



# DiscoverMe

**Career Guidance – Blueprint G-GG**



**Private & Confidential**

## POPULAR OCCUPATIONS

Because of their combination of preferences and in the case of a G the hand and eye, and GG the food also functioning from the creative hemisphere, G/GG's are naturally drawn to a wide variety of occupations.

In listing occupations that are popular among G/GG, it is important to note that there are successful people of all profiles in all occupations. However, the following are careers G/GG's may find particularly satisfying with 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 to the lists below are forecast to enjoy the fastest rate of growth over the next several years.

### CREATIVE

- Journalist
- Screenwriter/playwright
- Columnist
- Character actor
- Musician/composer
- Newscaster
- Interior decorator
- Artist
- Reporter/editor (magazine)
- Informational-graphics designer
- Desktop publisher
- Editor/art director (web sites)
- Creative director on a multimedia team
- Developer of educational software
- Multimedia producer
- Director of regional/community theatre
- Documentary filmmaker
- Costume and wardrobe designer
- Television producer
- Broadcast news analyst
- Cartoonist and animator
- Exhibit designer

The obvious appeal of these creative careers is the opportunity to continually develop new and original approaches. G/GG's enjoy the creative process, especially if it offers opportunity for collaborations and to be inspired by working with others. The more unconstrained and flexible the working environment, the better G/GG's like it. They work well independently but need frequent, spontaneous interaction with others to keep their creative juices flowing and to keep their work fun.

### MARKETING/PLANNING

- Public relations specialist
- Marketing consultant
- Advertising account executive
- Copy writer/publicity writer
- Advertising creative director
- Strategic planner
- Publicist
- Research assistant
- Editor/art director (magazine)

G/GG's usually are excellent long-range thinkers and can easily see the possible effects of an idea, program or service on others. They take the needs and concerns of other people into consideration in their planning and often devise innovative and humane solutions to problems. They enjoy creative problem solving, especially as part of a lively and energetic team. Often clever and funny, many G/GG's find satisfaction in writing advertising copy for print or broadcast media. The fast pace and constantly changing face of advertising is also appealing. And they can be great spokespeople for organisations in the role of a public relations manager, more so if the profile is Expressive!

### **EDUCATION/COUNSELLING**

- Special education teacher
- Bilingual education teacher
- Early childhood education teacher
- Teacher: art/drama/music/English
- Child welfare counsellor
- Substance abuse counsellor
- Social worker (elderly and child day care issues)
- Development director
- Career counsellor
- Residential housing director
- Ombudsperson
- Pastoral counsellor
- Rehabilitation worker
- Social scientist
- Educational psychologist
- Planned-giving officer
- Philanthropic consultant
- Social psychologist
- Counselling psychologist
- Anthropologist
- Parent instructor, child development course
- High school guidance counsellor

Many G/GG's find work that has a positive impact on others to be intrinsically satisfying. They can be compassionate and creative and enthusiastic career counsellors, helping their clients find new and original solutions to problems.

Their focus is on possibilities, especially for others, and they have an infectious and energising style that motivates their clients to try to make positive changes in their lives. They enjoy helping others develop their own spirituality and often are attracted to careers in some form of ministry. As ombudspersons, they are effective and innovative catalysts for change within organisations, helping individuals by serving as a guide to available resources.

### **HEALTH CARE/SOCIAL SERVICE**

- Dietitian/nutritionist
- Speech-language pathologist/audiologist
- Holistic health practitioner (alternative medicine)
- Massage therapist
- Legal mediator
- Chiropractor
- Urban regional planner
- Public health educator
- Occupational therapist

These fields in health care and social service are generally appealing to G/GG's, in part because of their helping nature and opportunity to use creative approaches but also because these tend to be careers one can self-manage while remaining independent and flexible.

G/GG's in these careers are most satisfied when they are able to work outside of a rigid traditional structure, perhaps as consultants serving a variety of clients.

### ENTREPRENEURIAL/BUSINESS

- Consultant
- Inventor
- Sales: intangibles/ideas
- Human resources manager
- Human resources development specialist
- Restaurateur
- Management consultant: change management/team building/diversity
- Merchandise planner
- Diversity manager-human resources
- Corporate/team trainer
- Advertising account manager or account executive
- Public relations specialist
- Marketing executive: radio/TV/cable broadcast industry
- Outplacement consultant
- Environmental attorney
- Personnel recruiter
- Labour relations specialist

G/GG's are born entrepreneurs! Remember I call them a '**Team on their own**' because they can conceptualise a new idea and finish it off themselves as well. Therefore, delegation to others is not a preference!

They enjoy working for themselves because it gives them the freedom and flexibility, and the opportunity to choose the projects they wish to work on and the people they want to work with. They usually have an abundance of ideas they want to see turned into reality, particularly those that will affect other people. Many G/GG's enjoy consulting in the areas of team building, conflict resolution, or increasing effectiveness in the workplace. They also enjoy being independent sales people, especially selling intangibles, ideas, rather than products.

The conventional business world is usually not appealing to G/GG's because they dislike excessive rules regulations or standard operating procedures. However, within traditional organisations, G/GG's flock to the human resources department in the role of trainers and counsellors. They find that a career as an employment development adviser uses their abilities to plan ahead and devise creative ways for people to do their work while keeping the organisation's goals in mind.

### 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 the end users appeals to many G/GG'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 a G/GG, your strength and talent for the job search lies in your unlimited ability to see alternatives and creative approaches, and your endless energy for gathering information by talking with people. But while you will love the data collection phase, beware of your tendency to become overwhelmed by details and paralysed by your lack of organisation.

As a G/GG, your most effective strategies will lie in your abilities to:

### CREATE YOUR OWN JOB OPPORTUNITIES.

- Use your ability to see opportunities that don't presently exist, and tailor your current job to meet your changing needs, or the changing needs of your employer.
- Invent an entirely new job for yourself that will fill a need you see or predict in the market.

### DEVELOP AND USE YOUR ACTIVE NETWORK OF CONTACTS.

- Conduct lots of helpful informational interviews. Constantly enlarge your circle of contacts each time you meet with someone by asking him or her to refer you on to someone else.
- Tell everyone you meet and all of your friends that you are looking for a new career or job. You'll spread the word quickly and learn helpful information along the way.

### IMPRESS YOUR INTERVIEWER WITH YOUR NATURAL ENTHUSIASM AND CONFIDENCE.

- Establish instant rapport and demonstrate your ability to meet people and make them feel comfortable with you.
- Use your sense of humour to change the interview from a formal and basically stilted experience to one where you and the interviewer enjoy yourselves. It will be a welcome breath of fresh air for the interviewer.

### CONSIDER AND KEEP SEVERAL OPTIONS OPEN.

- Adapt to changing situations and improvise when you find yourself against an unexpected obstacle.
- Use your natural curiosity to gather a great deal of information about potential careers, jobs and organisations.

### BE RESOURCEFUL IN GETTING JOB INTERVIEWS

- Use creative approaches to get yourself noticed and remembered, especially if you are one of many candidates for a job you are sure you want.
- Use the same energy and ability to see options to help you get around barriers or resistance you encounter during your search.

## POSSIBLE PITFALLS

Although all people are unique, there are certain potential blind spots that many G/GG'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 being more receptive or expressive depending on your key sub profile. 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.

### PAY ATTENTION TO THE REALISTIC FACTS OF A CAREER OR JOB.

- Focus your energy and attention on seeing what is really in front of you rather than just what might be. Use resources like the library, trade publications, and other people to learn what a job is really like.
- Be realistic in planning your job search in terms of how long it will take, what will be required, how much it will cost, and how you will afford to live (and eat) while you are involved in it. Make contingency plans so you are ready if it takes longer than you hope.

### CURB YOUR TENDENCY TO LEAP BEFORE YOU LOOK!

- Develop a job search plan in advance so you don't squander your inspiration and energy in areas that aren't right for you.
- Generate a list of criteria for the right job, including what you can't live without as well as what would be nice but not imperative. Continue to use that list as a guide, comparing potential opportunities to it before pursuing them fully.

### WORK ON DEVELOPING SELF-DISCIPLINE.

- Use proven time management skills and systems to help you get and stay organised. Ask an organised friend to help you and to make it more fun).
- Prioritise the most important tasks, issues and activities so you can't become distracted as easily. Try not to let impromptu socialising take you away from the less exciting but nevertheless important parts of the search.

### DON'T PUT OFF MAKING A DECISION.

- Procrastinating may mean that you lose out on potentially satisfying opportunities because you took too long to decide.
- Decide when you have enough information rather than go on indefinitely gather more.

### FOLLOW THROUGH ON ALL PHASES OF THE JOB SEARCH.

- Remember that some people use and respect established organisational procedures and expect other to, also. Consider it an opportunity to demonstrate your ability to adapt rather than viewing it as a repressive limitation.
- Develop and then use a system of your choosing to help you check your progress so that nothing slips through the cracks. Stick with whatever you decide, rather than dropping it to try a more intriguing system before giving the first one a chance to help you.

## 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 G/GG, 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, if you are already in a job - 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!

### **"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:

- If possible, delegate routine tasks to others.
- Team up with co-workers and/or work on teams.
- Find other creative people to brainstorm ideas with.
- Work different shifts, arrange more flexible hours or job-share.
- Change your focus if you're not stimulated or challenged, work on something else.
- Make sure you have a variety of projects to work on.
- Talk through detailed projects with someone.
- Join or start organisations for people with similar expertise or interests.
- Attend conferences and get involved in professional organisations.

### **EXAMPLE: ONE G/GG TURNS LEMONS INTO LEMONADE**

A corporate trainer for a large service company, Alan longed for the autonomy and freedom of being a private consultant, but he knew he didn't want to work alone all day. Realising it would take a long time to establish his own lucrative business and that his boss was under pressure to reduce costs, Alan convinced him he could save a substantial amount of money (a full-time salary plus benefits) if he hired Alan as an independent contractor. With this creative proposal, Alan managed to stay connected to his friends and colleagues and secured a well-paying, steady client. And most important, he bought the time he needed to develop his own business.

### **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 G/GG, many of the following should apply to you.

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

- Eagerness to “think outside the box” and consider new possibilities.
- Courage to take some risks, try new things and overcome obstacles.
- A broad range of interest and ability to quickly learn things that interest you.
- Natural curiosity and skill for getting the information you need.
- Ability to see the big picture and the implications of actions and ideas.
- Excellent communication skills and ability to rouse others’ enthusiasm.
- Adaptability; you can shift gears and change direction quickly.
- Perceptiveness about people; you understand their needs and motivations.

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

- Difficulty setting priorities and making decisions.
- Impatience with uncreative people.
- Reluctance to do things in traditional or routine ways.
- Lack of discipline when attending to and following through on important details.
- Tendency to become bored or side-tracked, especially after creative process is done.
- Dislike for doing repetitive tasks.
- Impatience working with systems or people who are too rigid.
- Propensity to always focus on what’s possible rather than what’s doable or probably.
- Tendency to be disorganised.

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

Prioritise, focus, and follow through