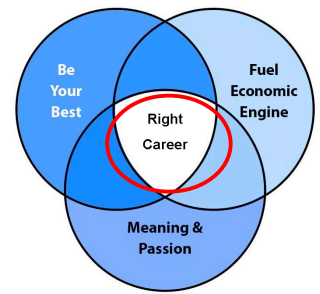


# “Right Career” Insights

Potential Right Careers



## Begin at the End Exercise

Since I gave this as my Age 30 vision I would say it is one of my potential Right Opportunities: “I am director of public relations and marketing at a NYC clothing company that specializes in promoting young and upcoming designers.”

What I don’t want to be: In high school I struggled with math and science so I am sure I don’t want to do any career that requires math and science.

## Personality Exercise

**My official Myers-Briggs Type Indicator assessment is an ENFJ**

- **E** (Extraversion): I focus on the outer world of people and activity
  - o Clarity is **Moderate**
- **N** (Intuition): I take in information from patterns and the big picture and focus on future possibilities
  - o Clarity is **Slight**
- **F** (Feeling): I make decisions based on values and subjective evaluation of people-centered concerns
  - o Clarity is **Moderate**
- **J** (Judging): I like a planned and organized approach, plus I want to have things settled
  - o Clarity is **Clear**

## What I need to do in order for a career to be satisfying

- 1) “Establish warm and supportive relationships with co-workers, clients, customers etc.”
  - a. I know that this will be easy for me to do since I have done this my whole life.
- 2) “Done in an environment where expectations are clear, contributions are appreciated, and personal/profession growth and development are encouraged”
  - a. I like to know that I am appreciated because this boosts my energy level and work ethic.
- 3) “Gives you a variety of activities but allows you to work in a relatively ordered and well planned manner”
  - a. I always am looking for new ways to be creative and tend to get bored easily if I keep doing the same things over and over again.
  - b. I love to plan things out and I would need a work environment that would let me plan things out the way I want to

# **“Right Career” Insights**

Potential Right Careers

## **Some potential Career Fields & Jobs**

**ENFJ – Extraverted, Intuitive, Feeling, Judging -“The Public Relations Specialists”**  
This is the subtitle of the ENFJ section of the “Do What You Are” book

### **Top 3 to 10 Career Fields & Jobs**

#### **Communication**

Public Relations – specialist or publicity writer  
Advertising - account manager/executive or creative director  
Communication director  
Magazine – Editor/reporter/art director  
Journalist

#### **Business/Consulting**

Marketing Manager  
Meeting and conference planner  
Exhibit designer  
Merchandise planner  
Human Resources - professional trainer or coach

#### **Insights**

- Involve communication
- Involve working with people
- Key strength in jobs: motivating people to work hard, keeping everyone on track
- Teamwork

### **Bottom 3 to 5 Career Fields & Jobs (why)**

#### **Communication**

Fund Raiser

- I don’t like to ask people for money
- hard for me to convince people to do things at times

#### **Education**

High school teacher

- hard to control a large diversity of kids
- have to be strict/gain respect

#### **Business/Consulting**

Travel agent

- tedious work
- deal with people over phone, I like to talk to people in person to get one on one connection

#### **Technology**

Staff Advocate (technology consultant)

- Not very interested in technology
- Wouldn’t have passion/motivation to do well

# **“Right Career” Insights**

Potential Right Careers

## **Conduct Successful Job search**

- need to plan how to use my weaknesses/strengths to fully reach my potential in the job search
- use enthusiasm/self confidence for job to my advantage
- develop a network with people

## **Summary Insights**

- use my passion for my job to my advantage by setting an example for others (work ethic/attitude)
- learn how to confront people when they do something that bothers me
- learn how to confront people so small problems don't become bigger ones/spiral out of control
- use my likeability to make large network of people (always be looking for ways to connect with people)
- learn to slow down and take a step back instead of hurrying through projects and making mistakes
- use my planning mentality to help other people stay on track
- use my positive attitude to boost moral

# **“Right Career” Insights**

Potential Right Careers

## **Interests Exercise**

### **- Basic Interest Scales Insights**

- Top Five Interest Areas: All of them, except one, fall under my top 3 General Occupational Themes: Enterprising, Social and Artistic. The one exception was Athletics
  - Marketing & Advertising (Enterprising)
  - Social Sciences (Social)
  - Athletics (Realistic)
  - Teaching & Education (Social)
  - Performing Arts (Artistic)
- Beyond the Top 5 Interest Areas I found others I like:
  - Writing & Mass Communications (Artistic)
  - Management (Enterprising)
  - Entrepreneurship (Enterprising)
  - HR (Social)
- Areas of Least Interest (I have absolutely no interest in them & no natural ability)
  - Programming
  - Computer hardware & Electronics
  - Math

### **- Occupational Scales Insights**

- Top Ten Occupations:
  - #10 – Advertising Account Manager

I decided to use the O\*NET Web site to find out more about the Advertising Account Manager role. <http://www.onetonline.org/>

I did a search on “Advertising Account Manager” and found this page

<http://www.onetonline.org/find/quick?s=Advertising+Account+Manager>

It provided a long list of occupations but one had a score of 100 out of 100 and that was “Advertising and Promotions Managers - 11-2011.00”. I read that description and it sounded interesting.

It also listed related occupations and one was “Public Relations Specialist - 27-3031.00”. That description also sounded interesting.

- It was surprising here to find that I didn’t really like any of the #1 to #9 occupations that the study generated for me. It made me wonder if I wasn’t doing a very good job of expressing my interests while taking the assessment.
- Other Occupations (within each area they are by score)
  - Enterprising: Retail Sales Manager (if clothing), Restaurant Manager (right kind of restaurant), Buyer (clothing, jewelry, etc),

# **“Right Career” Insights**

## Potential Right Careers

Cosmetologist (as a starting position – if it had growth), HR Manager, Interior Designer

- Social: none
- Artistic: Broadcast Journalist, PR Director, Corporate Trainer (depends on subject & company), Reporter (depends on topics & media), Editor (depends on topics & media)
- Realistic: None
- Investigative: None
- Conventional: None

## - **Career Fields Insights**

- Public relations
  - Work with people
  - Persuade people
  - Social life high

The O\*NET code for Public Relations & Fundraising is 27-3031.00.

I went to the O\*NET Web site and looked up the information they have.

<http://www.onetonline.org/link/summary/27-3031.00>

They list Related Occupations and one of them that interests me is Advertising Sales Agents (O\*NET Code 41-3011.00).

- HR Management
  - With my people focus this one useful to explore
  - It looks interesting, but not as much as Public Relations

The O\*NET code for HR Management is 11-3040.00.

Again I went to the O\*NET Web site and looked up the information they have.

<http://www.onetonline.org/link/summary/11-3040.00>

## - **Occupations Insights**

- Public relations director
  - Typical Work Tasks:
    - Plan and direct public relations programs to create and maintain a favorable public image for clients
    - Identify main audiences and determine best way to communicate to them
    - Engage in promoting goodwill for individuals, groups or individuals
  - Knowledge, Skills, Abilities
    - Methods for showing, promoting and selling products or services
    - Knowledge of techniques for media production, communication and dissemination
    - Skill at persuading others to change their minds or behavior
- Advertising account manager
  - Typical Work Tasks:

# **“Right Career” Insights**

## **Potential Right Careers**

- Plan and administer advertising policies and programs
- Oversee production of ads, contests, and coupons to create interest in a product or service
- Coordinate activities of sales, media, graphic arts, and finance professionals
- **Knowledge, Skills, Abilities**
  - Knowledge of marketing strategy, promotions, product demonstrations and sales techniques
  - Knowledge of techniques for media production, communication and dissemination
  - Convey info clearly and effectively

## **- Additional Occupations to Explore**

- Marketing manager
  - It is related to Public Relations and Advertising
- Broadcast journalist
  - I did journalism in high school and was successful

## **- Good Match to Start Your Career Insights**

- Two good options
  - Public Relations
  - Advertising
- Box 1 Questions
  - Is this a cooperative environment that is open to new ideas focusing on people’s best interests? - YES
  - Is this an environment in which interacting with people and motivating others are rewarded? - YES
  - Will I be required to focus on precise facts and details, or to spend more time on bottom-line practicality than I like? – NO

If you answered “yes” to the first two questions, you are probably considering a career or occupation that is a good fit for your ENFJ preferences. The third question is a heads-up: Work often includes tasks that are not very appealing. But it is important that such tasks don’t take up the majority of your work time.

- Box 2 Questions
  - Is this work environment more fast paced and profit oriented than reflective and idea driven? - YES
  - Would I spend more time managing projects and selling products than solving abstract problems? - YES
  - Would this job allow me to be ambitious, persuasive, and entrepreneurial? - YES

If you answered “no” to any of these questions, try to find a work environment that is a closer fit with your Enterprising Theme.

# **“Right Career” Insights**

Potential Right Careers

## **- Overall Interest Inventory Insights**

- Shows I need to work with people overall
- Be actively involved in the team process
- Lead by example

## **- Overall Strong & Meyers-Briggs Insights**

- Fast paced environment
- Work with other people
- Learn to promote others
- Know marketing strategy
- Identify audiences

# **“Right Career” Insights**

Potential Right Careers

## **Autobiography Exercise**

- Did journalism as junior and senior on school magazine and at one time was thinking of a career in journalism – maybe still am
  - o became one of the editors senior year
  - o won Columbia University Journalism Award
- Was able to start a business from the ground up in 7<sup>th</sup> grade (showed me that I would like to work in business world)

## **Accomplishments Exercise**

Middle School:

- doing business program made me realize that I would like business and I should pursue that as a career

High School:

- doing journalism made me see that I was a natural writer and I could pursue that as a career. This has also showed me that I could do business/journalism combined by working at a magazine in NYC

College:

- experimenting with all different kinds of courses (a.k.a history, international development, communication and culture, business management) to find what my major was going to be
- Being able to dedicate myself to a psychology major that I find really interesting and am really passionate about will enable me to obtain better grades.
- deciding to be a psychology major/business mgmt minor will prepare me for social side of business.
- Going abroad second semester and doing the London business internship program will prepare for the “real world”.



# **“Right Career” Insights**

Potential Right Careers

## **Strengths Exercise**

My Right Career will leverage some or all of my natural Talents.

### **Empathy**

People who are especially talented in the Empathy theme can sense the feelings of other people by imagining themselves in others' lives or others' situations.

### **Developer**

People who are especially talented in the Developer theme recognize and cultivate the potential in others. They spot the signs of each small improvement and derive satisfaction from these improvements.

### **Restorative**

People who are especially talented in the Restorative theme are adept at dealing with problems. They are good at figuring out what is wrong and resolving it.

### **Includer**

People who are especially talented in the Includer theme are accepting of others. They show awareness of those who feel left out, and make an effort to include them.

### **Individualization**

People who are especially talented in the Individualization theme are intrigued with the unique qualities of each person. They have a gift for figuring out how people who are different can work together productively.

# “Right Career” Insights

Potential Right Careers

## Skills Exercise

My Right Career will leverage some or all of the Skills I enjoy using.

### People skills

- **Sensing/Feeling:** Apprehending through intuition, showing sensitivity to others, especially their feelings. Intuiting; being sensitive and responsive to the feelings of others; empathizing; showing warmth; keen ability to put self in someone else's shoes
- **Communicating:** *Signaling, speaking, or listening to others so as to convey or receive information* Listening; receiving information; learning; questioning; interviewing; exchanging information; signaling; telling; talking; writing; informing; giving instructions; speechwriting; playwriting
- **Advising/consulting:** *Giving expert advice or recommendations, based on an area of expertise one possesses.* Reading avidly; continually gather information with respect to a particular problem or area of expertise; offering services; giving expert advice; consulting; trouble-shooting; recommending; referring.

### Information skills

- **Organizing:** *Giving a definite structure and working order to things* Forming into a whole with connected and interdependent parts; collating; formulating; defining; classifying materials; arranging according to a prescribed plan or evolving schema; expertly systematizing
- **Visualizing:** *Able to conceive shapes or sounds, perceiving their patterns and structures, and to enable others to see them too* Having form perception; imagining; able to visualize shapes; perceiving patterns and structures; skilled at symbol formation; creating poetic images; visualizing concepts; possessing accurate spatial memory; easily remembering faces; having and uncommonly fine sense of rhythm; estimating (e.g. speed); illustrating; photographing; sketching; drawing; coloring; painting; designing; drafting; mapping.
- **Improving, adapting:** *Taking what others have developed and applying it to new situations, often in a new form* Adjusting; improvising; expanding; improving; arranging (as music); redesigning; updating; applying
- **Planning, developing:** *Determining the sequence of tasks, after reviewing pertinent data or requirements and often overseeing the carrying out of the plan.* Reviewing pertinent data requirements; determining the need for revisions of goals, policies and procedures; planning on the basis of lessons from the past; determining the sequence of operation; making arrangements for the functioning of a system; overseeing; establishing; executing decisions reached; developing, building markets for ideas or products

# **“Right Career” Insights**

## Potential Right Careers

### **Stories Exercise**

For sure my Right Career will not involve a lot of math or science.

#### **Math – Didn’t Enjoy Doing Story Insights**

Since I go to a college where they do not force you to take math or science, I am much more passionate about school and do not have to worry about the agony of doing math and science problems. However, I have learned from taking math and science that if I work hard at something, I can still do well. I know that life will require you to do things that you do not enjoy and I am glad that I still have the motivation to accomplish those things.

I hope I find a career (s) that excite me like soccer does. When I am just starting out I can draw on my early experiences with soccer. I will need to work hard, just like I did in soccer, as I learn my new roles.

#### **Soccer Endurance Story Insights**

That dedication to soccer carried over to other parts of my life as well. Those long hours after soccer practices taught me that in the end, hard work pays off. I can play in college now because of the long hours I spent practicing.

My Right Career will be something that allows me to create and keep friendships.

#### **Long Term Friends Story Insights**

Looking back, I realize that I would rather have a good amount of really good friends than a large amount of friends who I don’t truly know. I also have learned that I can maintain long-term relationships, which is a very important talent to have in life. The people who have known you since you were a teenager are the people who can give you the best advice and support you later on in life. I know I will always remain close with my group of girl friends from high school and I know I can always count on them no matter what.

### **Drivers Exercise**

My Right Career (s) will have to satisfy my Drivers

- Belonging - to have a sense of belonging, part of a team/task force/org
- Creativity - to be creative, have novel ideas, brainstorm
- Friendship - to develop friendships: work, work-related, non-work
- Fulfillment - reason to jump out of bed, know what you don't like
- Identity - to have your work provide your identity, make you feel important
- Passion - to pursue a passion, e.g. provides fulfillment beyond paycheck
- Self-Esteem - to enhance your self-esteem, get positive feedback
- Social - to be connected to others, need others to energize you
- Structure - to have structure, e.g. weekday/weekend routine, structured org
- Value - to give value to others & be indispensable

# **“Right Career” Insights**

Potential Right Careers

## **How to Measure Your Life Exercise**

### **1) How can I be sure I will be successful and happy in my career?**

In order to be successful and happy in my career, I need to make sure my hygiene factors, like status, pay, and job security are addressed if they become a problem. However, I will not be entirely satisfied with my career unless I address the motivation factors as well. I need to make sure that I have personal growth in my career and that I feel like I am making a contribution to my company and even to the world. I can do this by making sure the company I am working for allows me to collaborate with my coworkers.

In addition, since I have taken a strengths test, I have found out that I have very high “idea euphoria” and “foresight”. I can use my strength of “idea euphoria” to my advantage if I work for a company that allows me to brainstorm ideas. I therefore would be good in marketing or public relations because those careers require you to come up with new ideas and strategies all the time. I have high “foresight” because I am a determined individual who will do almost anything to accomplish something that I want to accomplish. I have to be careful though that the things I want to accomplish will make me happy.

## **Economic Engine Exercise**

If I let the Economic Engine circle be a major influence on my Right Career this exercise gave me some clear guidance on how much money I would need to make.

At Age 30 I am assuming I will be making \$149,000/year, which is a very large increase from the \$49,000 I am assuming I got in my first job out of college.

This means I will have to choose a career (s) that have high income potential.