

CAREER FORWARD GUIDE

Unlock your professional strengths, discover new career possibilities and take charge of your future! The Career Forward Guide is a uniquely powerful tool designed specifically to help you see yourself and your career in a whole new light. The report reveals your interests, motivational needs and those work environments that hold the greatest potential for your success.

Equipped with this new knowledge, the Career Forward Guide supercharges your career search, helping you take full advantage of the media-rich platform provided by The Hilo Project to:

- Create a compelling job seeker profile;
- Craft an effective 30 second marketing video;
- Intelligently explore new career opportunities; and
- Develop useful interview and negotiation strategies.

The Career Forward Guide is powered by The Birkman Method®, an integrated behavioral, motivational, and occupational assessment backed by over 60 years of research and application. The benchmark assessment tool for executives of the world's most prestigious companies, The Hilo Project is pleased to bring the power of The Birkman Method® to everyone.



COLOR KEY

Career Forward Guide

Based on the results of your Birkman questionnaire, you have been assigned a particular color in each of the five areas included in the Career Forward Guide. Each color is associated with the attributes and behaviors of a particular personality type. Typically, you will have more than one color in your report, each representing a different aspect of your unique personality.

● DOER

RED

Ray is a doer. He makes quick decisions and organizes others to get results. Ray is very direct and action-oriented, giving his full attention to the task at hand. He enjoys building, organizing, working with his hands, solving practical problems, and producing an end product he can see and feel. He's objective, competitive, and commanding. If you want something done quickly, Ray's your man.

● ANALYZER

YELLOW

Yelena loves working with processes, details, definitions, and rules. She's happiest doing detailed calculations, scheduling, record-keeping, and establishing systematic procedures. Yelena is an excellent person to consult on financial matters because she is always cautious and thorough in her analysis. She is task oriented and prefers indirect communication (e.g. forms, rules and regulations, etc.)

● COMMUNICATOR

GREEN

Greta is a born salesperson with a strong desire to communicate directly and work with people. Every time you see her she is selling, persuading, promoting, motivating, counseling, teaching, or working with people in some way to get results. When she believes in a product, service, or idea, she can sell it. If you want to win friends and influence people, Greta is the right person for the job.

● THINKER

BLUE

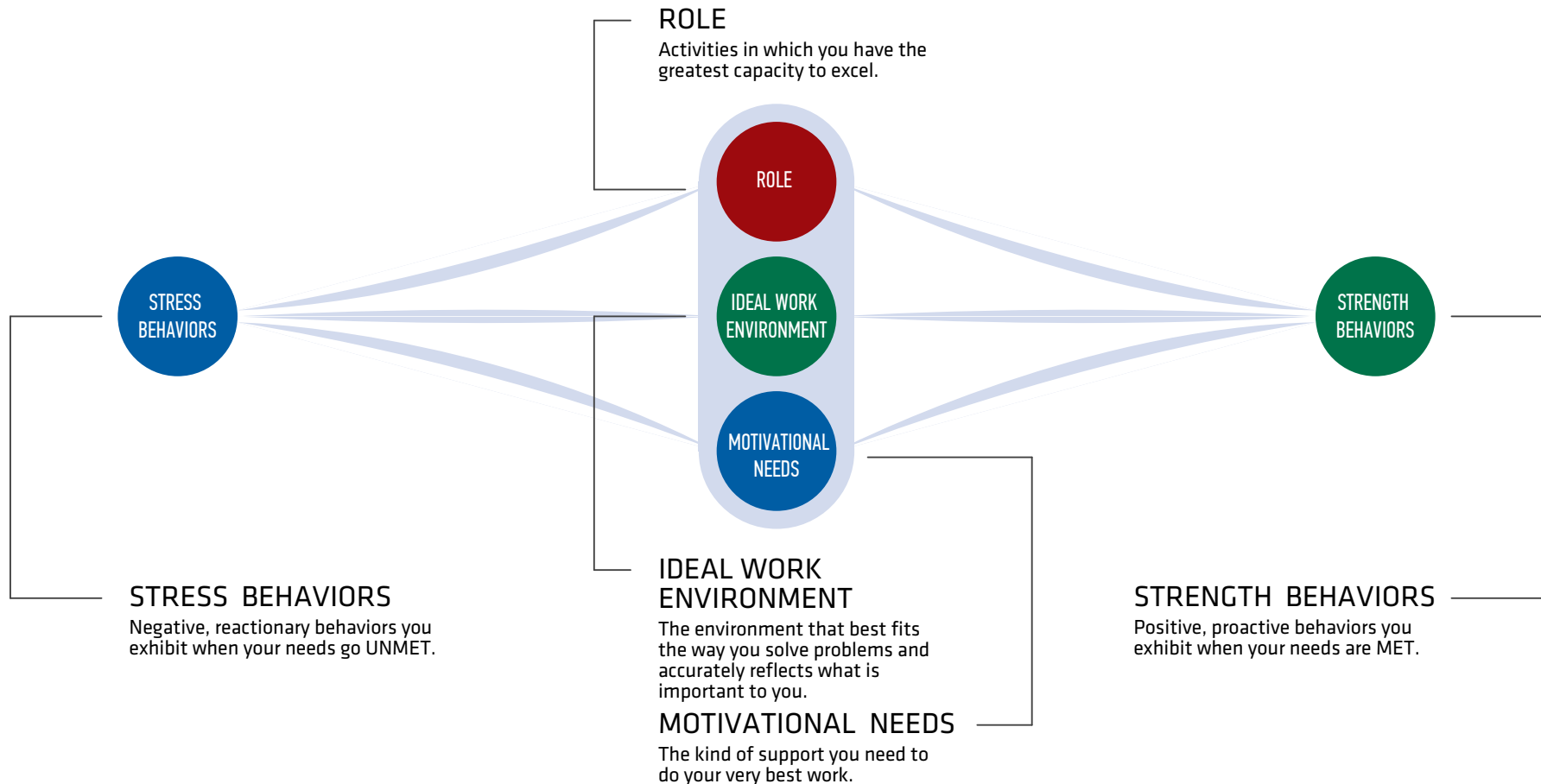
Barry is the best idea person around. He is creative, innovative, and an excellent long-range planner. He enjoys abstract ideas and finding new ways to solve problems. Barry thrives when generating ideas and coming up with the most viable solutions for the problem at hand. He is innovative and introspective, yet may need to be around other creative people to trigger the spark.

Each color is associated with the attributes and behaviors of a particular personality type.

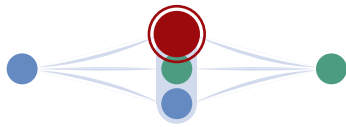
INTRODUCTION

Career Forward Guide

The Birkman Method brings to light specific aspects of your personality that are useful in identifying and building a career that is truly right for you. The Career Forward Guide helps you understand how your interests, motivational needs and an ideal work environment can function together to bring out your strengths. The report also details your stress behaviors, enabling you to find the source of your stress in real-time and keep your career on track.



Use the Career Forward Guide to understand, foster and clearly communicate your most effective behaviors.



Career Forward Guide

ROLE: DOER

Activities in which you have the greatest capacity to excel.

You will be most effective in roles that also involve:

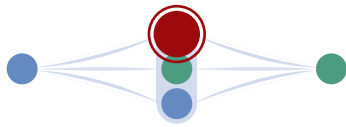
- Producing tangible outcomes
- Strategic design
- Planning
- Working outside the office

When evaluating a role, ensure that it allows for:

- Working on concrete projects with tangible outcomes
- Hands-on work
- Taking a creative approach to presentations
- Placing an importance on the aesthetics of projects
- Placing importance on how information is worded and delivered
- Writing and developing strategies, marketing materials, etc.
- Physical movement or exposure to external environments
- Working outside the confines of an office



The large **RED** circle details your optimal role within an organization or team.



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TOP INTERESTS

Activities in which you have the greatest capacity to excel.

MECHANICAL

PRODUCING TANGIBLE OUTCOMES

Hands-on work with a broad range of technical responsibilities. Interests may include design, fabrication, maintenance, operation or repair.

LITERARY

PLANNING

Creative interest in writing and sophisticated language/skills. Indicates a strong appreciation for abstract ideas conveyed in various mediums and materials.

ARTISTIC

STRATEGIC DESIGN

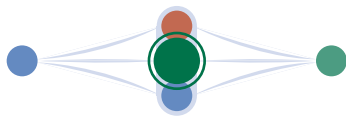
Creating imaginative works of aesthetic value, expressing ideas artistically. Working or performing in the visual arts.

OUTDOOR

WORKING OUTSIDE THE OFFICE

Hands-on work in an outdoor or natural environment. These activities can include physical or mental exertion outside of office confines. Some individuals score high because of environmental concerns.

Explore career opportunities that involve all four areas of interest.



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IDEAL WORK ENVIRONMENT: COMMUNICATOR

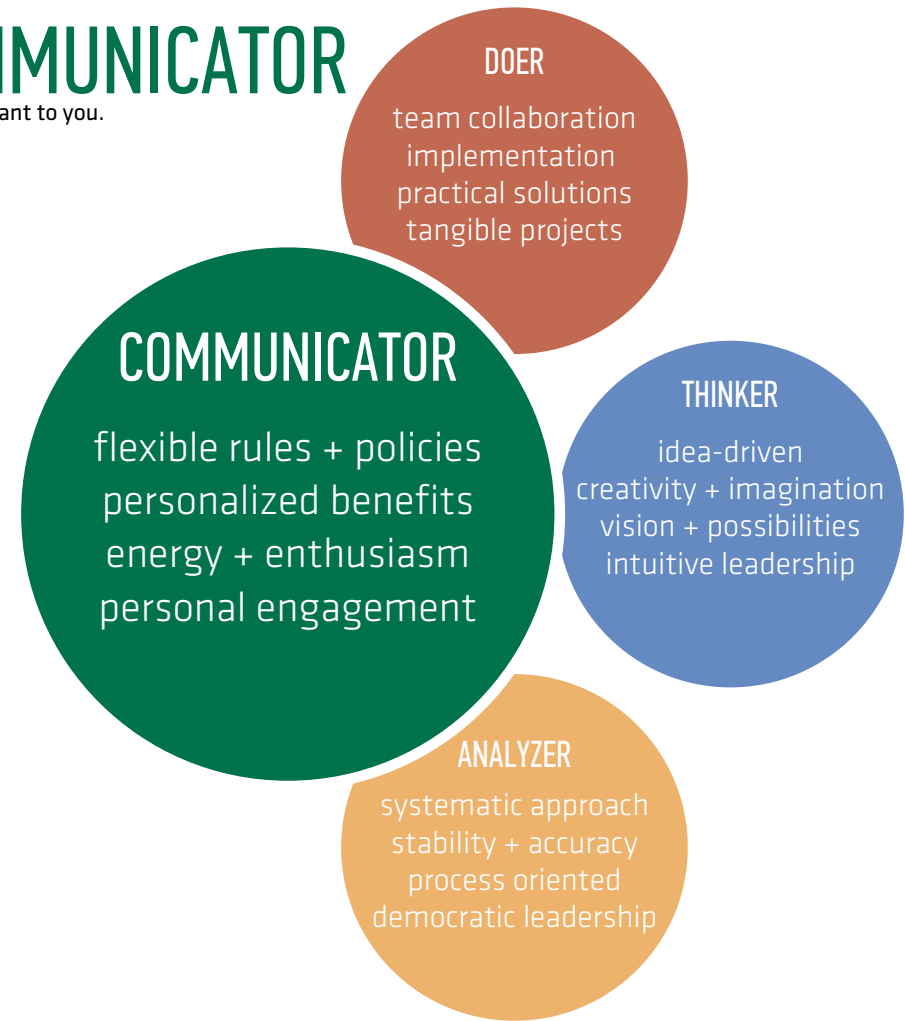
The environment that best fits the way you solve problems and accurately reflects what is important to you.

Target work environments that:

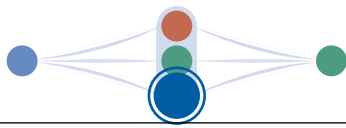
- Stress energy and enthusiasm
- Offer flexible rules and policies
- Encourage competitiveness and individualized rewards
- Promotes influential leadership

When evaluating a potential workplace, ask:

- Are relationships considered to be the most important part of any process?
- Does the department/company recognize and reward for individual performance?
- Does the department/company value energy and enthusiasm?
- Does the environment allow for flexibility within the boundaries of standard operating procedures?



The large **GREEN** circle details
your ideal work environment.



MOTIVATIONAL NEEDS: THINKER

The kind of support you need to do your very best work.

Target opportunities that also offer:

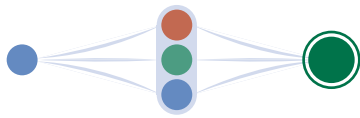
- Individual reassurance
- Freedom to create own schedule
- Individual approval
- Varied activities

To determine if a career opportunity is a good fit, ask:

- How are decisions typically made within the organization?
- How much interaction will I have with my direct manager?
- Are rewards based on individual or team achievements?
- Does the position allow for a variety of activities?
- What is my direct manager's leadership style?



The large **BLUE** circle details the motivational support you need from others and your environment.



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STRENGTH BEHAVIORS: COMMUNICATOR

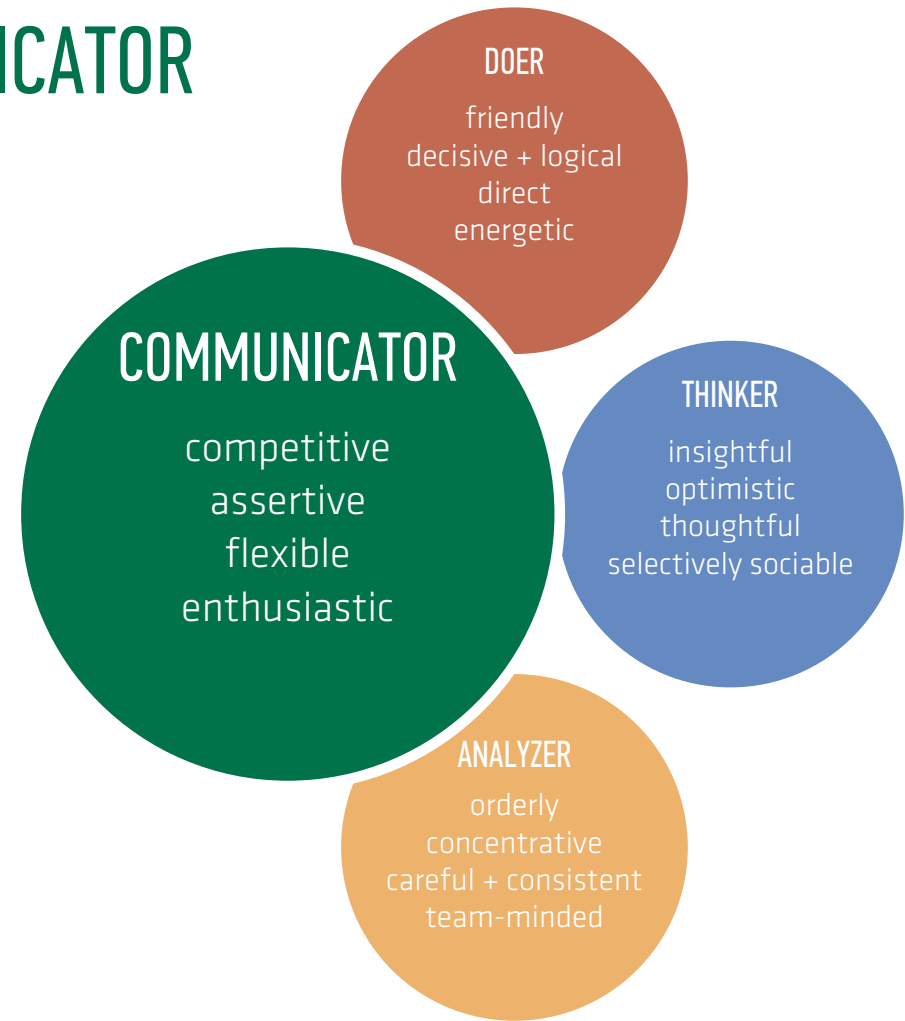
Positive, proactive behaviors you exhibit when your needs are MET.

When at your best, you are also:

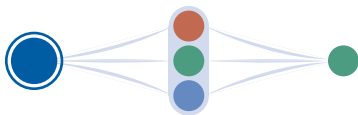
Spontaneous
Adventurous

In an interview, say that you:

Are self-assertive
Encourage healthy competition
Enjoy working with others
Persuade and motivate others toward action



The large **GREEN** circle details
your strength behaviors.



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STRESS BEHAVIORS: THINKER

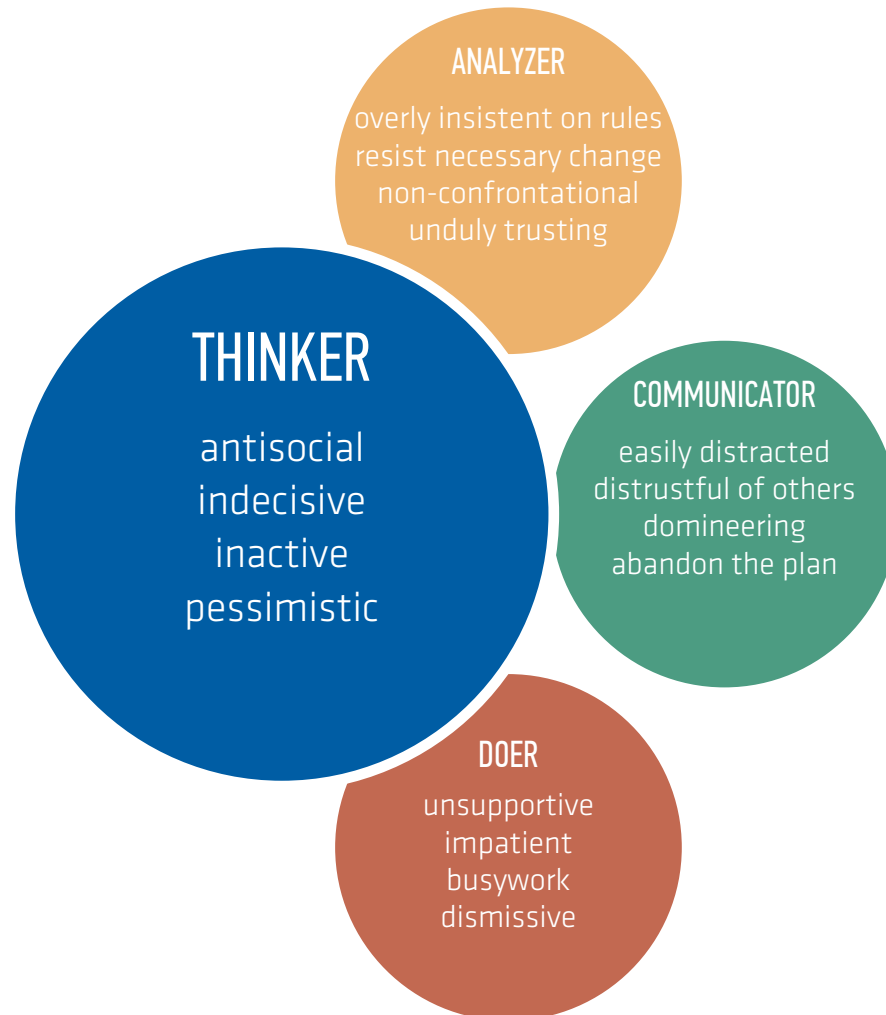
Negative, reactionary behaviors you exhibit when your needs go UNMET.

When frustrated and under stress, you may also:

- Get easily discouraged
- Appear overly sensitive to criticism
- Feel disorganized
- Become defensive and respond evasively

To manage stress behaviors when they occur:

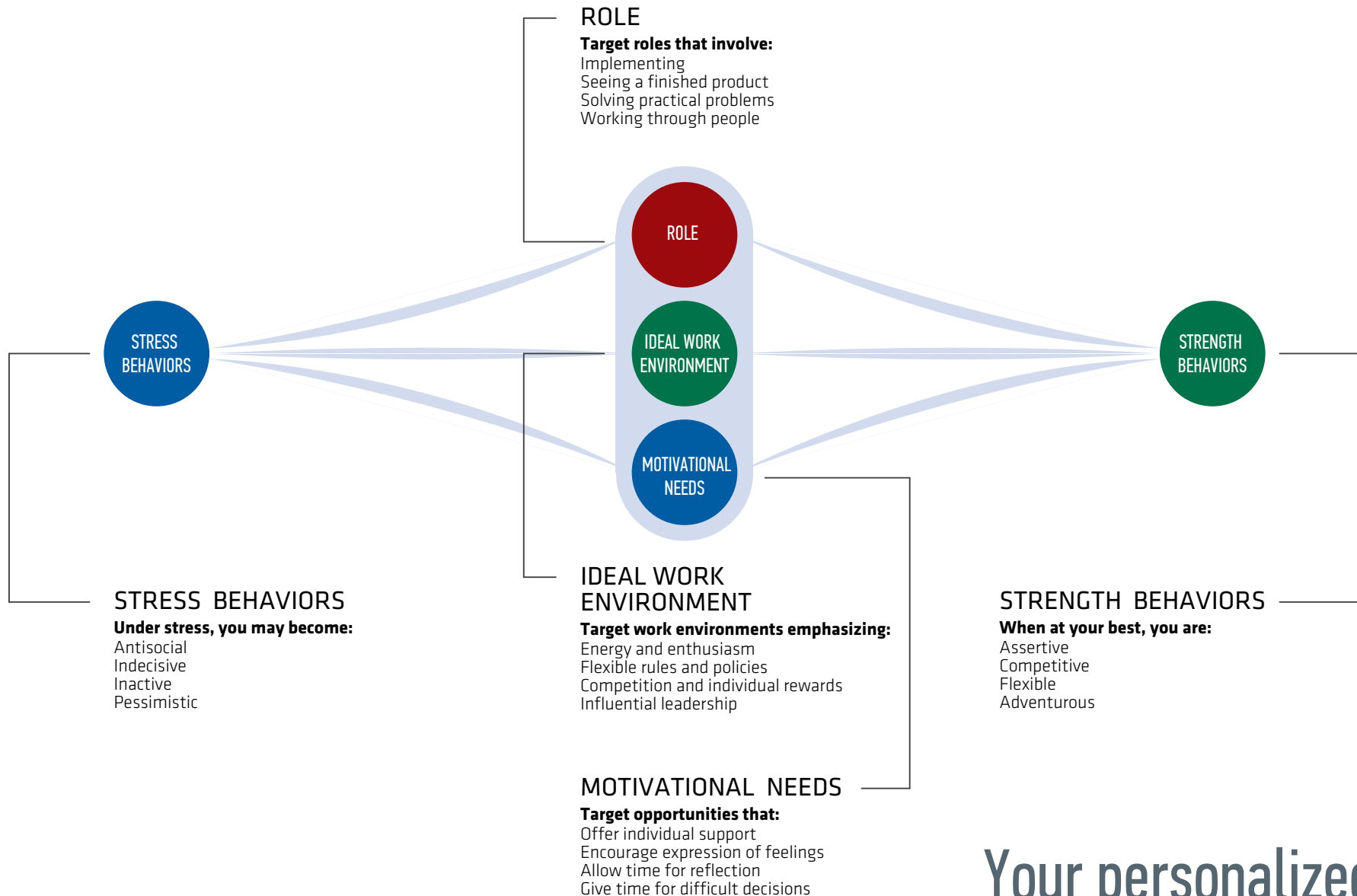
- Take opportunities to communicate with your work group, even briefly
- Realize that others are just stating the facts as they see them
- Check the original plan often when implementing projects
- Commit to understanding and accommodating the needs of others
- Speak more openly and candidly



The large **BLUE** circle details
your stress behaviors.

MICHAEL J. TURRI'S SUMMARY

Career Forward Guide



Your personalized
road map to success.