



# **Dheya Career Report & Personal Descriptor**

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Remember, you are a mine of strengths; you hold unlimited potential. It's time you explore your strengths and put them to use. You deserve a great career and an extraordinary life.

## Contents

1 Introduction

2 Your Personality Profile

3 Your Significant Traits

4 Your Mental Abilities

5 Your Competencies

6 Your Career Interests

7 Your Strengths Summary

8 Suggested Careers



# our work is dedicated to building extraordinary lives

Dheya: a Sanskrit word meaning “The Goal” is a career development organization focused on career success for students. Dheya has scientifically developed psychometric assessments, career guidance and career development processes & tools.

Dheya was founded in 2005, launched in July 2008, and ever since has been serving leading schools and institutes in India. Today, Dheya boasts of an unmatched research on psychometric assessment tools, career streams, education streams, educational information and career decision tools. Dheya has developed processes that are proven and impact-full.

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Unleashing personal potential by helping  
you understand yourself.

# Your Personality Profile

## Profile Analysis

You are basically open and friendly type of person with an organized and structured approach to situation and people around you. In relaxed and comfortable environment, you show enthusiasm and excitement whereas in more structured and formal situations, you are meticulous and display a process oriented approach.■

## How Do You Relate To Others ?

The way you relate to people actually depends on the situation that you are in. In casual environment you display confidence and openness and have an outgoing behaviour; but in formal situation where you are not so comfortable, you tend to be compliant along with your diminished confidence level. In such situations, you are generally not expressive about your feelings and emotions and rarely make direct criticism or enter into arguments; rather you are concerned about what others have opinion about you. ■

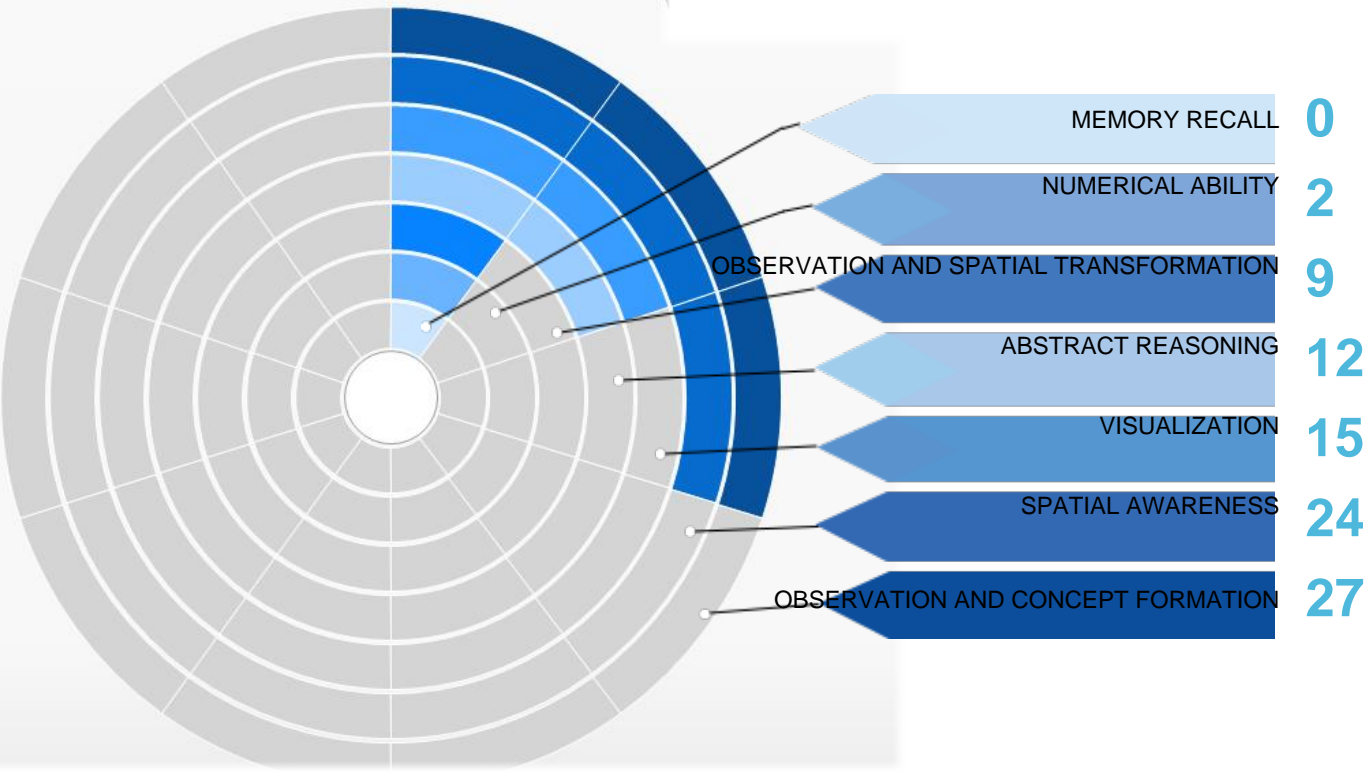
## Your General Areas of Strengths

Depending on the situation, you can be friendly and charming or direct and forthright, or aloof and guarded. Basically you are a confident and enthusiastic person. You understand the nuances in any sort of communication which are generally overlooked or remain undetected by others. But sometimes you do get over-sensitive to other's opinion, when actually nothing exists to react that way. Nevertheless, you tend to be a good team-worker. Your organized structured approach acts as strength in any group situations. Rather than focusing on your specific needs, you tend to focus on group's needs. ■

## What Motivates You ?

Being friendly and charming, you have the need for others approval and interest, but being compliant, you generally don't show this openly, rather you are more restrained. A sense of sureness about your position especially in social terms motivates you. Your motivation stems from the achievement of personal ambition, social acceptance and social recognition, and certainty of your position.■

ABILITY STRENGTHS



A person's abilities, define his professional skills. Professional skills may vary depending on a person's abilities to handle numbers, words, objects, people, situations, emotions, etc. The ability strength graph maps different abilities such as numerical, observational, analytical, spatial, etc., depending on a personal's individual personality. This plays an important part in deciding which career or field your abilities point to.

**SUMMARY OF YOUR ABILITY STRENGTHS** In the assessments completed, some scores may be relatively high and others relatively low, which means that your strengths lie in characteristics that define your intelligence. For example if you have a relatively high score on "Numerical ability", which in this context of the assessment is high would mean you are more skilled in using numbers while performing a task.■

Ability	Rating	Percentile	Rating
Observation	<div><div></div><div></div><div></div><div></div><div></div></div>	27	Moderate
Spatial Awareness	<div><div></div><div></div><div></div><div></div><div></div></div>	24	Moderate
Visualization	<div><div></div><div></div><div></div><div></div><div></div></div>	15	Low
Abstract Reasoning	<div><div></div><div></div><div></div><div></div><div></div></div>	12	Low
Conceptual Formation	<div><div></div><div></div><div></div><div></div><div></div></div>	9	Moderate
Numerical	<div><div></div><div></div><div></div><div></div><div></div></div>	2	Very Low
Memory & Recall	<div><div></div><div></div><div></div><div></div><div></div></div>	0	Very Low

# YOUR ABILITIES & APTITUDES

Your Abilities are intellectual and mental abilities measured on different characteristics which are supposed to be more or less independent of each other. These abilities more or less define your aptitude and intelligence that would get utilized by you while performing a job/task/activity.

**Numerical Ability** comprises of numerical computation, numerical estimation, numerical reasoning and data interpretation. A high score on the aptitude factor of Numerical Ability would mean that you have greater understanding of numerical relationships and capacity in handling numerical concepts. This exhibits your ability to use numbers in a logical and rational way. Apart from having the ability to add, subtract, multiply and divide quickly and accurately, you are both quick and confident in your approach. It also demonstrates your ease with numbers.■

**Abstract Reasoning** assesses your ability to understand complex concepts and assimilate new information beyond previous experience. A high score on abstract reasoning would mean that you hold greater ability to analyze information and solve problems on a complex, thought-based level. Your abilities to apply knowledge in problem-solving using theory, metaphor, or complex analogy and understanding subjects on a complex level through analysis and evaluation, along with forming theories about the nature of objects, ideas, processes, and problem solving and understanding relationships between verbal and non-verbal ideas are useful where the job or task involves a high degree of problem solving, or dealing with complex data or concepts or developing strategies and policies and performing non-routine tasks where initiative is required.■

**Spatial Visualization Ability** refers to the ability to mentally manipulate 2-dimensional and 3-dimensional figures or in other words it is the ability to manipulate representations of visual objects mentally. This skill requires estimation of one's position in relation to a static object. A high score on spatial visualization ability would mean you have a greater ability to visualize a three dimensional object from a pattern and also to visualize an object if rotated in the space. It also means that you have a greater skill to analyze, visualize, comprehend and express imaginative signs and shapes and have the capability to identify forms from the patterns and vice versa. ■

**Concept Formation** Concept Formation involves the recognition that some objects or events belong together while others do not. It is ability to develop



Very Low



Low



Low

abstract rules or mental constructs based on sensory experience. It entails an understanding of a phenomenon's characteristics and how they are logically linked. It is a learning process by which items are categorized and related to each other. A high score in concept formation would mean your ability to find commonalities among different concepts and to manipulate ideas on an abstract level. It shows you hold a greater ability of noting a fact or occurrence for a special purpose and also respond to common features of categories of objects or events. You also possess a greater ability to form a concept on the basis of generalization or grouping by developing mental categories for an objects, events or ideas that have a common set of features.■

**Observation and Spatial Transformation** It is the ability to visualize spatial patterns and mentally manipulate them over a time-ordered sequence of spatial transformations. This ability is important for generating and conceptualizing solutions to multi-step problems that arise in areas such as architecture, engineering, science, mathematics, art, games, and everyday life. A high score in observation and spatial transformation would mean you hold a greater ability to assimilate information by viewing and observing an event or occurrence and responding to find out the hidden. You also possess a greater ability to identify a problem by observing and viewing.■

**Spatial Awareness** is the awareness of a fully 3 dimensional space. It is the skill to analyze, visualize, comprehend and express these imaginative signs and shapes. It demonstrates your ability to manipulate shapes in two dimensions or to visualize three-dimensional objects presented as two-dimensional pictures. A high score in this ability shows your capacity to interpret and make drawings, form mental images, and visualize movement or change in those images. You have the ability to solve critical problems in the complex real world. But more importantly, a developed spatial ability helps you to get contract letter for your dream specific job. ■

**Memory and Recall** It is the ability to recall images, sounds, or objects in memory with extreme accuracy and detail. A high score in memory and recall would mean that you can store encoded information and later retrieve the same vividly for future usage. You also can identify whatever you have memorized in the past with greater ease. You possess the skill to retrieve prior learning or experiences by images or words.■



Moderate



Moderate

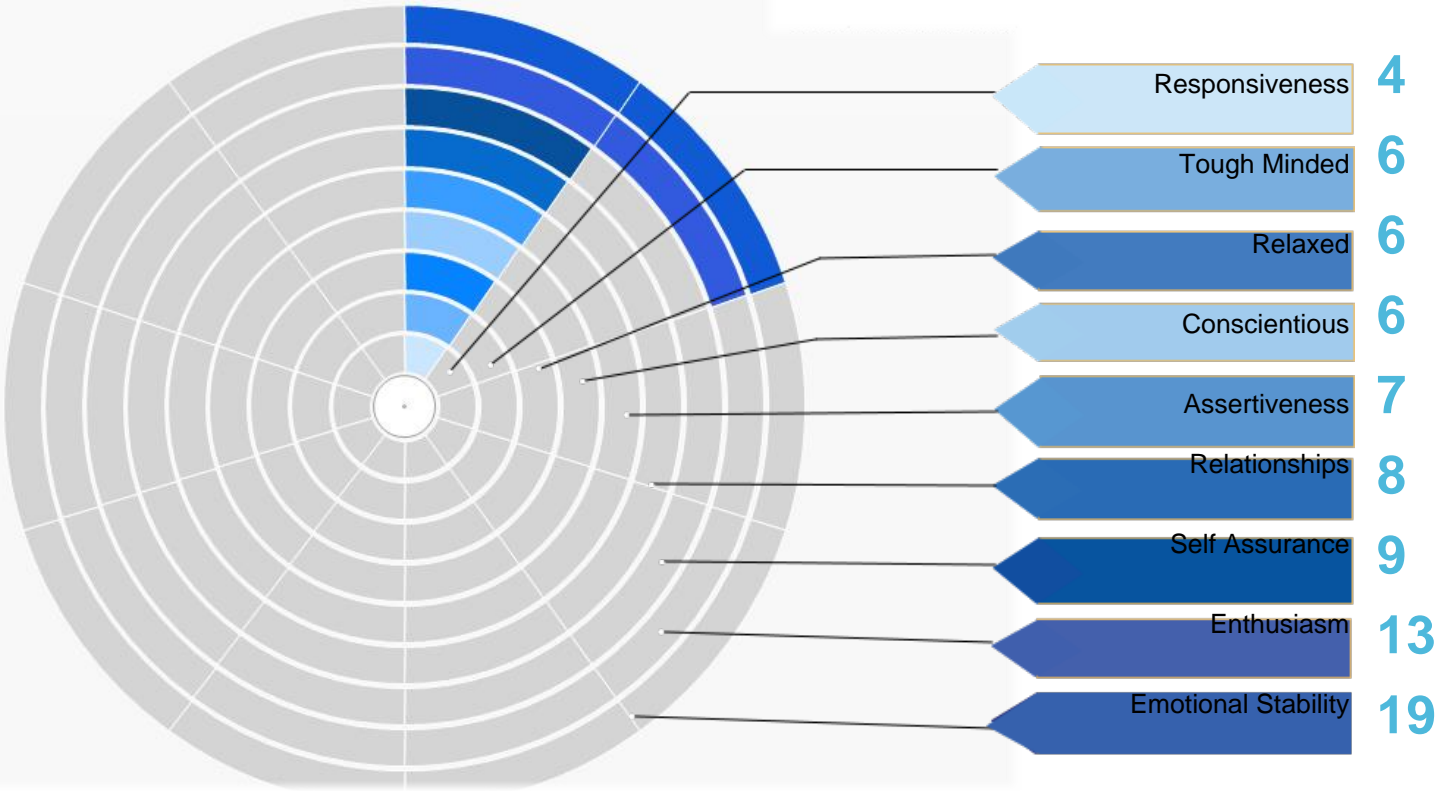


Moderate



Very Low





You are defined by your personality. Your values, upbringing, experiences, friends, family, all shape the person that you become. Your personal, physical, and emotional abilities coupled with your personality traits is what makes up your personality strengths. It is very crucial that your personality strengths be known, because that is how it can be determined as to which field you will enjoy working in the most.

**SUMMARY OF YOUR PERSONALITY STRENGTHS** Your personality from within is your identity. What you see from outside is just your behavior. However your behavior is driven by your attitude, your thinking, your values, your up-bringing etc. In the assessments we are assessing your personality based on 9 factors that define your behavior and that would make a difference on to your performance on a long term. We call this as your behavioral assets.■

Behavior	Rating	Percentile	Rating
Emotional Stability	<div><div></div><div></div><div></div><div></div><div></div></div>	19	Moderate
Enthusiasm	<div><div></div><div></div><div></div><div></div><div></div></div>	13	Moderate
Self Assurance	<div><div></div><div></div><div></div><div></div><div></div></div>	9	Low
Relationships	<div><div></div><div></div><div></div><div></div><div></div></div>	8	Low
Assertiveness	<div><div></div><div></div><div></div><div></div><div></div></div>	7	Low
Conscientious	<div><div></div><div></div><div></div><div></div><div></div></div>	6	Low
Tough Minded	<div><div></div><div></div><div></div><div></div><div></div></div>	6	Low
Relaxed	<div><div></div><div></div><div></div><div></div><div></div></div>	6	Low
Responsiveness	<div><div></div><div></div><div></div><div></div><div></div></div>	4	Low



# YOUR PERSONALITY

Personality is made up of the characteristic pattern of thoughts, feelings and behavior which makes you a unique person. Personality normally develops at the adolescent age and remains fairly consistent throughout life.

## Relationship Orientation

**HIGH** High scores indicate that the person has a positive outlook towards people, the team and the society. Also this person is cooperative, participative and outgoing. Extreme high scores indicate an easy-going temperament. ■

**LOW** Low scores indicate that this person is likely to be impersonal, aloof and not too friendly. This person prefers to remain isolated from the society/group. Also this person is cool, distant and reserved. Also a hesitant and overly formal behaviour is expected. ■

## Emotionally Stable

**HIGH** High scores indicate that this person is in good control of personal emotions. This person has a greater tolerance to handle frustration and face reality calmly. This person doesn't get stressed or anxious under pressure. This person tries to maintain poise and maturity most of the times. This person doesn't worry and get disturbed over petty inconvenience. ■

**LOW** Low scores indicate that this person is likely to have problems controlling emotions. This person also is likely to over-react to situations. He or she tends to become disorganized under pressure. There exists a tendency to get frustrated too fast. This person gets irritated, tensed, restless & impatient by his/her own feelings/ emotions too often. This person finds it difficult to cope effectively with stress. ■

## Assertive

**HIGH** High scores indicate that this person loves competition is competitive by nature. This person is likely to be freeminded and independent. This person can express feelings and thoughts with greater ease. This person knows his/her rights and tends to control others and helps them know their rights. This person has good control over his/her anger and manages to express his/her displeasure in a logical way. ■



Low



Moderate



Low

**LOW** Low scores indicate that this person dislikes competition. This person also prefers a non demanding environment. This person has a non demanding disposition and has low decision needs. This person mostly avoids taking an independent decision or stance on issues. This person depends on others for a decision. He/she also finds it difficult to express his /her feelings, thoughts and desires. ■

#### Enthusiasm and Energy

**HIGH** High scores indicate that this person would always be ready to take up and accept new and greater responsibilities. This person would like to take new challenges & handle critical situations with great alacrity. This person also displays high energy and willingness to experience new and unknown experience or situations. Also this person would willingly deal adequately with difficult conditions. This person displays a tendency to take lead in new varied activities and love adventures (exploring uncharted territories). Also this person is known as insightful and imaginative. ■

**LOW** Low scores indicate avoidance of new or increased responsibilities, activities and challenges. This person also prefers to stay away from critical situations. This person also doesn't get involved in group event or team oriented activities. This person has a tendency to ignore dealing adequately with difficult conditions. This person is risk and change averse. ■

#### Responsibility and Conscientiousness

**HIGH** Person with high scores shows diligence, drive and domination by a sense of his/her duty. The person has a great regard for moral standards and ethics. You can expect honesty and sincerity towards his/her work. This person also displays strong sense of responsibility and orderliness. ■

**LOW** Person with low scores show low levels of persistence, drive & domination by a sense of his/her duty. Also this person may lack complete commitment towards the given task/work. ■

#### Social Responsiveness

**HIGH** The person with high scores is socially precise. This person displays greater self-discipline and respects customs, social protocol, and also would have good manners. This person has a firm code of right and wrong, good and bad. Also, the person shows a strong sense of identity, awareness of "self". This person also maintains a positive social reputation in the society. ■

**LOW** Person with low scores considers himself/herself free from social constraints, norms and conventions. This person may not respect customs or even question them. By nature, this person is open minded and open by attitude and follows his/her own urges. He/she doesn't persist with boring tasks. ■

#### Tough Minded

**HIGH** The person with high scores is cool, emotionally detached and controlled.



Moderate



Low



Low

This person is capable of making rapid decisions when necessary. This person would be able to adjust quickly under pressure of time. Also this person by nature is alert and analytical with new information. This person is disciplined and intellectual in nature and rejects illusions. This person has a greater resilience and can take rejection or disapproval in a positive manner. ■

**LOW** Person with low scores is emotionally connected, involved and open. This person finds it difficult to take firm and independent decisions. This person displays an emotionally connected thinking and is driven more by emotions than practicality. ■

#### Self-Assured

**HIGH** By nature the person with high scores in self assured behaviour is placid, secured, satisfied, confident and untroubled. This person is independent and can operate autonomously. This person prefers to take his/her own decisions and is capable and confident of facing any particular situation. This person has greater levels of self belief and higher confidence in his/her capabilities. ■

**LOW** By nature this person is dependent on others. This person is more group oriented and always prefers to work with a group. This person is more of a follower than a leader. This person is likely to display low levels of self-belief and confidence in matters of personal capability. ■

#### Relaxed

**HIGH** The person with high scores in relaxed behaviour is cool, calm & relaxed by nature. This person doesn't get frustrated or tensed even in the critical situations. This person is calm and displays thoughtfulness. This person on extreme levels tends to resist actions and changes. This person prefers a non-changing and constant/routine environment. ■

**LOW** This person gets anxious very soon. This person is restless, mobile and alert. This person displays impatience to complex issues or problems. This person is high paced and a sharp thinker. This person cannot work calmly and needs action and changing environment/work as a stimulant. ■



Low

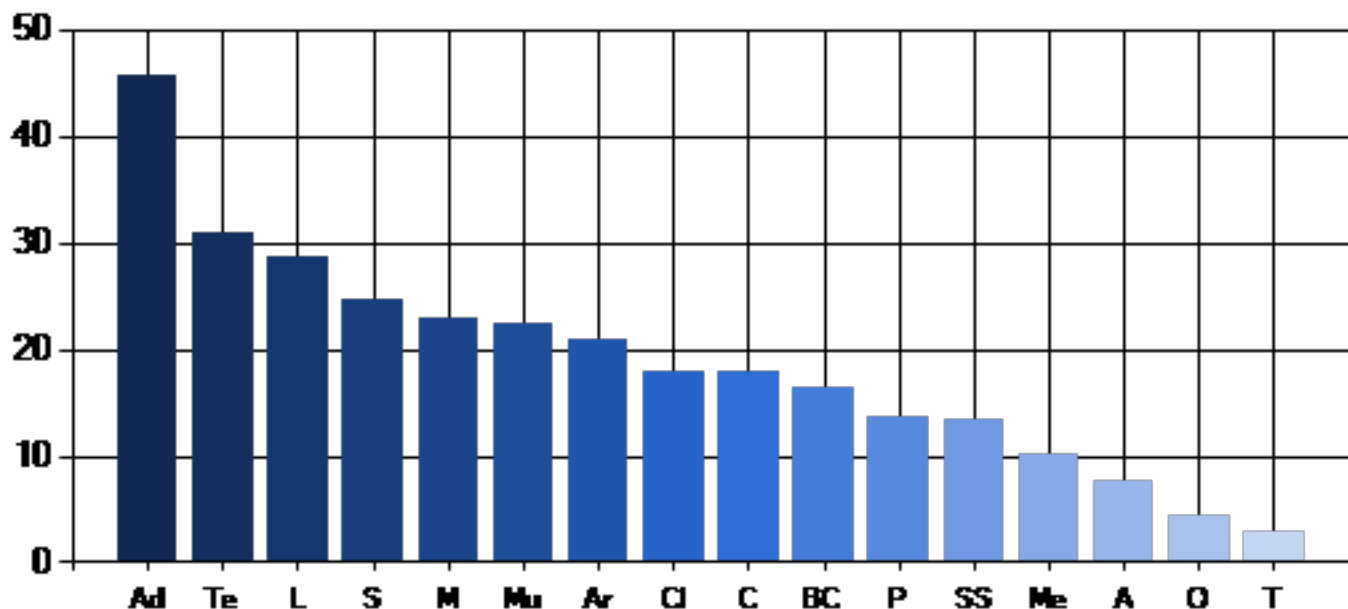


Low



Low

# INTERESTS



Your likes and dislikes, tastes, preferences, for certain elements, activities, people, etc. is what defines your set of interests. This section maps out the areas which you enjoy so much, that give your heart and soul during an activity in that area. Your ability strengths and personality strengths will be aligned with your interests to narrow down to the career we think are the most suitable for you.

**SUMMARY OF YOUR PERSONALITY INTERESTS** Your Interests define your likes or dislikes for certain kind of activities. In the activities of your interests, this section captures the areas where you perform whole heartedly and also enjoy the most. In the interest inventory we have made an effort to keep into your interests and have linked them into a set of careers.

Interest	Rating	Percentile	Rating	Interest	Rating	Percentile	Rating
Administrative	<div><div></div><div></div><div></div><div></div><div></div></div>	46	High	Clerical	<div><div></div><div></div><div></div><div></div><div></div></div>	18	Moderate
Teaching	<div><div></div><div></div><div></div><div></div><div></div></div>	31	High	Business	<div><div></div><div></div><div></div><div></div><div></div></div>	17	Moderate
Literary	<div><div></div><div></div><div></div><div></div><div></div></div>	29	Moderate	Persuasive	<div><div></div><div></div><div></div><div></div><div></div></div>	14	Moderate
Scientific	<div><div></div><div></div><div></div><div></div><div></div></div>	25	Moderate	Social Services	<div><div></div><div></div><div></div><div></div><div></div></div>	14	Moderate
Management	<div><div></div><div></div><div></div><div></div><div></div></div>	23	Moderate	Mechanical	<div><div></div><div></div><div></div><div></div><div></div></div>	11	Moderate
Musical	<div><div></div><div></div><div></div><div></div><div></div></div>	23	Moderate	Adventurous	<div><div></div><div></div><div></div><div></div><div></div></div>	8	Moderate
Artistic	<div><div></div><div></div><div></div><div></div><div></div></div>	21	Moderate	Outdoor	<div><div></div><div></div><div></div><div></div><div></div></div>	5	Moderate
Computational	<div><div></div><div></div><div></div><div></div><div></div></div>	18	Moderate	Technical	<div><div></div><div></div><div></div><div></div><div></div></div>	3	Moderate

# YOUR INTERESTS

Your Interests define your likes or dislikes for certain kind of activities. In the activities of your interests, this section captures the areas where you perform whole heartedly and also enjoy the most. In the interest inventory we have made an effort to keep into your interests and have linked them into a set of careers.

**Management** Management is the process of getting activities completed and effectively with and through other people. It is the managerial process of forming a strategic vision, setting objectives, crafting a strategy and then implementing and executing the plan. You have an interest in management field means you like the activities where some management is needed. Like-managing deals, organize such events or activities, make plans for the growth, manage people & their activities etc.■

**Technical** Technology is associated with innovation, the transformation of ideas into new and useful products or processes. It is a specific set of skills or specific process to be followed in performing an activity in which some technology is involved. You have an interest in technical field means you like the activities where some technology is involved. Like: assembling parts, working with computers, testing equipments and its operations, operate electronic instruments etc.■

**Computational** Computation is the procedure of calculating; determining something by mathematical or logical methods. It is a process of calculation (usually of numbers) performed by means of an algorithm. It involves numerical & mathematical problem solving. You have an interest in computational field means you like the activities where numbers, calculations are involved. Like: working with numbers,analyzing some data, keeping accounts, study statistics & use it for research purpose etc. ■

**Business and Commercial** Business is an activity which, in general, is carried out in competition with the private sector. Which has a trade, occupation or other commercial activity engaged in or gain, profit for which a corporation can be organized. You have an interest in business & commercial field mean you like the activities which are related to business. Like: direct or coordinate a business, study economical reports & evaluate performance of company, study share market or take decision for the growth of company etc. ■



Moderate



Moderate



Moderate



Moderate

**Science** Science is the method of principles and procedures for the systematic pursuit of knowledge involving the recognition and formulation of a problem, the collection of data through observation and experiment, and the formulation and testing of hypotheses. It works for inventions & innovations. You have an interest in scientific field means if you like such activities where some research, invention or innovation is needed, you have an interest in the field of science. For example, study about metals, alloys & elements, do researches related to physics, chemistry or biology, inspect the quality of product, experiment to increase the productivity of the product etc. ■

**Mechanical** Mechanical field encompasses the designing, analyzing, testing and manufacturing of product. It involves the work which is related to machinery. Like: doing experiments with mechanical instruments, design mechanical machinery, invent mechanical parts or supervise constructions, oiling & servicing etc. ■

**Persuasive** Persuasive means capable of convincing someone or having the power to induce action or belief. You have an interest in this field means you like activities where some convincing is involved. Like: to convince someone, canvass for social activities, bargain in sales, collecting funds or contributions etc. ■

**Adventurous** Adventure is described as an undertaking, which involves danger. If the venture is exciting, an experience that would not likely to be forgotten quickly. You have an interest in this field means you like such activities where some risky, dangerous part comes. Like: playing thrilling games, participate in breathtaking/awe-inspiring activities like scuba diving, Para-sailing etc. ■

**Outdoor** Outdoor means going out in to the natural environment, learning about and respecting the environment or/and being a part of social activities. You have an interest in this area means you like the outdoor activities like: trekking, traveling, gardening, participating in social functions etc ■

**Social services** Social work concerned with social problems, their causes, their solutions and their human impacts. It committed to the pursuit of social justice to the enhancement of the quality of life, and to the development of the full potential of each individual, group and community in society. You have an interest in this field mean you like to work for the society. Like: social work, work for rehabilitation, provide public recreation services, work for people etc. ■

**Teaching** Teachers are those who help students or pupils to learn. Where teacher teaches, takes practical skill, including learning and thinking skills. You are having interest in this field means you like to teach others. Like: Teach specific work to others; teach to students, working in educational field, sharing knowledge with others etc. ■

**Artistic** An art is a habit of thinking, doing, or making that demonstrates systematic discipline based on principles. It is a habit done often and often unconsciously. You have an interest in this area means you like the artistic



Moderate



Moderate



Moderate



Moderate



Moderate



Moderate



High



Moderate

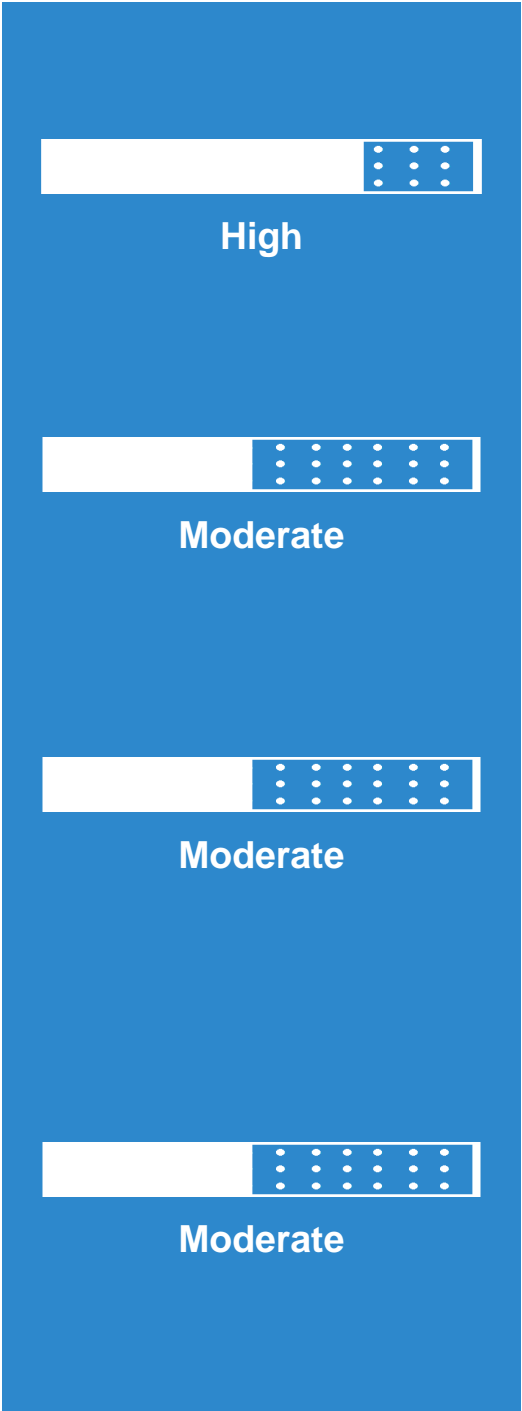
activities. Like: drawing, painting, photography, designing, acting, cooking etc. ■

**Administrative** Administration involve the exercise of analytical ability, judgment, discretion, personal responsibility, and the application of a strong body of knowledge of principles, concepts, and practices applicable to one or more fields of administration or management. You have interest in this area mean you like such activities where administration part comes. Like: organize meetings, make reports, select candidates, manage public relations etc. ■

**Clerical** Clerical work involves structured work in support of office, business, field, or monetary operations. Duties are performed in accordance with established policies and require training, experience, or working knowledge related to the tasks to be performed. You have interest in this area means you like the activities where some clerical work is needed. Like: keeping records, receiving & issue things, checking bills etc. ■

**Literary** Literary is concerned with books or academics. Literature describes written or spoken material. It also describes anything from creative writing to more technical or scientific works. The term mostly refers to works of the creative imagination, including works of poetry, drama, fiction, and nonfiction. You have an interest in this area means you like the activities where literature plays an important role. Like: write or edit stories, study literature, publish journals, give a talk on a specific topic etc. ■

**Musical** Musical is basically pertaining to music; having the qualities of music; or the power of producing music; or devoted to music. Music is the art of arranging and synchronizing sounds to produce a continuous, combined, and evocative composition through melody, harmony, rhythm, and quality. It is the science and the art of tones, or musical sounds. It is an artistic form of auditory communication incorporating instrumental or vocal tones in a structured and continuous manner. You have an interest in this field means you like the activities which are related to music. Like: attend musical programs, participate in musical competitions, play some musical instrument, be a member of music club etc. ■







## Occupational categories that suit you the best..

Service

**36.00%**

Empathy for people, their troubles, their needs, etc., defines people in this occupation. Requires immense tact and patience.

People

**25.00%**

People skills allow a person to communicate and coordinate with people easily. Talking, convincing, and conveying form the crux.

Creativity

**18.00%**

Conceptualizing, creating, and developing ideas – an artistic and entrepreneurial bend of mind is the core aspect.

The world of work is divided into economic sectors; further economic sectors are divided into industries. Industries are run by people who perform their role in order to earn their living. These roles have certain similarities in their demands towards abilities, education, knowledge, behavior and other performance expectation. With our research we have clubbed careers that have more or less similar demands into categories. For example a product designer, a performing artist and a cartoonist would all fall into “CREATIVE” category of careers.

# Brief Description

**Service** This work category involves people who are service oriented and are predisposed to have empathy for a customer's needs and concerns coupled with the desire to meet those needs. Individuals employed in a service-oriented field make a huge impact on the community in which they work. Broken down into specific traits, this may include the likelihood or predisposition to be courteousness and tactful, cooperative, helpful, and attentive - with a tendency to be people oriented and extroverted. They get along well with others and like to provide services. They enjoy working with people and creativity. For example, for those working in concierge services, the ability to work well with others, trustworthiness with company resources and information, dependability and reliability are paramount. Typical industries for social people include business organizations, education and childcare services, hospitality (hotels), real estate, and sales/retail. Especially in the hospitality industry, exceptional employees require strong communication, problem-solving and numerical skills, along with subtler attitudes and traits that are crucial to their success - and to their company's reputation. Social Perceptiveness, Service Orientation, Active Listening, Critical Thinking, Coordination, Complex Problem Solving, Judgement and Decision Making, Persuasion, Time Management, System Analysis and Evaluation, and Management of Personnel Resources are some of the essential attributes one must possess to develop a career under this work category. Broadly, the career categories that fall under this work category are Health & Medicine, Education Training and Library, hospitality, Management, Office and Administrative Support, Personal Services, Social services, Service Engineering, Transportation, Social Science and Sales and Marketing.■

**PEOPLE** People Skills (or Social skills) are most often thought of as a set of skills that allow us to communicate, relate and socialize with others. People skills include both verbal and nonverbal forms of communication. They often are the way others determine our status, consider us as potential friends or mates, and consider us for employment or promotions in the workplace. Careers that are built upon relationships require that employees are able to build and maintain a client base. Being personable, able to remember the fine details, and having the confidence to market oneself are all important aspects of the careers in this work category. Working with people may mean providing a service, working with a team, or trying persuading others. Individuals in this type of employment setting will spend a majority of their time managing people, and everything that is connected with people. Sensitivity to others, Insight into others, Openness to others, Active Listening, Speaking/presenting, Conversation, Respect, Persuasion, Team membership, Team Participation and Leadership skills are the major people oriented skills that encompass this work category. Good interpersonal skills allow one to participate effectively as a member of a team, satisfy customers and clients expectations, negotiate, make decisions, manage time efficiently, take responsibility, and work effectively with other employees, leading to a better working environment which can be less stressful. If one has got outstanding relationship-building skills, or if one has mastered the art of networking, the careers categories that one might be particularly suited to are Business Commercial and Operations, Education and Training, Management, Life Sciences, Engineering, Health & Medicine, Mass Media, Military & Paramilitary, Office & Administration Support, Personal Services, Sales & Marketing, Social Sciences, Sports, Social Services and Transportation.

■

**Creativity** Creative careers are popular choices among those who are interested in ideas. It includes a broad set of disciplines, including the arts, publishing, film, design, architecture, advertising, computer games, TV and radio. However, creative or artistic jobs aren't the only occupations that involve working with ideas. Teachers must develop creative lesson plan ideas to keep students interested, and managers have to think of new ideas that will solve problems that develop in the workplace. Focus on clients, customers, audiences and participants, Ability to communicate and Central importance of creativity for business success are the three key elements that encompass this work category. These are the skills that the creative industries need to keep strong and fresh and they are instrumental to competitiveness in the current climate. The crucial point here is that a positive attitude and an entrepreneurial outlook are key attitudes necessary to complement these skills. These attitudes will enable one to be open to possibilities and challenges while also as being able to think innovatively. Companies of every size and type need creative individuals/thinkers, who can think out of the box, create and showcase unique and innovative products, to help their business grow. Creative thinkers are innovative and inventive and are more likely to devise new ways of doing things that add value to the work environment, making systems and procedures more efficient. They can offer new perspectives about the job and the company. Fine Arts, Computational, Engineering, Hospitality, Literary Arts, Industrial arts, Performing Arts, Mass Media and Personal Services are some of the career categories that comprise this work category.■

# WE HELP TO BUILD A SUCCESSFUL CAREER

## Next Steps: Choosing a Career Path To Success

There are three major components for building career success. The major effort goes in understanding the three factors namely, your Individuality, the occupations and the aspirations you hold. Aligning the three is the most critical part of the career guidance and planning process. Once these factors get aligned there is a strong motivational effect and clarity of purpose for each activity you do. It is not just about choosing an education course; it is about choosing an occupation that suits you and aligning academic efforts towards that.

## What is Career Planning?

**Career Planning is about making career choices and decisions and planning the future considering the challenges and opportunities. It concerns the career management tasks of individuals such as decisionmaking, life-stage transitions, dealing with stress etc. It is also about taking control of one's employability. It involves guidance and counseling for setting a timeline based fail-proof career plan.**



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