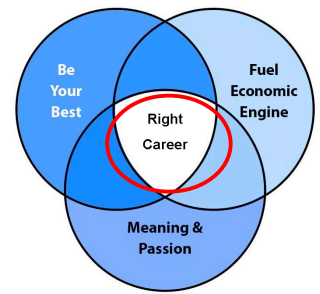


“Right Career” Insights

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 7th 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

Skills Exercise

Stories Exercise

Drivers Exercise

How to Measure Your Life Exercise

Economic Engine Exercise