



DiscoverMe

Career Guidance – Blueprint F-FF



Private & Confidential

POPULAR OCCUPATIONS

In listing occupations that are popular among F/FF's, it is important to note that there are successful people of all profiles in all occupations. However, the following are careers F/FF'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 italicized below are forecast to enjoy the fastest rate of growth over the next several years.

COMMUNICATION

- Advertising account executive
- Public relations specialist
- Communication director
- Writer/journalist
- Entertainer/artist
- Fund-raiser
- Recruiter
- Recreational director
- TV producer
- Newscaster
- Marketing executive (radio, TV, cable broadcast industry)
- Informational-graphics designer
- Editor (magazines)
- Graphic artist
- Content editor for Web site
- Multimedia producer
- Copy writer
- Reporter and correspondent
- Managing editor

F/FF's are masterful communicators. They are motivated to understand and please others, so they often possess great tact and diplomacy. They sometimes prefer the spoken word to the written word but many F/FF's are good writers as well. They enjoy the process of gathering information by meeting and interviewing people and coming to understand the underlying and personal side of a story or issue. The world of advertising, public relations, and fund-raising is often a satisfying one, especially when the F/FF's believes in the product, service or cause involved and if the atmosphere does not become too competitive or conflict- ridden. F/FF's establish relationships quickly with clients, customers and co-workers and can be persuasive and effective agents, producers, recruiters and politicians. They are natural and charismatic leaders and enjoy facilitating large and small groups.

COUNSELLING

- Psychologist
- Facilitator
- Career counsellor
- Clergy/ministry
- Corporate outplacement counsellor
- Interpreter/translator
- Substance abuse counsellor
- Employee assistance counsellor
- Vocational rehabilitation counsellor

- Educational psychologist
- Guidance counsellor

Great numbers of F/FF's find career satisfaction helping others find happiness and contentment in their lives through self-understanding. They enjoy helping their clients become aware of personal issues and then overcome obstacles. F/FF's are usually warm, compassionate and influential therapists. They often enjoy careers in the ministry, as they are able to share their own values with others and to help themselves and others reach their full potential. They easily see possible options or solutions and can help their clients see them as well.

EDUCATION/HUMAN SERVICE

- Teacher: health/art/drama/English
- College professor: humanities
- Dean of students
- Librarian
- Social worker
- Non-profit organisation director
- Special education teacher
- Early education teacher
- Bilingual education teacher
- Child welfare worker
- Social worker (elderly services)
- Director of assisted care living facility
- Director of child care centre
- Planned-giving officer
- Philanthropic consultant
- Educational program director
- Social and community service director
- Life sciences teacher: high school, college
- Parent instructor, child development
- Music director
- Public health educator
- College and university administrator
- Director of religious activities
- Urban and regional planner
- Sociologist
- Adult day care coordinator

F/FF's are often drawn to education because it gives them an opportunity to work directly with other people, helping them to grow and develop. They prefer teaching subjects where they can focus on the meaning of material and teach through interpretation and expression. They need a harmonious and cooperative work environment that is tolerant of all views and fosters the open sharing of opinions and feelings.

Human service organisations are often appealing to F/FF's because they provide an opportunity to work toward improving the quality of life for themselves and others. They like to be leaders, in control of their projects as much as possible, and to see positive results from their efforts.

HEALTH CARE

- Holistic health practitioner (alternative medicine)
- Dietitian/nutritionist
- Speech-language pathologist/audiologist
- Occupational therapist

- Chiropractor
- Transport coordinator
- Corrective therapist

Within the rapidly expanding field of health care, these occupations make the best use of an F/FF's ability to view, diagnose, and treat the whole person. F/FF's are usually interested in the psychological, emotional, and spiritual causes of disease and are often intrigued with new and alternative methods of treatment. They frequently enjoy the creative problem-solving elements of occupational therapy and speech and language pathology.

BUSINESS/CONSULTING

- Human resource development trainer
- Sales trainer
- Personnel recruiter
- Travel agent
- Executive: small business
- Program designer
- Sales manager
- Management consultant: diversity/team building
- Corporate/team trainer
- Outplacement consultant
- Eco-tourism specialist
- Labour relations manager
- Meeting and convention planner
- Industrial-organisational psychologist
- Advertising account executive
- Marketing manager
- Set designer
- Hotel and restaurant manager
- Talent director
- Desktop publishing specialist
- Special event planner

The many varied jobs within the consulting profession can provide satisfaction to F/FF's because they offer independence while maintaining a close affiliation with others. F/FF's are excellent presenters and trainers, especially when working with individuals or groups to help them improve their own effectiveness. They can be creative and energetic designers of new programs and services, but only if those programs benefit others. They tend to prefer executive positions in smaller companies or organisations where they can have a positive impact, enjoy variety and opportunities to explore new ways of doing things, and still maintain a certain amount of control.

Remember these are only some areas that provide satisfying expression for the unique natural talents of the F/FF's.

TECHNOLOGY

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

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 end users appeals to many F/FF'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 resumes, 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 or unsuccessful job searches.

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

Because of the combined strengths and talents of an F/FF, most find it fairly easy and often fund to conduct a job search. In fact, F/FF's are great job searchers! And because many career counsellors are also F/FF's, it comes as no surprise that some of the classic recommendations offered to job searchers seem tailor-made for F/FF's.

As an F/FF, your most effective strategies will build on your abilities to:

PLAN AND EXECUTE A CREATIVE AND WELL-ORGANISED JOB SEARCH PLAN.

- Establish your criteria for a satisfying job ahead of time and adhere to the most important items on that list to be sure you stay true to what your originally determined was critical. Research potential options by talking with people and using other resources to learn as much as you can before an interview.
- Use your creativity to anticipate and then demonstrate the best way to sell yourself.

IMPRESS INTERVIEWERS WITH YOUR ENTHUSIASM AND SELF-CONFIDENCE.

- Establish warm and friendly rapport quickly to demonstrate your ability to make others feel at ease with you.
- Express yourself articulately when discussing your skills, past work experiences, and reasons for interest in the position.

DEVELOP AND USE A LARGE AND ACTIVE NETWORK

- Conduct the majority of your research in the form of informational interviews – meeting other people who have careers in fields of interest or who have jobs of specific interest to you.
- Call on friends, family and past associates to let them know that you are looking for a job and ask them to refer you to anyone they know who might be able to help you.

SEE JOB POSSIBILITIES THAT DON'T ALREADY EXIST

- Brainstorm jobs that you might enjoy, and delay making quality judgements on any until you have a lengthy list. Ask friends who know you well to help you list jobs they think you would succeed at.
- During interviews, demonstrate your ability to see ways of matching your skills and experience to meet the needs of a potential employer.

FOLLOW THROUGH ON ALL PHASES OF THE JOB SEARCH, ESPECIALLY THE COURTESIES

- Honour all commitments; be on time or a bit early for appointments, and send thank-you notes or other notes to follow up all appointments.
- Use your great memory for personal details to remember people's names and recall any personal information from your research or a common experience.

POSSIBLE PITFALLS

Although all people are unique, there are certain potential blind spots that many F/FF's share. We underscore "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 that 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?" 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 thinking). Many of the suggestions will be challenging to implement, but the more you use these functions, the fewer problems they will cause you in the future.

TRY NOT TO MAKE DECISIONS BASED ONLY ON YOUR PERSONAL FEELINGS.

- Use objective analysis to help you see the logical results of potential actions. Remember that cause and effect is not what you naturally see, so seek some assistance from a friend who does.
- Don't dismiss an option because of your personal dislike for one person in the organisation. Also resist the temptation to judge a whole job or organisation on the basis of one positive interaction.

DON'T TAKE CRITICISM AND REJECTION PERSONALLY

- Take constructive criticism and feedback as they are intended. Relying on the support and encouragement of friends and family can help you avoid the tendency to become discouraged during the sometimes-stressful career search time.
- When rejected for a job or interview you want, try to suspend the tendency to become self-critical. Make it a personal challenge to rise to the occasion and see it as an obstacle to be overcome.

CONCENTRATE ON COLLECTING ALL THE NECESSARY FACTS

- Pay attention to the details and realities as well as the people you meet. Don't ignore the less interesting tasks of your job search in favour of only making new contacts.
- Rather than simply accepting what you are told at face value, be prepared to ask plenty of questions to learn what the job or company is really like.

TRY TO BE MORE REALISTIC ABOUT POTENTIAL CAREERS AND ABOUT OTHER PEOPLE.

- Look at people as they really are, and recognise their limitations. Consciously guard against idealizing people or expressing unquestioning loyalty to others.
- Confront conflict or misunderstandings quickly and directly rather than avoiding them and allowing them to become larger or more complicated.

DON'T MAKE DECISIONS TOO QUICKLY

- Conducting plenty of research will help keep you from leaping before you have looked things over carefully. Ask for time to think things through before responding to any offer to be sure it is really right for you.
- If you don't resist your tendency to rush to closure, you may miss other potentially good options still on the horizon, or accept a job that in reality isn't what you want.

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 knowing your profile-related strengths and weaknesses can help you conduct a more successful job search. But as an F/FF, 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 report and in life) to create your strategic career plan.

However, you may have decided it makes more sense (if perhaps only temporarily) 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!

"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:

- Take and conduct communication workshops.
- Try not to get enmeshed in personality conflicts between co-workers.
- Volunteer to help draft your organisation's/department's mission statement.
- Create a support group to help people with personal and/or work-related issues.
- Volunteer to do public relations for your department/organisation.
- Limit your "informal counselling" of co-workers, especially when you begin to feel overwhelmed or before you feel caught in a no-win situation.
- Try (harder!) to leave your work at the office.
- Consider becoming a trainer or coach in your field of expertise.
- E-mail a friend with an inspirational message of support daily, weekly or when the spirit moves you.
- Let your boss know that feeling appreciated is what really motivates you.
- Stay in the same occupation but switch employers.

EXAMPLE: ONE F/FF TURNS LEMONS INTO LEMONADE

Sarah worked as an administrative assistant for a non-profit health agency. Although she loved the company and believed in its mission, she did not enjoy many of the detail-heavy aspects of the job. Since she was always touting the agency's work and objectives everywhere, she went, she thought it would be great to be paid for it. At the time, there were no openings in the public relations department, so in her spare time, Sarah visited schools as a volunteer to talk about the agency. She did a great job. Six months later a full-time position opened up, she applied, and she was hired.

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 an F/FF, many of the following should apply to you.

YOUR WORK-RELATED STRENGTHS MAY INCLUDE:

- Excellent communication and presentation skills.
- Charismatic leadership and ability to build consensus.
- Enthusiasm and ability to enlist cooperation from others.
- Decisiveness and organisational skills.
- Eagerness to "think outside the box" and consider new possibilities.
- Empathy and ability to anticipate others' needs; a genuine concern for people.
- Varied interests and being a quick study.
- Ability to see the big picture and the implications of actions and ideas.
- Drive to be productive and reach your goals.
- Deep commitment to work you really believe in.

YOUR WORK-RELATED WEAKNESSES MAY INCLUDE:

- Reluctance to work on projects that conflict with your values.
- Tendency to idealise people and relationships.
- Difficulty working in competitive or tension-filled environments.
- Impatience with structures or people who are inefficient or uncooperative.
- Avoidance of conflict and tendency to ignore unpleasantness.
- Tendency to make decisions too quickly, before gathering adequate information.
- Reluctance to discipline subordinates.
- Tendency to make errors due to haste.
- Tendency to micro-manage and resist relinquishing control.

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

Slow down,
relinquish some control,
and take things less personally