



DiscoverMe

Career Guidance – Blueprint B-BB



Private & Confidential

POPULAR OCCUPATIONS

In listing occupations that are popular among B/BB's, it is important to note that there are successful people of all profiles in all occupations. However, the following are careers B/BB'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

- Artist
- Writer; poet/novelist
- Journalist
- Entertainer
- Architect
- Actor
- Editor
- Musician
- Informational-graphics designer
- Editor/art director (magazine)
- Multimedia producer
- Editor/art director (web site)
- Composer
- Film editor
- Set designer
- Interior designer
- Desktop publisher

The appeal of the arts to B/BB's is the ability to express themselves and their ideas in creative and personal ways. The personal freedom and flexibility of a working artist is a lifestyle often embraced by B/BB's. Whether they work with the written word, a paintbrush or other medium, use their building designs or their own bodies as actors or musicians, B/BB's strive to create original products that are authentic expressions of their inner voice. Many B/BB's describe themselves as artists "deep down", even if that is not how they earn their living. Some B/BB's would even say that being an artist is not something they would choose to be, rather that it's a cross they have to bear.

EDUCATION/COUNSELLING

- College professor: humanities/arts
- Researcher
- Clinical psychologist
- Counsellor
- Social worker
- Librarian
- Educational consultant
- Special education teacher
- Bilingual education teacher
- Early childhood education teacher
- Employee assistance counsellor

- Child welfare counsellor
- Substance abuse counsellor
- Social worker (elderly and child day care issues)
- Translator/interpreter
- Legal mediator
- Planned-giving officer
- Philanthropic consultant
- Career counsellor/coach
- Grant coordinator
- Genealogist
- Curator
- Public health educator

Both teaching and counselling are career areas that enable the B/BB's to work with others to help them grow and develop their human potential. B/BB's can be truly noble in their desire and efforts to improve the quality of life for others. They often prefer the college atmosphere to elementary or even secondary education because the motivation of the students is higher. They enjoy the process of learning and enjoy exploring deeper and more meaningful levels of understanding as researchers or librarians, counsellors, psychologists and social workers and strive toward helping their clients gain self-understanding and harmony within their relationships and their lives. As counsellors, they enjoy the process of understanding others as they come to understand themselves.

RELIGION

- Minister/priest
- Religious educator
- Missionary
- Church worker
- Pastoral counsellor

For many B/BB's the commitment of a religious career is rewarding. B/BB's enjoy helping other people I side and develop their spiritual side and receive pleasure from striving for and attaining their vision for themselves and others. They often prefer a one-on-one setting but with experience can come to enjoy preaching or lecturing. The bottom line for B/BB is to do work that is in harmony with their inner values and beliefs, and often careers within religion provide that.

HEALTH CARE

- Dietitian/nutritionist
- Physical therapist
- Home health social worker
- Occupational therapist
- Speech-language pathologist/audiologist
- Massage therapist
- Holistic health practitioner (alternative medicine)
- Manual arts therapist
- Geneticist
- Ethicist

The appealing aspects of these health care fields for many B/BB's is the ability to work closely and intimately with clients or patients. B/BB's generally prefer the autonomy that most of these careers provide them, working in their own practice or as a consultant to a larger health care institution. The creative and often spiritual

elements of diagnosis and treatment of physical therapy, holistic therapies, and massage are satisfying uses of a B/BB's intuition and feeling preferences.

ORGINASTIONAL DEVELOPMENT

- Employment development specialist
- Human resources development specialist
- Diversity manager – human resources
- Consultant: team building/conflict resolution
- Industrial-organisational psychologist
- Outplacement consultant
- Labour relations specialist
- Corporate team trainer

Although B/BB's are not usually satisfied in business careers, there are some selected fields that offer potential for success and satisfaction. Some B/BB's enjoy a corporate setting when their work involves helping other people find jobs that are right for them. They often enjoy jobs in personnel or human resources development, or designing and instituting jobs within a company. They need to work with other supportive people and feel that their contributions are valued and unique in order to find satisfaction in the tough and competitive world of business.

TECHNOLOGY

- Customer relations manager
- Staff advocate (technology consultant)
- Coach
- Project manager
- Engagement manager
- Human resources recruiter
- Educational software developer

With the proliferation of technology, there is a rapidly growing need for people who understand technology but also have good people and communication skills. Being the liaison between the technology people and the end users appeals to many B/BB's who find these jobs satisfy their need to help and be connected with their co-workers.

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 strength and talent for the job search lies in your ability to know what is important to you and to work tirelessly to find a career that will be an expression of your values. Beware of your tendency to be swept away by your idealism and, in the process, ignore practical realities.

As a B/BB, your most effective strategies will lie in your abilities to:

READILY SEE POSSIBILITIES THAT DON'T REALLY EXIST.

- Use your creative energy to look beyond what is known, and imagine jobs that you might be satisfied with that meet the needs of the market or employer.
- Generate as long a list as possible of all the ways you can use your skills in fields that interest you. After you have created a lengthy list, research each option so you will be able to put together a more realistic plan of attack.

GIVE THOUGHTFUL CONSIDERATION TO ALL POTENTIAL CAREER OPPORTUNITIES.

- Your patience with complex tasks will serve you well if you give time and thought to each possible career avenue, and you will be better prepared to talk about why you are the right person for the job.
- Time spent in reflection will give you the chance to clarify your true feelings and motivation before accepting or rejecting an option.

EXPRESS YOURSELF WELL, ESPECIALLY AFTER THINKING THINGS THROUGH AHEAD OF TIME.

- Whenever possible, find ways to express yourself in writing through letters of inquiry, cover letters sent with a résumé, or follow-up letters.
- Use word to help you verbalise your vision for your career or for the ways in which you see yourself adding to the growth and development of an organisation.

DEMONSTRATE YOUR MOTIVATION AND COMMITMENT TO CAUSE YOU BELIEVE IN.

- Allow prospective employers to see and hear your enthusiasm for a position you want. Most employers are impressed with a candidate who is direct and clear about his or her interest in a job.
- When discussing how a potential job fits with your ideals, use your natural persuasiveness to convince potential employers of the intensity of your desire for the position.

USE LIMITED TAGETED NETWORKING

- Start with close friends from your professional or personal life. Carefully select other people to help you, relying on people who know you well or are directly involved in the field you seek.
- Plot out your strategy, including a timetable for accomplishing objectives to keep you from becoming over-whelmed or discouraged.

POSSIBLE PITFALLS

Although all people are unique, there are certain potential blind spots that many B/BB'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 (Thinking and Sensing). 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.

DEVELOP REALISTIC EXPECTATIONS OF YOURSELF AND YOUR JOB SEARCH.

- Realise that finding the right job takes more time than you expect or wish. Paying attention to the facts of the situation and including them in your vision of the right career choice will make you more efficient during your search.
- You may have to decide to compromise some of your less central personal values from time to time. There may not be the "perfect" job for you at the salary level or in the geographic area you live in – at least not at this time. Learning when to compromise on the less critical points is a valuable lesson.

TRY NOT TO TAKE CRITISM AND REJECTION PERSONALLY.

- Bear in mind that many people offer criticism in a very objective fashion and expect that you will take it as it was intended. Try to look at it as constructive criticism and use the knowledge to improve your approach.
- Draw some boundaries and don't try to please too many people at the same time. A career search is a time-consuming task. Being willing to say no to others when necessary will help you conserve needed energy and maintain your focus.

LOOK AT THE LOGICAL CONSEQUENCE OF YOUR ACTIONS.

- Try not to make important decisions relying exclusively on your personal feelings. Get input from trusted, more objective friends.
- Take a break from the situation to think more clearly about it. Imagine what might be the logical cause and effect of your choices so you will have a more balanced picture.

RESIST THE TENDENCY TO AVOID ELIMINATING OPTIONS AND TO PUT OFF MAKING DECISIONS.

- Take charge of your job search by eliminating fewer desirable options rather than waiting so long that more attractive options are eliminated for you. You may find the whole process less overwhelming if you remove from consideration those possibilities that don't fit with your most important criteria for career satisfaction.
- Don't spend so much time in reflection that you leave no time for action! Develop a timetable and stick with it. Remember that getting started is often the hardest part, but once you do, you will gain momentum from your actions.

CONCENTRATE ON GETTING BETTER ORGANISED

- Use time management techniques to be sure you get things done on time. Employers will judge you on how well you follow through with commitments.
- Beware that you are naturally prone to perfectionism, which may delay you from completing tasks, hoping to find some way to improve them.

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 B/BB, 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:

- Volunteer to help draft your organisation's/department's mission statement.
- Delegate certain details or routine tasks to others.
- Take a course in conflict resolution and become a mediator.
- Consider becoming a trainer or coach in your field of expertise.
- Work a different shift or arrange more flexible hours, or job-share.
- Do more of your work from your home.
- E-mail a friend with an inspirational message of support daily, weekly or when the spirit moves you.
- Stay in the same occupation but switch employers.
- Go back to school for more or specialised training.

EXAMPLE: ONE B/BB TURNS LEMONS INTO LEMONADE

As a result of an unfortunate experience his sister had with her supervisor, Jason became aware of the pervasiveness of sexual harassment in the workplace. He felt so strongly that people should absolutely feel safe in their jobs that he began researching the workplace harassment problem and what was being done about it around the country. Jason was fast becoming something of an expert in the subject, so he offered to conduct a short workshop for his department. It was so well received that director of the Employee Assistance Program offered Jason the chance to repeat the workshop, this time for the entire company.

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 B/BB, many of the following should apply to you.

YOUR WORK-RELATED STRENGTHS MAY INCLUDE:

- Thoughtfulness and the ability to focus on one issue or idea in depth.
- Eagerness to "think outside the box" and consider new possibilities.
- Deep commitments to work you believe in.
- Ability to work well alone if necessary.
- Natural curiosity and skill for getting the information you need.
- Ability to see the big picture and to see implications of actions and ideas.
- Perceptiveness about peoples' needs and motivations.
- Adaptability; you can shift gears and change directions quickly.
- Ability to work extremely well with people one-on-one.

YOUR WORK-RELATED WEAKNESS MAY INCLUDE:

- Need to control projects or you may lose interest.
- Tendency toward disorganisation and difficulty setting priorities.
- Difficulty working on projects that conflict with your values.
- Reluctance to follow traditional ways of doing things.
- Natural idealism, which may prevent you from having realistic expectations.
- Dislike of doing things in traditional or routine ways.
- Difficulty working in competitive or tension-filled environments.
- Lack of discipline about attending to and following through on important details.
- Impatience working with structures or people who are too rigid.
- Tendency to be unrealistic about how long things take.
- Reluctance to discipline direct-reports and criticise others.

USING YOUR STRENGTH IS EASY. THE SECRET TO SUCCESS IS LEARNING TO:

Develop realistic expectations,
value compromise,
and not take things quite so personally.