates things for their utility and economic return.
- She will work long and hard to satisfy her needs.
- valerie is good at achieving goals.
- The accumulation of material possessions results from her ability to follow through and accomplish goals.
- She may use wealth as a yardstick to measure her work effort.
- Goals for the future are easily accomplished with her ability to integrate the past and the present.

## 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.*

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

## 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.*

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

## 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.*

- She will be firm in her decisions and not be swayed by unfortunate circumstances.
- valerie will be torn if helping others proves to be detrimental to her.
- She will not normally allow herself to be directed by others unless it will enhance her own self-interest.
- valerie 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 - she feels things must be earned, not given.
- valerie's passion in life will be found in one or two of the other dimensions discussed in this report.

## 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  
Entertainment and Arts Management  
Meteorology  
Radio and Broadcast Communications

### Business

Advertising  
Business Communications, Public Relations  
Business Management, Consulting  
Finance and Investments  
General Business  
General Management  
Marketing

### Career and Technical

Entrepreneurism

### Engineering

Industrial Engineering  
Operations Research

### Environmental, Agriculture and Food

Culinary Science

### Evolving Opportunities

Entrepreneurial Studies  
Multimedia, Digital Communications  
Outside Sales  
Social Entrepreneurism

### Health Sciences

Exercise Science  
Kinesiology

## NEXT STEPS: POSSIBLE DEGREE MATCHES

### Other Career Paths

Apparel Fashion  
Business Sales  
Event Planning  
Real Estate Development  
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
27-1011	4+	Art Director
13-1111	4+	Management Analyst
11-9032	4+	Educational Administrator, Elementary & Secondary School
11-3031	4+	Financial Manager
11-2031	4+	Public Relations Manager
11-2021	4+	Marketing Manager
11-2011	4+	Advertising & Promotion Manager
41-9031	4	Sales Engineer
41-4011	4	Sales Representative
41-3031	4	Securities, Commodities, Financial Services Sales Agent
27-3011	4	Announcer - Radio & TV
27-2032	4	Choreographer
27-2022	4	Coach & Scout
27-1013	4	Fine Artist, Including Painter, Sculptor & Illustrator
25-3021	4	Teacher Self-Enrichment Education
15-1099.12	4	Electronic Commerce Specialist
13-2052	4	Personal Financial Advisor
13-1199.04	4	Business Continuity Planner
11-9111	4	Medical & Health Services Manager
11-9081	4	Lodging Manager
11-3042	4	Training & Development Manager
11-1021	4	General & Operations Manager
11-1011	4	Chief Executive
15-1099.05	2-4	Web Administrator
41-3011	2	Advertising Sales Agent
43-5011	HS	Cargo & Freight Agent

## STUDY TIPS

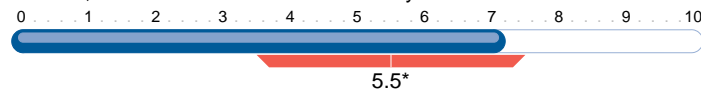
- Chunk big assignments into smaller pieces.
- Organize your study area and keep it organized.
- Don't let your ego keep you from studying.
- Plan tomorrow today and put your plan in writing.
- Read an article on listening and note taking.
- Think positively about subjects that give you difficulty.
-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

## Strengths

- Willing to make high-risk decisions.
- Innovative with strategies for success.
- Initiates action to get questions answered.
- Thrives on the challenge of solving problems.
- Being an optimistic leader.
- Thinks outside of the box when gathering information.

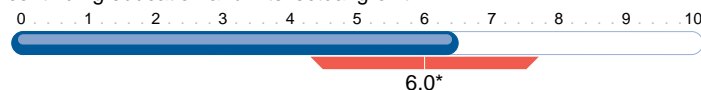
## Motivators

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



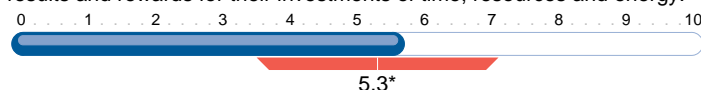
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**2. Theoretical** - Rewards those who value knowledge for knowledge's sake, continuing education and intellectual growth.



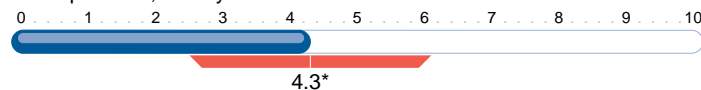
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**3. Utilitarian/Economic** - Rewards those who value practical accomplishments, results and rewards for their investments of time, resources and energy.



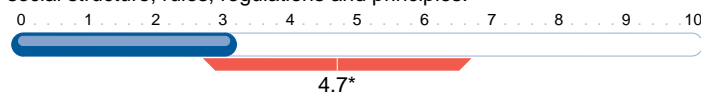
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**4. Aesthetic** - Rewards those who value balance in their lives, creative self-expression, beauty and nature.



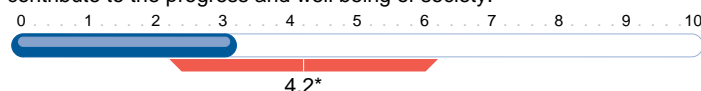
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**5. Traditional/Regulatory** - Rewards those who value traditions inherent in social structure, rules, regulations and principles.

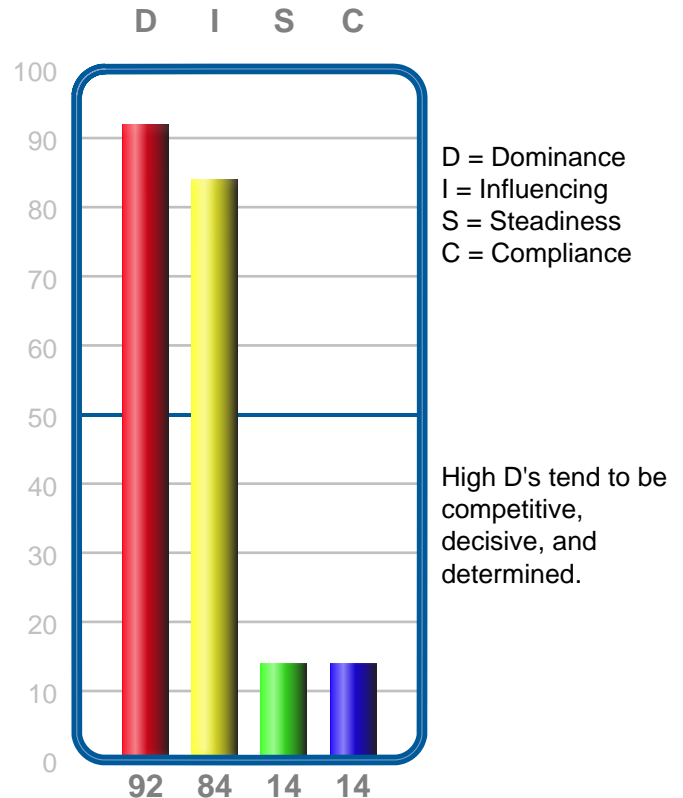


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**6. Social** - Rewards those who value opportunities to be of service to others and contribute to the progress and well being of society.



3.2



## Value to a Team

Initiates activity.

Has the confidence to do the difficult assignments.

Thinks big.

Accomplishes goals through people.

Will join organizations to represent the company.

Innovative.