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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.*

Chris seeks his own solutions to problems. In this way, his independent nature comes into play. He is a self-starter who likes new projects and is most comfortable when involved with a wide scope of activities. He is extremely results-oriented, with a sense of urgency to complete projects quickly. 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. Chris wants to be viewed as self-reliant and willing to pay the price for success. He is a goal-oriented individual who believes in harnessing people to help him achieve his goals. He needs people with other strengths on his team. He prefers an environment with variety and change. He is at his best when many projects are underway at once. He is deadline conscious and becomes irritated if deadlines are delayed or missed. Chris may be so self-confident that others see him as arrogant. This confidence may be something others wish they had. He displays a high energy factor and is optimistic about the results he can achieve. The word "can't" is not in his vocabulary.

Chris will work long hours until a tough problem is solved. After it is solved, Chris may become bored with any routine work that follows. He is decisive and prefers to work for a decisive manager. He can experience stress if his manager does not possess similar traits. He prefers authority equal to his responsibility. He should realize that at times he needs to think a project through, beginning to end, before starting the project. When faced with a tough decision, he will try to sell you on his ideas. Sometimes he becomes emotionally involved in the decision-making process. He finds it easy to share his opinions on solving work-related problems. He is a good problem solver and troubleshooter, always seeking new ways to solve old problems.

Chris likes people who present their case effectively. When they do, he can then make a quicker assessment or decision. His creative and active mind may hinder his ability to communicate to others effectively. He may present the information in a form that cannot be easily understood by some people. He may sometimes mask his feelings in friendly terms. If pressured, Chris' true feelings may emerge. 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. Chris tends to influence people by being direct, friendly and results-oriented. He 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 tends to be intolerant of people who seem ambiguous or think too slowly. He challenges people who volunteer their opinions.

## STYLE: WHAT OTHERS MAY VALUE IN YOU

- Self-reliant.
- Usually makes decisions with the bottom line in mind.
- Self-starter.
- Innovative.
- Tenacious.
- Thinks big.
- Competitive.
- Can support or oppose strongly.
- Dedicated to his 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.*

- Dislike routine work or routine people--unless he sees the need to further his goals.
- Have no concept of the problems that slower-moving people may have with his style.
- Resist participation as part of the team, unless seen as a leader.
- Overstep authority and prerogatives--will override others.
- Be impulsive and seek change for change's sake. May change priorities daily.
- Keep too many balls in the air, and if his support is weak he will have a tendency to drop some of those balls.
- Be explosive by nature and lack the patience to negotiate.
- Have trouble delegating--can't wait, so does it himself.

## 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.*

- Provide facts and figures about probability of success, or effectiveness of options.
- Provide solutions--not opinions.
- Use a motivating approach, when appropriate.
- Provide questions, alternatives and choices for making his own decisions.
- Look for his oversights.
- Be brief--be bright--be gone.
- Appeal to the benefits he will receive.
- Expect him to return to fight another day when he has received a "no" answer.
- Support the results, not the person, if you agree.
- Motivate and persuade by referring to objectives and results.
- Ask specific (preferably "what?") questions.

## 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.
- Try to build personal relationships.
- Reinforce agreement with "I'm with you."
- Direct or order.
- Hesitate when confronted.
- Try to convince by "personal" means.
- Forget or lose things, be disorganized or messy, confuse or distract his mind from business.
- Ask rhetorical questions, or useless ones.
- Muffle or overcontrol.
- Come with a ready-made decision, or make it for him.
- Let disagreement reflect on him personally.

## 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.*

- Has an entrepreneurial mindset.
- Makes decisions based on saving time, resources and improving efficiency.
- Seeks the challenge and opportunity to win.
- Innovative with strategies for success.
- Sees the positive in all resources and will want to use resources accordingly.
- Optimistic in process improvement.
- Capable of addressing conflict for a win-win scenario.
- Utilizes people to win and accomplish goals.

## 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.*

- Tends to think bigger is always better.
- May take high risk for high reward too often.
- May always want to display his superiority through problems or challenges.
- Takes on too much, too soon, too fast to maintain control.
- May overlook details when weighing results.
- Struggles with balancing efficiency and interaction with others.
- Can disclose their agenda to the wrong people.
- As a leader may over focus on self and his own needs.

## STYLE: YOUR IDEAL WORK ENVIRONMENT

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

- An innovative and futuristic-oriented environment.
- Tasks involving motivated groups and establishing a network of contacts.
- People-oriented returns are rewarded higher than task-oriented returns.
- Optimism about expected results is not frowned upon.
- An environment where he can "lead the parade".
- Opportunity to assertively express his desire to control his own destiny and potentially that of others.

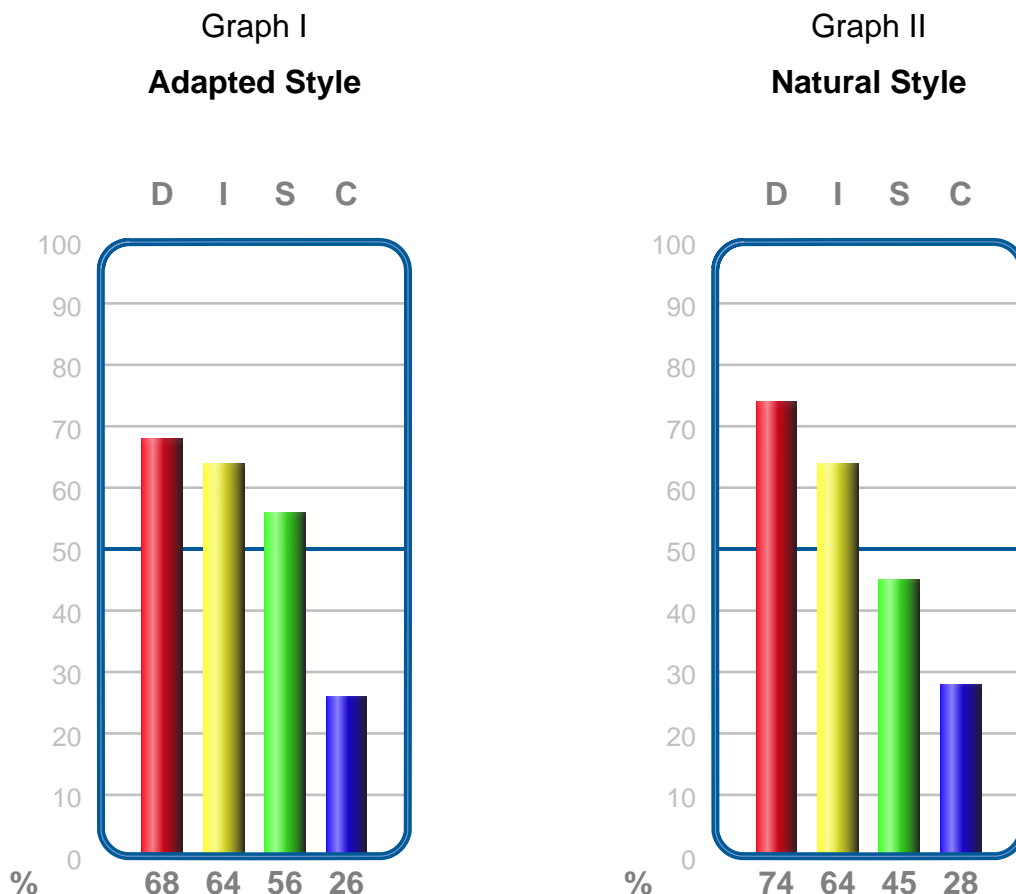
## STYLE: THINGS YOU MAY WANT FROM OTHERS

*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.
- A manager who practices participative management.
- Freedom to include others in the celebration of achievements.
- Recognition for solid use of resources and investments.
- A podium to express ideas, vision and experiences.
- Space and latitude to do what it takes to get the job done.

## 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:

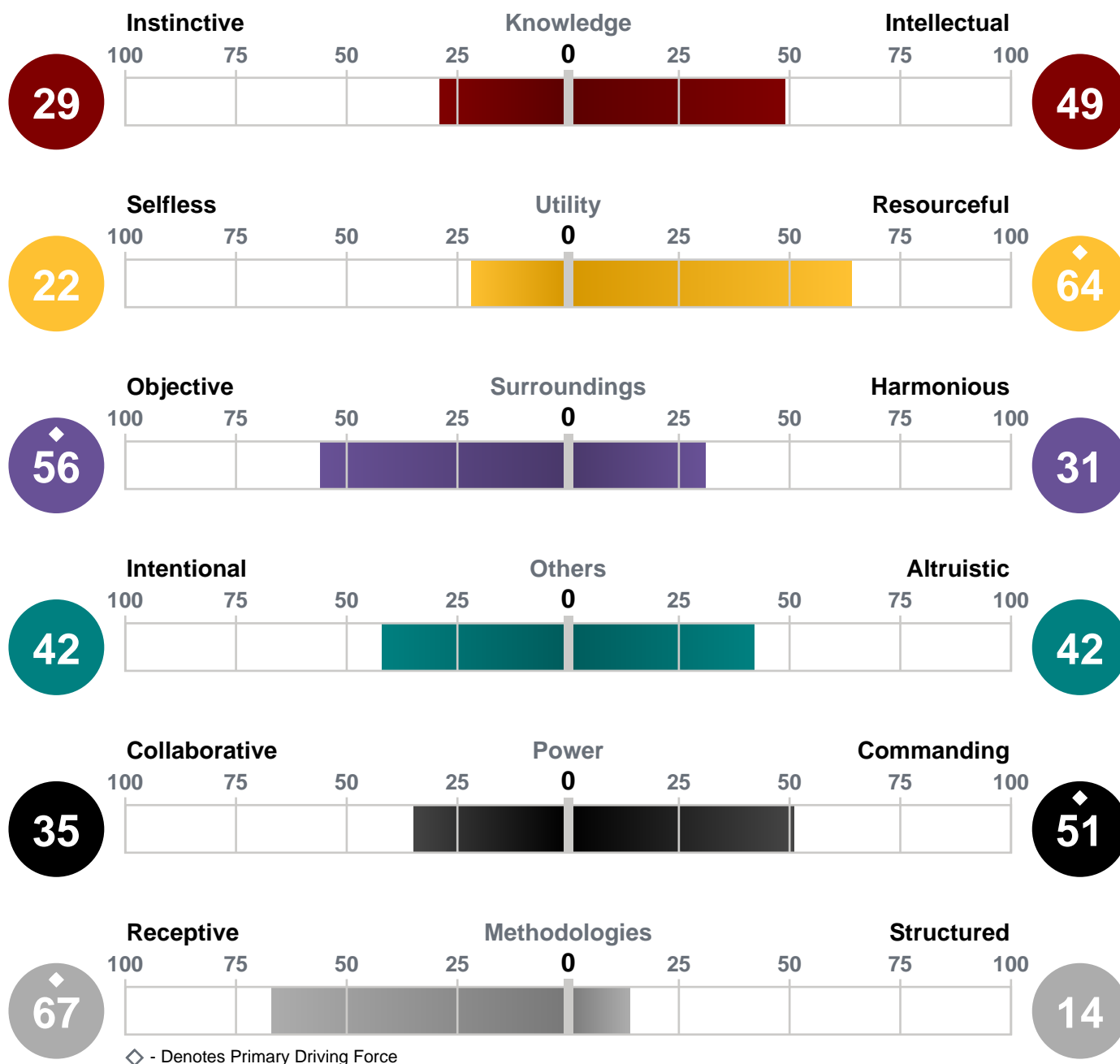
1. **Aesthetic** – Desire for form, harmony and beauty.
2. **Individualistic** – Desire for control, rank and power.
3. **Social** – Desire to help others and solve social problems.
4. **Theoretical** – Desire to learn for the sake of knowledge.
5. **Traditional** – Desire to live by a set of rules,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

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

## 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.*

- Chris 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.
- Maintaining individuality is strived for in relationships.
- Chris has the desire to assert himself and to be recognized for his accomplishments.
- People who are determined and competitive are liked by Chris.
- Chris takes responsibility for his actions.
- He believes "if at first you don't succeed try, try again."
- Chris believes "when the going gets tough, the tough get going."
- He wants to control his own destiny and display his independence.
- If necessary, Chris will be assertive in meeting his own needs.

## 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.*

- Chris has the potential to become an expert in his chosen field.
- Chris will seek knowledge based on his needs in individual situations.
- If knowledge of a specific subject is not of interest, or is not required for success, Chris will have a tendency to rely on his intuition or practical information in this area.
- In those areas where Chris has a special interest he will be good at integrating past knowledge to solve current problems.
- If Chris is truly interested in a specific subject, or if knowledge of specific subject matter is required for success, then he will take the initiative to learn about that subject in great depth.
- A job that challenges the knowledge will increase his job satisfaction.
- Chris will usually have the data to support his convictions.

## 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.*

- Chris' desire to help others (even to his own detriment) or decision not to help others, is reviewed on an individual basis.
- Chris 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 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.*

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

## 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 Chris because he has not defined a philosophy or system that can provide immediate answers to every situation.
- Chris can be creative in interpreting other systems or traditions and selective in applying those traditions.
- Chris' passion in life will be found in one or two of the other dimensions discussed in this report.
- 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 Chris.
- He will work within a broadly defined set of beliefs.
- In many cases, Chris will want to set his own rules which will allow his own intuition to guide and direct his actions.

## 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

Entertainment and Arts Management  
Film and Television Production  
Web Design, Web Administration

### Business

Advertising  
Business Communications, Public Relations  
Business Management, Consulting  
Construction Management  
General Business  
General Management  
Marketing

### Engineering

Industrial Engineering  
Operations Research

### Environmental, Agriculture and Food

Culinary Science

### Evolving Opportunities

Alternative Medicine, Holistic Health  
Community Planning and Development  
Community and Public Health Administration  
Computer Programming  
Educational Administrator  
Entrepreneurial Studies  
Inside Sales  
Outdoor Studies, Outdoor Leadership  
Outside Sales  
Social Entrepreneurism  
Urban and City Planning

### Health Sciences

## NEXT STEPS: POSSIBLE DEGREE MATCHES

Exercise Science  
Kinesiology

### Other Career Paths

Business Sales



## 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
13-1111	4+	Management Analyst
11-9039	4+	Distance Learning Coordinator
11-9032	4+	Educational Administrator, Elementary & Secondary School
11-9021	4+	Construction Manager
11-3031	4+	Financial Manager
11-2031	4+	Public Relations Manager
11-2022	4+	Sales 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
41-3021	4	Insurance Sales Agent
27-4099	4	Director of Social Media
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
19-3021	4	Market Research Analyst
13-2052	4	Personal Financial Advisor
13-1199.04	4	Business Continuity Planner
13-1071.02	4	Personnel Recruiter
13-1023	4	Purchasing Agent
11-9111	4	Medical & Health Services Manager
11-9081	4	Lodging Manager
11-1021	4	General & Operations Manager
11-1011	4	Chief Executive

## NEXT STEPS: POSSIBLE CAREER IDEAS

15-1081	2-4+	Network Systems & Data Communications Analyst
27-1022	2-4	Fashion Designer
25-1194	2-4	Teacher, Post-secondary Vocation Education
15-1099.05	2-4	Web Administrator
15-1099.04	2-4	Web Developer
41-9041	2	Telemarketer
41-9022	2	Real Estate Sales Agent
41-3011	2	Advertising Sales Agent
47-4041	HS	Hazardous Materials Removal Worker
43-6011	HS	Secretary & Administrative Assistant
43-5011	HS	Cargo & Freight Agent

## STUDY TIPS

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

## Strengths

Has an entrepreneurial mindset.

Makes decisions based on saving time, resources and improving efficiency.

Seeks the challenge and opportunity to win.

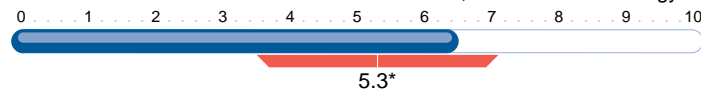
Innovative with strategies for success.

Sees the positive in all resources and will want to use resources accordingly.

Capable of addressing conflict for a win-win scenario.

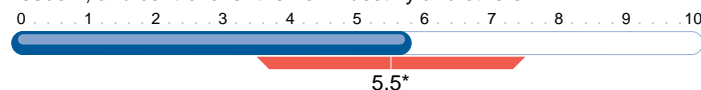
## Motivators

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



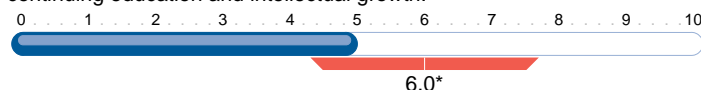
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**2. Individualistic/Political** - Rewards those who value personal recognition, freedom, and control over their own destiny and others.



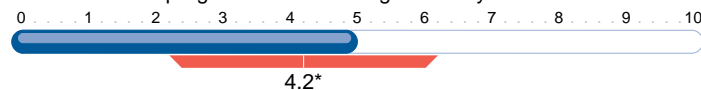
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**3. Theoretical** - Rewards those who value knowledge for knowledge's sake, continuing education and intellectual growth.



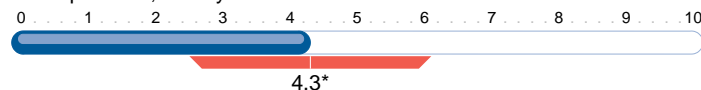
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**4. Social** - Rewards those who value opportunities to be of service to others and contribute to the progress and well being of society.



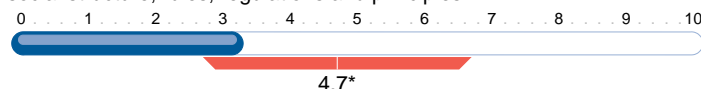
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**5. Aesthetic** - Rewards those who value balance in their lives, creative self-expression, beauty and nature.

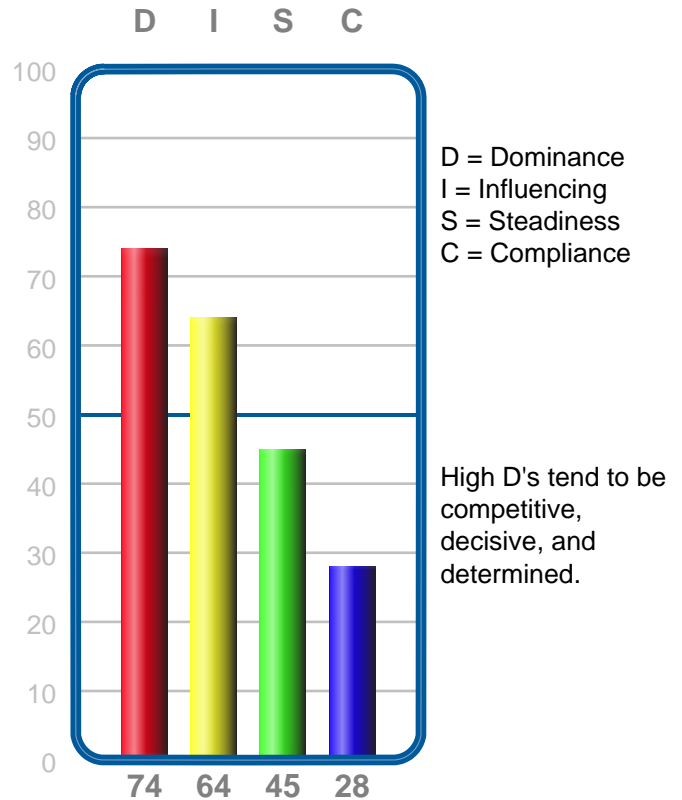


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**6. Traditional/Regulatory** - Rewards those who value traditions inherent in social structure, rules, regulations and principles.



3.3



## Value to a Team

Challenges the status quo.

Accomplishes goals through people.

Has the confidence to do the difficult assignments.

Competitive.

Self-reliant.

Self-starter.