

**Kevin Duran**  
10-11-2016



# TABLE OF CONTENTS

## 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.*

Kevin projects a self-assured and self-confident image. He wants to be seen as his own person, but usually projects it in friendly terms. He does not like close supervision. He influences most people with his warmth. Kevin likes to develop people and build organizations. He, an outgoing person, feels at home with strangers. He, as a manager, supervisor or group leader can use his people skills to build group involvement and increase participation from the group. He seeks popularity and social recognition. He likes to deal with people in a favorable social environment. Kevin is gregarious and sociable. He will be seen as a good mixer both on or off the job. 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."

Kevin believes rules exist to serve rather than to be followed by him. 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 is good at solving problems that deal with people. Kevin may leap to a favorable conclusion without considering all the facts. He can make decisions even though some of the facts to support the decision may be missing. He is good at giving verbal and nonverbal feedback that serves to encourage people to be open, to trust him and to see him as receptive and helpful. He likes working for managers who make quick decisions.

Kevin usually uses many gestures when talking. He can be intense and may not always fit the intensity to the situation. Sometimes he can get caught short on the facts and figures needed to support his ideas. He is positive in his approach to dealing with others. He may not understand why everyone doesn't see life as he does! Kevin tends to mask some of his directness in friendly terms and is usually recognized as a friendly and trusting person. He is people-oriented and verbally fluent. He is comfortable with most people and can be quite informal and relaxed with them. Even when dealing with strangers, Kevin will attempt to put them at ease. He will often verbalize his need to be his own person.

## STYLE: WHAT OTHERS MAY VALUE IN YOU

- Accomplishes goals through people.
- Motivates others towards goals.
- Good mixer.
- Builds confidence in others.
- Ability to handle many activities.
- Ability to change gears fast and often.
- Negotiates conflicts.
- Optimistic and enthusiastic.
- Sense of urgency.

## 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 unrealistic in appraising people--especially if the person is a "friend."
- Make decisions based on surface analysis.
- Be inattentive to details--only attentive to results: "Don't ask how I did it, just if I succeeded."
- Be a situational listener if not given an opportunity to tell his ideas.
- Take information at face value without validation or substantial investigation.
- 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.*

- Plan interaction that supports his dreams and intentions.
- Put projects in writing, with deadlines.
- Talk about him, his goals and the opinions he finds stimulating.
- Be isolated from interruptions.
- Give strokes for his involvement.
- Read the body language for approval or disapproval.
- Deal with details in writing, have him commit to modes of action.
- Understand his sporadic listening skills.
- Provide a warm and friendly environment.
- Leave time for relating, socializing.
- Use his jargon.

## 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.*

- "Dream" with him or you'll lose time.
- Drive on to facts, figures, alternatives or abstractions.
- Be dictatorial.
- Dictate to him.
- Be put off by his "cockiness."
- Use paternalistic approach.
- Forget to follow-up.
- Be curt, cold or tight-lipped.
- Legislate or muffle--don't overcontrol the conversation.
- Take credit for his ideas.
- Assume he heard what you said.

## 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.*

- Capable of addressing conflict for a win-win scenario.
- Positively promotes the image of the organization.
- Sees the positive in all resources and will want to use resources accordingly.
- Resourceful and influential in creating effective results.
- Not easily deterred by setbacks.
- Innovative with strategies for success.
- Makes decisions based on saving time, resources and improving efficiency.
- Very creative in solving problems.

## 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.*

- Can disclose their agenda to the wrong people.
- May only interact with those he feels complement his goals.
- May overlook details when weighing results.
- Overestimates what others will contribute.
- May not realize the negative consequences of his quick decisions.
- Has to be big player if not the leader and may miss out on beneficial role-playing opportunities.
- Can be a workaholic.
- May offend others with too much discussion of results.

## STYLE: YOUR IDEAL WORK ENVIRONMENT

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

- Tasks involving motivated groups and establishing a network of contacts.
- Democratic supervisor with whom he can associate.
- People-oriented returns are rewarded higher than task-oriented returns.
- A manager that brings people and excitement into the act of doing business.
- An environment where competition and winning is viewed as the ideal.
- Opportunity to display excitement and fun while getting others to act.

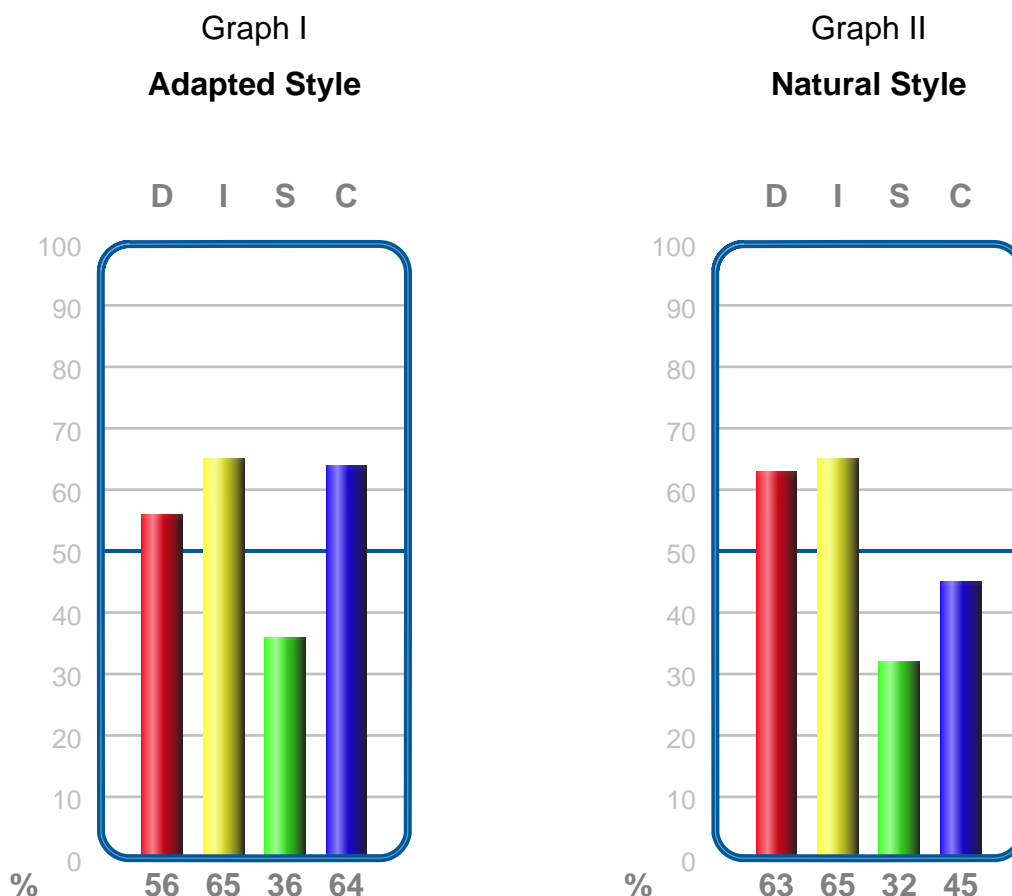
## STYLE: THINGS YOU MAY WANT FROM OTHERS

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

- A support system to do the detail work.
- Work assignments that provide opportunity for recognition.
- Recognition for solid use of resources and investments.
- Freedom to include others in the celebration of achievements.
- Ability to create, share and control the vision.
- Recognition for leadership accomplishments and the results he receives.

## 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.



Norm 2015 R4

**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:

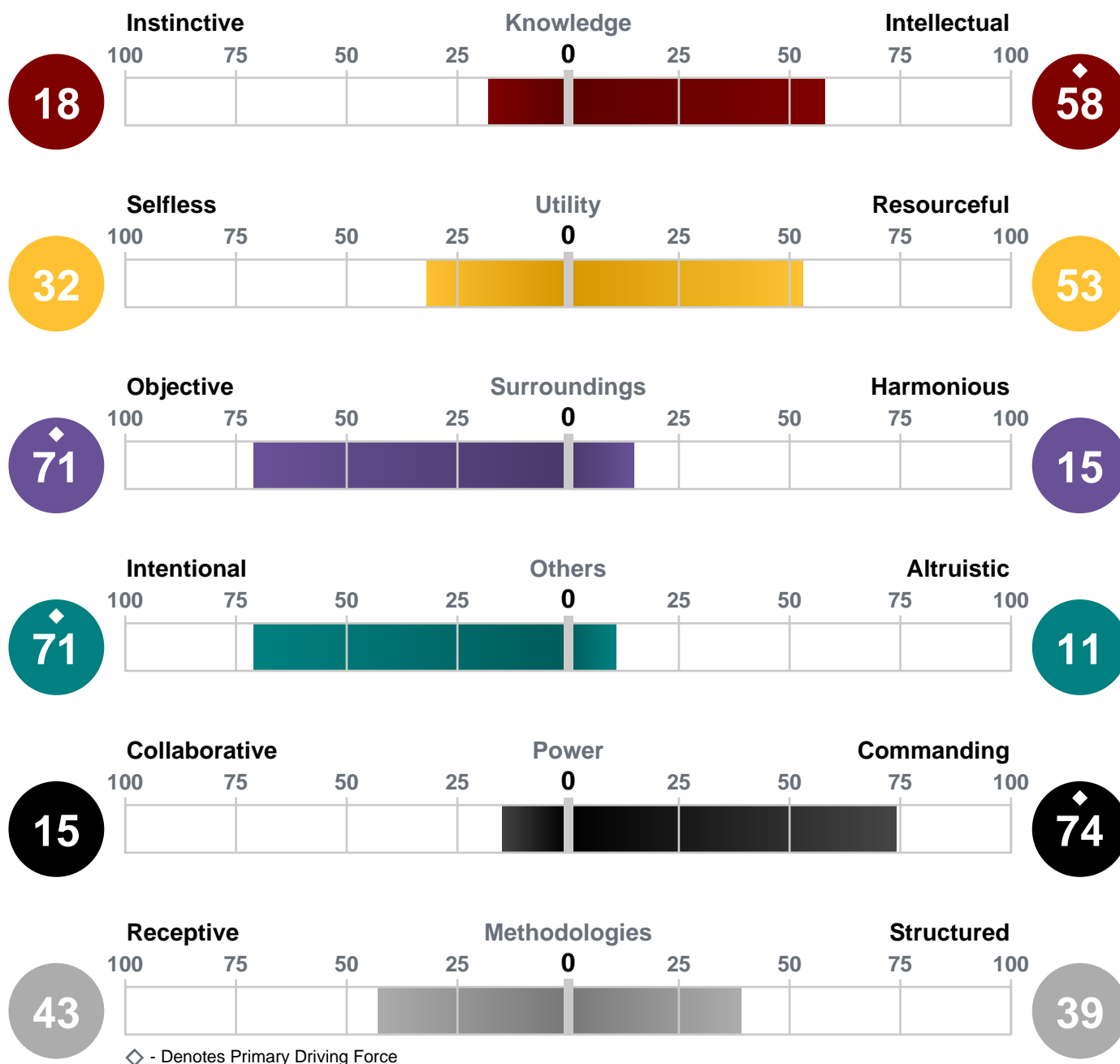
1. **Aesthetic** – Desire for form, harmony and beauty.
2. **Individualistic** – Desire for control, rank and power.
3. **Social** – Desire to help others and solve social problems.
4. **Theoretical** – Desire to learn for the sake of knowledge.
5. **Traditional** – Desire to live by a set of rules,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

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

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

## 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.*

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

## 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 "traditional" 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.*

- Kevin needs to be able to pick and choose the traditions and set of beliefs to which he will adhere.
- He will have strong beliefs within a system that he feels most comfortable with, and he will not be as strong in his beliefs or approach if he lacks that interest level.
- Kevin at times will evaluate others based on his rules for living.
- Kevin lets his conscience be his guide.

## 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.*

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

## 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.*

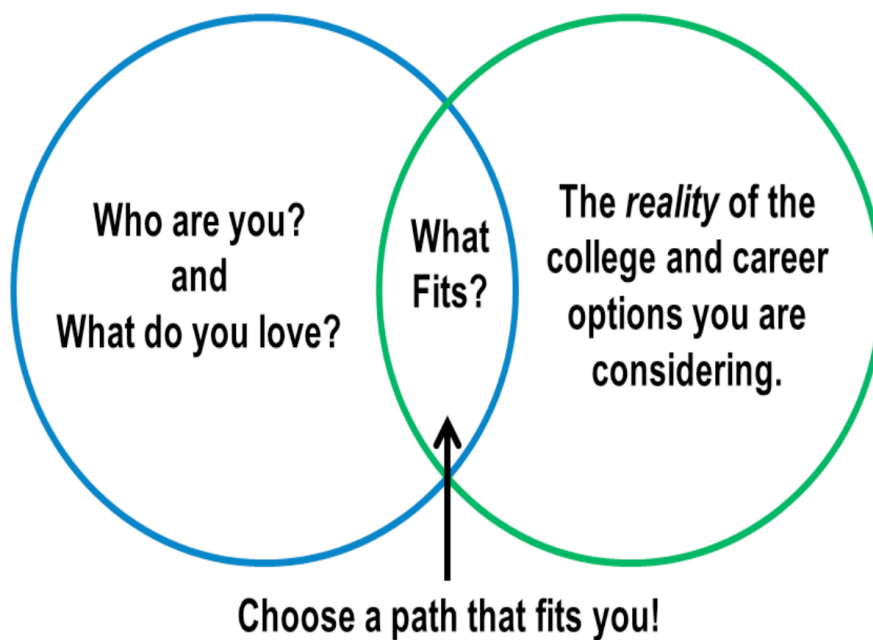
- Kevin's passion in life will be found in one or two of the other dimensions discussed in this report.
- He will be firm in his decisions and not be swayed by unfortunate circumstances.
- Kevin will be torn if helping others proves to be detrimental to him.
- He will not normally allow himself to be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

## 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  
Computer Science  
Entertainment and Arts Management  
Film and Television Production  
Information Technology  
International Studies and Relations  
Legal Assistance, Paralegal Studies  
Meteorology  
Political Science  
Pre-Law  
Web Design, Web Administration

### Business

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  
Logistics, Transport Management  
Marketing  
Supply Chain Management

### Career and Technical

Building Inspector  
Chef, Food Preparation  
Entrepreneurism  
Vehicle Maintenance and Repair

### Engineering

Bio Engineering  
Computer Engineering  
Industrial Engineering  
Operations Research

## NEXT STEPS: POSSIBLE DEGREE MATCHES

### Evolving Opportunities

Computer Programming  
Ecommerce  
Entrepreneurial Studies  
Outside Sales  
Web Development

### Health Sciences

Hospital and Health Administration  
Kinesiology  
Pre-Ophthalmology

### Other Career Paths

Business Sales  
Customer Account Management and Service  
Event Planning  
Military Service  
Real Estate Development



## 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
19-3011	4+	Economist
13-1111	4+	Management Analyst
13-1061	4+	Emergency Management Specialist
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
55-1016	4	Infantry Officer
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
27-3022	4	Reporter & Correspondent
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

## NEXT STEPS: POSSIBLE CAREER IDEAS

11-9111	4	Medical & Health Services Manager
11-9081	4	Lodging Manager
11-3021	4	Computer & Information Systems Manager
11-1021	4	General & Operations Manager
11-1011	4	Chief Executive
15-1081	2-4+	Network Systems & Data Communications Analyst
15-1011	2-4+	Computer & Information Scientist, Research
27-1022	2-4	Fashion Designer
25-1194	2-4	Teacher, Post-secondary Vocation Education
15-1099.13	2-4	Video Game Designer
15-1099.05	2-4	Web Administrator
15-1099.04	2-4	Web Developer
51-9061	2	Inspector and Tester
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

- Determine the grade you want in each class before the term begins and study accordingly.
- Review your notes after class.
- Underline or highlight when you read; make study notes.
- Track your time and see how you are spending it and add more time for studying if needed.
- Set aside time to plan.
- Use a quiet place for studying when possible.
- Review notes from previous lessons to prepare yourself for the next.
- Don't doodle.
- Socialize after studying - not before.
- Listen for ideas and facts to support the main idea.
- Use short sentences when taking notes - leave out unnecessary words.
- Cut down on some of your activities and devote this time to studying.

## Strengths

Capable of addressing conflict for a win-win scenario.

Positively promotes the image of the organization.

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

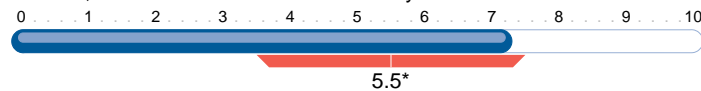
Resourceful and influential in creating effective results.

Not easily deterred by setbacks.

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

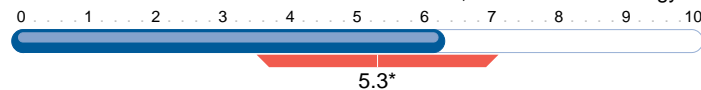
## Motivators

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



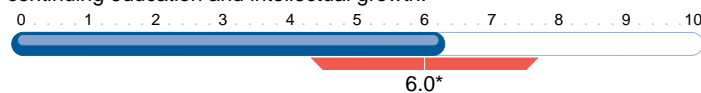
7.3

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



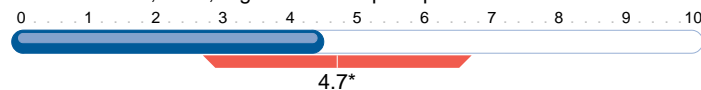
6.3

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



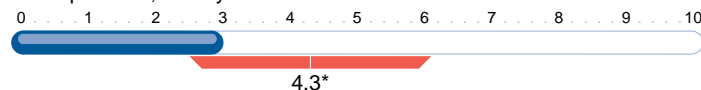
6.3

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



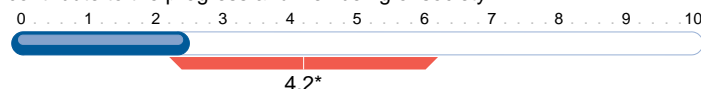
4.5

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

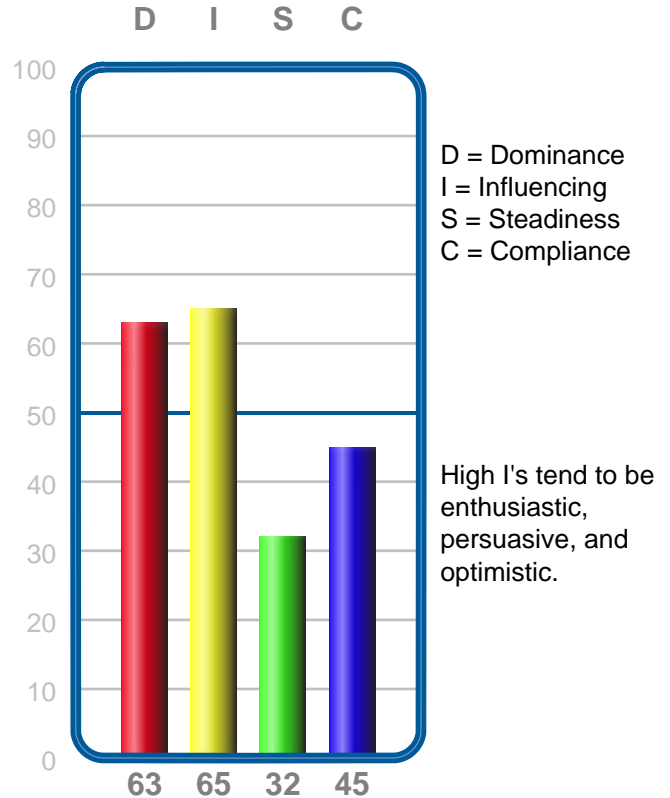


3.0

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



2.5



## Value to a Team

Ability to change gears fast and often.

Deadline conscious.

Ability to handle many activities.

Positive sense of humor.

Optimistic and enthusiastic.

Verbalizes his feelings.