



# DiscoverMe

**Career Guidance – Blueprint A-AA**



**Private & Confidential**

## POPULAR OCCUPATIONS

In listing occupations that are popular among A/AA's, it is important to note that there are successful people of all profiles in all occupations. However, the following are careers A/AA's may find particularly satisfying and some of the reasons why. This is by no means a comprehensive listing but is included to suggest possibilities you may not have previously considered. Although all of these occupations offer the potential for career satisfaction, the future demand for some careers is anticipated to be greater than for others. Based upon our research, the occupations that are italicised in the lists below are forecast to enjoy the fastest rate of growth over the next several years.

### SALES/SERVICE/ACTION

- Police officer
- Firefighter
- Paramedic
- Detective
- Investigator
- Corrections officer
- Real estate agent
- Emergency medical technician (EMT)
- Exercise physiologist/sports medicine
- Respiratory therapist
- Flight attendant
- Sports merchandise sales
- Insurance fraud investigator
- Private investigator/detective
- Personal fitness trainer
- Flight instructor
- Flight engineer
- Commercial helicopter pilot
- Ship and boat captain
- Military officer
- Intelligence specialist
- Probation officer
- Gambling establishment manager
- Criminologist and ballistics expert
- Insurance adjuster, examiner

Many A/AA's find careers in the area of civil service to be satisfying because they offer a high degree of action, variety, and the opportunity to interact with many people from diverse backgrounds. Many of these positions require the ability to think and react quickly to rapidly changing situations and keep cool under stress. Naturally curious and observant, A/AA's often make excellent detectives and investigators.

### FINANCE

- Personal financial planner
- Auditor
- Stockbroker
- Banker
- Investor
- Insurance sales
- Budget analyst
- Insurance agent/broker (sales)

The world of finance is often interesting to A/AA's, especially when it involves rapidly changing situations and contains a certain amount of risk. A love of excitement and risk taking means they often do well gambling or "playing" in the stock market. They are realistic and pragmatic people, enjoying careers that require problem solving, even if it means using unconventional approaches. Most of these areas of finance include lots of interaction with the public; and A/AA's friendly and easy-going style helps them meet people and acquire new clients.

## ENTERTAINMENT/SPORTS

- Sports caster
- News reporter
- Promotor
- Tour guide and agent
- Dancer
- Bartender
- Auctioneer
- Professional athlete/coach
- Fitness instructor/trainer
- Entertainment agent
- Radio and television talk show host
- Television camera operator
- Musician
- Studio, stage and special effects technician
- Actor and performer

These "entertainment" careers offer plenty of opportunity to have fun, a critical element in career satisfaction for A/AA's. A/AA's live for the here and now and enjoy work that lets them be active and lively. They are natural promoters yet also enjoy the adventure and thrill of performance. Many A/AA's are sports fans and excel in jobs where sports are, central, including competing with and training others. They prefer to work around other people as much as possible and can be charming and persuasive bartenders and auctioneers.

## TRADES/HANDS-ON

- Carpenter
- Craftsperson/artisan
- Farmer
- General contractor
- Construction worker
- Chef/cook
- Electrical engineer
- Electronics specialist
- Technical trainer (classroom setting)
- Logistics and supply manager (manufacturing)
- Network integration specialist (telecommunications)
- Civil engineer (repairs of transportation infrastructure)
- Industrial/mechanical engineer
- Surveyor
- EEG technologist/technician
- Radiological technician
- Aircraft mechanic
- Marine biologist
- Data processing equipment repairer
- Property manager: commercial/residential
- Systems support operator and installer
- Developer of electronic games

- Lawn service manager
- Transport coordinator
- Park naturalist
- Audio-visual specialist
- Landscape architect
- Forester
- Exercise physiologist
- Chiropractor
- Teacher: trade and industrial technical
- Aviation inspector
- Soil conservationist
- Professional photographer
- Wilderness adventure leader
- Airplane dispatcher and air traffic controller
- Construction carpenter
- Flight attendant
- Travel agent
- Construction and building inspector
- Blacksmith
- Eco-tourism specialist
- Ship carpenter and joiner

The appeal of the trades to A/AA's is the opportunity to work with real things and use tools in efficient, economical and skilful ways. They usually have good mechanical understanding and work well with their hands. A/AA's like working for themselves as long as they have the chance to be around other people. They enjoy the physical and active nature of these careers, including the sometimes high pressure of working within tight time frames (for example, in farming or cooking).

## BUSINESS

- Real estate broker/agent
- Entrepreneur
- Land developer
- Wholesaler
- Retail sales
- Car sales
- Management consultant (business operations)
- Franchise owner
- Internet marketer
- Insurance claims examiner, property and casualty
- Product safety engineer

In general, many A/AA's find the world of business too restrictive and slow-paced to be satisfying. However, these careers offer more flexibility in schedule, personal freedom, and variety, which may capture the A/AA's attention. A/AA's are excellent entrepreneurs, enjoying the element of risk found in starting a new business enterprise or being a developer. Because they are good at sensing subtle cues from other people, they make great salespeople. They enjoy the negotiation process and are fair arbitrators. They enjoy the competitive nature of insurance or car sales and do well within systems that offer incentives and prizes for sales goals.

## CUSTOMISING YOUR JOB SEARCH

Knowing the particular strengths and blind spots of your profile can afford you a tremendous advantage in your job search campaign. In all aspects of the process, from conducting research into available positions, identifying and contacting prospective employers, developing personal marketing tools such as résumés, arranging and conducting job interviews, negotiating salaries to finally accepting a position, people will act true to their profile. Being able to capitalise on your assets and compensate for your liabilities can make the difference between a successful and an unsuccessful job search.

The differences between profiles are sometimes subtle and other times dramatic. It is the subtle variations in advice we offer that make the real difference between success or failure in a job search. The concept of net-working or meeting with and talking to people to gather information about potential jobs, serves as a good example.

- **Expressive profiles** will naturally enjoy networking and are advised to do so on a large scale while they tend to network with people in a defined scope and tend to ask fewer and more structured questions during their networking
- **Receptive profiles** find more limited and targeted networking, especially with people they already know, easier often seemingly unrelated to their field of interest and will be more objective and detached in their style.
- **Emotional profiles** take networking, like everything else, very personally and will go far and wide to find people and enjoy establishing warm rapport, while they could ask questions of all sorts all day long!

## PATHWAYS TO SUCCESS: USING YOUR STRENGTHS

As we will detail in the following pages, your strengths and talents for the job search include your energy, curiosity, realism, and ability to roll with the punches. Beware, however, of your tendency to be casual about the process missing opportunities or communicating a lack of serious commitment.

As an A/AA, your most effective strategies will build on your abilities to:

### CONDUCT AN ACTIVE, HIGH-ENERGY JOB SEARCH CAMPAIGN.

- Use your large network of friends and associates to spread the word that you are looking for a job and to explore career options.
- Put all your focus on your job search campaign. Harness your tremendous energy; look at the process of finding the right career as an adventure.

### SELL YOURSELF.

- Establish rapport with interviewers quickly, demonstrating your ease and facility meeting new people and making them feel comfortable with you.
- Generate excitement about your abilities, talents and energy that employers will find attractive and a valuable addition to their workforce.

### USE YOUR POWERS OF OBSERVATION TO DISCOVER IMPORTANT ENVIRONMENT FACTORS.

- Tune in and pick up on subtle cues from other people to learn whether they really like working where they do – the amount of interaction, privacy, personal time, and flexibility they have on the job.
- Compare what you learn with what you realistically know about yourself and the things that are important to you. Find the flaws in the situation before making a commitment to invest a lot of your time there.

### NEGOTIATE EFFECTIVELY AND DIPLOMATICALLY.

- Decide ahead of time what is of critical importance to you and what you are willing to give in on. Then negotiate in a flexible and reasonable manner.

### ASSESS AND THEN CAPITALISE ON AVAILABLE RESOURCES.

- Begin to view your friend and associates (past and present) as resources to help you meet influential people within the organisation you are pursuing. Use unconventional approaches if necessary to meet someone who may be difficult to reach through traditional methods.
- Use your natural spontaneity to take advantage of opportunities as soon as they present themselves by moving quickly, expressing your interest immediately, and responding to sudden deadlines.

## POSSIBLE PITFALLS

Although all people are unique, there are certain potential blind spots that many A/AA's share. We specify "potential" because some of the following may clearly be true of you, while others may not apply. While considering them, you may notice that these tendencies do not relate just to the job search, but rather describe pitfalls which you may have experienced in other aspects of your life as well. It is therefore helpful to consider each one in terms of your past experiences by asking yourself, "is this true for me?" And if so, "how did this tendency prevent me from getting something that I wanted?" You will probably notice that the key to overcoming your blind spots is the conscious and thoughtful development of your third and fourth functions (Sensing and Feeling). We recognise that many of the suggestions will be difficult to implement, but the more you use these functions, the fewer problems they will cause you in the future.

### DON'T BE LIMITED TO CONSIDERING ONLY CAREER OPPORTUNITIES THAT ARE EVIDENT AT THE PRESENT TIME.

- Look beyond what you have already done to what you might like to do. Generate a list of ideas even including those you think are impractical. Find out more about all of them before eliminating any.
- Focus on the future and try to imagine the possible implications of your actions down the road. Once you look past the material pleasure you may be aiming for, you may see how a job that looks good on the surface (or at the moment) may ultimately be unsatisfying in the long run.

### INVEST THE TIME DEVELOPING A LONG-RANGE CAREER PLAN.

- Curb your impulse to dive right into what may turn out to be the wrong direction for you. Spending the time carefully thinking about what is important to you and what your real motivations and wishes are will help you focus your energy and avoid dead-end jobs.
- Develop a list of criteria for career satisfaction and set some long- and short-term goals. This will provide you with a yardstick against which to measure career options realistically.

### WORK ON DEVELOPING STICK-TO-ITIVENESS AND FOLLOW-THROUGH.

- Resist the urge to deal only with immediate problems instead of with the less exciting but still important follow-through necessary to conduct a thorough campaign.
- Prepare yourself for interviews by learning as much as you can about the job, its requirements, and the company so you can address yourself and your past experience well to questions asked. This step will also give you the added advantage of knowing what you need to ask to get a clear picture of what the job will actually be like.

### AVOID BEING PERCEIVED AS UNRELIABLE OR UNPREDICTABLE.

- Go the extra mile in all cases, even if you don't think you'll pursue a particular option. Demonstrate your dependability by keeping all appointments, arriving on time or early, and calling back when you say you will.
- Remember that many people respect the standard way of doing things within the organisations. Don't run the risk of offending someone because of your natural distaste for following rules.

### CONCENTRATE ON COMMUNICATING SERIOUS INTEREST.

- Your easy going and relaxed attitude can be charming and infectious. It can, however, also communicate a lack of seriousness to potential employers.

- Be careful not to be blunt or insensitive to the feelings of others. Tune in to the reactions of others and perhaps tone down your assertiveness so you won't offend others.

## CHANGING OR KEEPING YOUR JOB: THE KEY TO SUCCESS

Now that you have a solid understanding of your profile, you can see how your natural preferences make you better suited for certain kinds of jobs. You can also see how knowledge of your profile-related strengths and weaknesses can help you conduct a more successful job search. But as a A/AA, you've already realised that you are not equally drawn to every career or field listed in the Popular Occupations section. The next and final step is to narrow down the field and find the work you were meant to do.

In addition to Profile, several other factors – such as your values, interests and skills – also contribute to your level of satisfaction on the job. The more compatible you are with your job, the happier you'll be. So prepare to use everything you've learned (in this book and in life) to create your strategic career plan.

However, you may have decided it make more sense (if perhaps only for the moment) to stay in your present job or with your current employer. There may be many valid reasons – financial pressures, family considerations, a tough job market for your speciality, or just bad timing. But take heart!

What you've learned, can also help you be more content and successful in your current job. And should the time come when you're ready to make a major career move, you'll have a much better idea of where you want to go, and how to get there.

### **"SO, IF YOU CAN'T HAVE THE JOB YOU LOVE (YET!) .... LOVE THE ONE YOU'VE GOT".**

The simple truth is, with the exception of work on a factory assembly line, the vast majority of jobs allow a good deal of flexibility in the way tasks are performed. Here are some ways you may be able to "massage" your current job into one that better fits your needs:

- Look around and find projects you would like working on and volunteer for them.
- Consider taking a time-management course.
- Ask supervisors to be clear about their expectations.
- Find time during the day to get outside and do something physical.
- Join company's/organisation's or outside recreational activity.
- Think about where you want to be five years from now.
- Get out from behind your desk or out of the office on a regular basis.
- Find others with complementary strengths to give your ideas balance.
- Suggest ways of making your work more enjoyable.
- Recruit and hire an efficient and organised assistant or support person.
- Delegate some of the follow-through of projects to others if possible.

### **EXAMPLE: ONE A/AA TURNS LEMONS INTO LEMONADE**

Cheryl enjoyed her job but wished her company wasn't quite so stuffy. When she learned her friend's firm had a policy of letting people dress more casually on Fridays, she immediately began lobbying her boss to implement the same practice. And after a few months the plan was adopted. Although this didn't drastically change the corporate culture, it created a little shift in thinking that allows Cheryl – and other employees like her – to feel a little less restrained and freer to be themselves at work.

### **USE WHAT YOU'VE GOT TO GET WHAT YOU NEED**

Simply put, the best advice on how to succeed is to capitalise on your strengths and compensate for your weaknesses. Learning how to do this can make the difference between succeeding or failing and loving or hating your work. To help you, we include the following

inventory of your potential strengths and weaknesses. And while every individual is unique, as a A/AA, many of the following should apply to you.

### **YOUR WORK-RELATED STRENGTHS MAY INCLUDE:**

- Keen powers of observation, with excellent memory for factual information.
- Ability to see what needs doing and be realistic about what's necessary to complete a job.
- Enjoyment in initiating and promoting projects.
- Lots of energy; you enjoy being active on the job.
- Ability to adapt well to change and shift gears quickly.
- Ability to make work fun and exciting.
- Enjoyment in being part of a team.
- Practicality, realistic perceptions and good common sense.
- Process-oriented approach; you create lively and fun atmosphere at work.
- Flexibility and willingness to take risks and try new approaches.
- Willingness to accept difference and ability to "go with the flow".

### **YOUR WORK-RELATED WEAKNESSES MAY INCLUDE:**

- Difficulty working alone, especially for long periods of time.
- Dislike of preparing in advance; you have trouble organising your time.
- Tendency to be blunt and insensitive to feelings of others or too casual with people's feelings.
- Inability to see opportunities and options that don't exist at the moment.
- Impatience and/or intolerance with administrative details and procedures.
- Difficulty making some decisions and/or prioritising projects.
- Tendency to be impulsive and easily tempted or distracted.
- Difficulty seeing the long-term consequences of actions.
- Dislike of excessive rules and structured bureaucracy.
- Resistance to setting long-term goals and difficulty.

## **USING YOUR STRENGTHS IS EASY. THE SECRET TO SUCCESS IS LEARNING TO:**

Think before you act,  
consider people's feelings,  
and follow through on your commitments.