

# Strong & Myers-Briggs Insights

## - Strong Theme & MBTI Type Insights

- Enterprising and ENFJ = Collaborative Persuaders
  - Like to persuade others, but not in a head on sales approach, rather by working with them.
- Enterprising work environments
  - Says I like a fast paced environment which I do because I always like to be doing things
  - Says business oriented – true because I am not really interested in non profit world
- ENFJs at work
  - “Make decisions that promote consensus and harmony”
    - true, I like to get everyone on the same page
- Enterprising and ENFJ individuals often like...
  - “goal directed decisiveness”
    - like to have goals in order to work faster/effectively
  - “project orientation that benefits others”
    - like to help people
- The report says “You may be appreciated for you ability to:”
  - “Encourage open discussion of ideas” – I am good at getting discussions going and including other people
  - “Facilitate consensus when making decisions” – I try to involve everyone
  - “Contribute a future orientation to decision making” – not as good at this
  - “Bring a different outlook that combines imagination and innovation with efficiency and productivity” – I am very creative

It also says “some Enterprising work environments may seem to focus on the organization rather than the individual, which doesn’t align with your concern for human development and innovation.” – I really value personal relationships so it would be hard for me to work in that environment.

It also says “At times you may be viewed by others as soft or as one who lacks focus on the bottom line.” – I will have to adapt to the business world, figuring out how to turn my strength in personal relationships into business strength as well.

# Strong & Myers-Briggs Insights

## - Personal Style & MBTI Preferences Insights

- Work style + ENFJ:
  - Enjoy work that offers opportunities to collaborate with others
    - Like to work in a friendly social environment
  - Want to socialize during and after work, have a busy social life unrelated to work
    - Always like being around people
    - Feed off people's energy
- Learning style (they have my Learning style wrong)
- Leadership style + ENFJ:
  - Choose when and where to express my ideas
    - Good at sensing tone in room
  - Prefer a cooperative work environment that lets you choose when to take charge
    - Don't like confrontation, but can get people to cooperate
- Risk taking + ENFJ:
  - Comfortable in positions that provide stability
    - Always like to have a plan
  - Want your job to consistently and reliably offer opportunities for you to help others
    - Helping others is one of my strengths and it will help me succeed
- Team orientation + ENFJ
  - Enjoy lots of contact with others and working as part of a team
    - Collaborate on team goals/problem solving/goal setting
  - Be willing to share the recognition for group efforts
    - I have done that in college group efforts and it helps with future group efforts

# Strong & Myers-Briggs Insights

## - 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:
    - 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

# Strong & Myers-Briggs Insights

- 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.

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

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