

Creative and Media Careers

Critical Gap

These traits have the largest gaps, requiring urgent focus to excel in roles like Chartered Accountant or Investment Banker, where communication, data analysis, and strategic decisions are vital.

- 1. Creativity (-1.728):** Essential for generating original content. **Action:** Brainstorm daily in SMM's creative workshops to spark innovative ideas.
- 2. Emotional Expression (-1.242):** Enhances authentic storytelling. **Action:** Practice expressive writing for scripts or articles.
- 3. Assertiveness (-0.906):** Aids in pitching creative ideas. **Action:** Practice presenting a project pitch confidently to a team.
- 4. Eclecticism (-0.815):** Encourages diverse creative approaches. **Action:** Explore cross-media formats like podcasts and video in discussions.
- 5. Inquisitiveness (-0.808):** Drives exploration of new media trends. **Action:** Research emerging media topics to formulate new project ideas.
- 6. Imaginative (-0.737):** Fosters visionary media projects. **Action:** Brainstorm bold project ideas in creative sessions.
- 7. Talkativeness (-0.731):** Enhances audience engagement but needs balance. **Action:** Practice concise pitching to refine communication.
- 8. Team-Oriented (-0.715):** Strengthens creative team collaboration. **Action:** Lead a team-based media project to enhance team orientation.
- 9. Emotional Intelligence (-0.707):** Improves team and audience engagement. **Action:** Practice active listening in creative team discussions.
- 10. Melodic (-0.697):** Enhances audio storytelling or voiceovers. **Action:** Practice vocal exercises to develop a compelling voice for media projects.
- 11. Storytelling (-0.654):** Essential for compelling media content. **Action:** Write a short script or article to practice narrative skills.
- 12. Persuasive (-0.650):** Convinces stakeholders of project value. **Action:** Attend persuasion workshops to refine pitch skills.
- 13. Aesthetic (-0.603):** Critical for visually stunning content. **Action:** Design a polished media piece to showcase aesthetic skills.

Moderate Gap

These traits need improvement to strengthen your financial expertise, supporting skills like organization and resilience in demanding roles.