

## Results

Welcome to your career report! There is a lot of information here, so take your time and read through it at your own pace.

Your report is split up into different sections, each of which addresses a different factor in your career search. You will learn about your interests, your personality, and the jobs and work environments that suit you best. You will get personalized advice and suggestions for exploring your career options and planning a successful job search.

You can read your report straight through, or you can skip to the sections that interest you most.

### Your Career Interest Profile

This section shows your top career interest areas. There are 6 total interest areas, each with its own set of typical work tasks, roles, and values. Some of these interest areas will appeal to you, while others will be less attractive. Choosing a career which is a good match for your interest profile ensures that you enjoy your daily work and get satisfaction out of your accomplishments.

### The Six Interest Areas

Each of the six interest areas describes a cluster of related work tasks and activities. People who are drawn to each of these interest areas tend to have certain characteristics, preferences, and personality traits in common.

#### Building

Building jobs involve the use of tools, machines, or physical skill. Builders like working with their hands and bodies, working with plants and animals, and working outdoors.

#### Thinking

Thinking jobs involve theory, research, and intellectual inquiry. Thinkers like working with ideas and concepts, and enjoy science, technology, and academia.

#### Creating

Creating jobs involve art, design, language, and self-expression. Creators like working in unstructured environments and producing something unique.

#### Helping

Helping jobs involve assisting, teaching, coaching, and serving other people. Helpers like working in cooperative environments to improve the lives of others.

#### Persuading

Persuading jobs involve leading, motivating, and influencing others. Persuaders like working in positions of power to make decisions and carry out projects.

#### Organising

Organizing jobs involve managing data, information, and processes. Organizers like to work in structured environments to complete tasks with precision and accuracy.

### Your Top Interests

Your primary interest area is also called your career type. Your career type describes the kind of job tasks and activities you enjoy doing, as well as what motivates and satisfies you at work. Certain personality traits and characteristics are associated with each career type.

### YOUR PRIMARY INTEREST AREA IS PERSUADING

As a Persuader, you are driven to lead, influence, motivate, and direct other people. You are interested in making your mark on the world by impacting the perspectives and decisions of others. You enjoy feeling powerful and important, and want to lead the way.

### Top Job Tasks

- Managing
- Deciding
- Strategizing
- Selling
- Motivating

### Your Core Values

- Influence
- Leadership
- Risk-Taking
- Achievement
- Initiative

### Key Personality Traits

- Assertive
- Energetic
- Confident
- Ambitious
- Adventurous

Because you are a Persuader, you will often gravitate to roles that allow you to sell other people on products, projects, or initiatives. You will find a natural home in the business world, but will enjoy any role where you can set a course of action and use your ingenuity and influence to achieve your goals. You may feel drawn to entrepreneurship and enjoy the risk inherent in starting a new venture.

Persuaders tend to be natural salespeople with a high energy level and enthusiasm for engaging with others. They are typically good at developing rapport with others, although they may overwhelm some with their aggressive drive. They are typically competitive, goal-oriented, and ambitious.

Persuaders like their work best when they can chase exciting goals, promote new ideas, and

close important deals. As a Persuader, your primary career goal will be to find a job where you can take the lead to start and carry out initiatives, act quickly and decisively to set a course, and use your charisma to influence others.

#### Sample Jobs for Persuaders

- Executive
- Attorney
- Public Relations Specialist
- Financial Manager
- Personal Financial Advisor
- Buyer or Purchasing Agent
- Real Estate Agent or Broker
- Securities Broker
- Health Services Manager

#### Career Fields for Persuaders

- Sales
- Marketing
- Entrepreneurship
- Management
- Public Relations
- Legal
- Politics
- Real Estate

#### Areas of Study for Persuaders

- Business Administration
- Marketing or Advertising
- Hospitality
- Real Estate
- Political Science
- Communications
- Law
- Organizational Psychology

#### Choosing the Right Career

As you continue in your career search, it will be crucial that you have a system for evaluating your opportunities. You need a well-defined approach to looking at various careers and deciding whether they are worth further exploration. You've already taken the first step by assessing your interests, but now the task is to take that selfknowledge and translate it into a game plan for exploring your career options.

The first step is to clearly understand your criteria for the career path you seek. You don't need to know exactly which career is right for you, but you do need to know what you are looking for. You must understand the factors which are more important to your happiness and satisfaction in a

career. Equally, you must understand the aspects of a career that you want to avoid, so that you don't end up in a job that frequently requires you to do things that are not a good fit.

This section will suggest some criteria that you may want to use as part of your career exploration process. These are based on your interest profile, but you will probably find that some of the suggested criteria seem more relevant to you than others. You may also find that you want to add to what is given here. Use these suggestions as a starting point to build your own system of evaluating possible careers.

## What Makes Your Ideal Career?

In choosing a career, you want to be mindful of the factors that are most important to you. Many of these factors will be based on your interests and personality, but some will be unique to you. This section will provide you with some guidance in the factors that may be important to you in your career search.

## Satisfying Your Core Needs

An ideal career should satisfy your most fundamental motivations to work. Although everyone wants to feel a sense of purpose, we all differ in how we like to feel that we contribute. To understand what sort of career will be satisfying, you must understand the factors that create satisfaction for you.

Below, you will see a list of the factors that are most likely to be important to you in a career. Generally, if a career has all or most of these factors, you will find the day-to-day work satisfying. As you explore different careers, you can use this list as a sort of checklist for each potential career. The more closely a career seems to fit your list of core needs, the more likely you will be happy with it in the long term.

Your Core Needs :

- Use my charisma and powers of persuasion to motivate and influence other people
- Set exciting goals and take risks to achieve success
- Increase my power and standing within my field
- Promote novel ideas and impact key decisions to make my mark on the world

## Doing tasks and activities that suit you

One of the most important aspects of job satisfaction is the extent to which your daily work fits with your preferred types of activities. Although this may seem obvious, it can be easy to overlook the mundane day-to-day aspects of a job that sounds exciting in the abstract. Before you decide a job is right for you, be sure you understand what the everyday tasks of that job entail, and compare these tasks with your preferred tasks listed below.

Your preferred tasks :

- Selling products or services
- Leading or managing a team
- Pitching ideas or initiatives
- Starting a new business or other venture

- Speaking in front of groups of people
- Influencing people to your way of thinking

## Avoiding What You Do not Like

Almost as important as understanding what tasks you enjoy is understanding which tasks and activities you would prefer to avoid. If some parts of a job are very appealing to you, but other aspects are boring, irritating, or otherwise unpleasant, it is unlikely you will be happy in that job over the long term.

For each career you are considering, take stock of the typical daily activities and make sure that you will not have to spend significant time on tasks you do not enjoy. Although nobody has a job that they love all the time, it is important to avoid career paths that require a lot of time spent on activities that you simply are not suited to.

Tasks to Avoid :

- Working with tools or machines
- Working with plants or animals
- Repairing or maintaining things, especially mechanical systems
- Building, constructing, or crafting things
- Being athletic or physical
- Making something tangible, practical and useful

## Asking The Important Questions

As you explore careers, you will be asking many questions. You are probably already wondering about common concerns, like how much money you might make, how much education or training you will need, or how easy it might be to find a job in a particular field.

But it's also important that you ask questions that are personal to you and your interests. These questions will help you dial in to the careers that will suit your personality. Here, we suggest some questions that you may want to ask about each career you are seriously considering.

You might answer these questions by doing research online, in books, magazines, or trade journals, or by interviewing people in the field. You may find that the answers to some questions are not a clear "yes" or "no," and that's fine. The goal is not to get black-and-white answers to every question, but to gain a better and more complete understanding of whether a career is a good fit for you.

Your Key Questions :

- Will this career allow me to influence and motivate other people?
- Will I feel powerful and important in this career?
- Will this career allow me to take risks and pursue exciting achievements?
- Will this career give me a platform to share my ideas and persuade other people to my point of view?

## The Next Step

You have just made an excellent start to your career search process by exploring your interests,

talents, preferences, and values. Give yourself a pat on the back!

Although choosing a career is not an easy process, it can be an incredibly rewarding one when done right. By doing an objective assessment of who you are and what you are suited to, you have already gotten off to a huge head start.

You have digested a lot of information, so take a while to sit with it. When you are ready, come back to your list of careers and pick out the ones that sound most appealing. Click on the "Read more" link next to each of these careers to learn more about them. Use this as a jumping-off point to begin your own research.

You have plenty of work ahead of you to find your ideal career, but you should now feel well prepared to get started. We wish you the best of luck in your search!