



# DiscoverMe

**Career Guidance – Blueprint I-II**



**Private & Confidential**

## POPULAR OCCUPATIONS

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

### ENTREPRENEURSHIP/BUSINESS

- Entrepreneur
- Inventor
- Management consultant
- Venture capitalist
- Literary agent
- Photographer
- Journalist
- Owner: restaurant/bar
- Actor
- Outplacement consultant
- Technical trainer
- Diversity manager/trainer
- Management consultant: marketing/reorganisation/compensation
- University/college president
- Property manager: commercial/residential
- Attorney: litigator
- Sales agent: securities and commodities
- Agent and business manager
- Urban and regional planner
- Human resources recruiter
- Ombudsman
- Security analyst
- Manufacturer's service representative
- Hotel and motel manager
- Employee relations specialist

I/II's are born entrepreneurs! The appeal of these careers to the I/II is the ability to create a work environment that is new, flexible and changing. These careers often involve the interaction and participation of many people, creating new concepts and approaches, thinking in innovative ways, and engaging in a certain amount of risk-taking. The projects are often large-scale, requiring the development of big budgets and the participation of powerful and influential people.

Remember, these are only some areas that provide satisfying expression for the unique natural talents of the I/II.

### MARKETING/CREATIVE

- Advertising creative director
- Public relations specialist
- Marketing researcher/planner
- Sports marketing

- Radio/TV talk show host
- Producer
- Art director (magazine)
- International marketing
- Informational-graphics designer
- New business development: information services
- Creative director on multimedia team
- Desktop publishing specialist
- Internet marketer
- Internet architect
- Creative writer
- Copy writer
- Director: stage, motion pictures
- Columnist, critic and commentator
- Reporter and correspondent
- Broadcast news analyst

The fields of marketing, advertising and public relations allow the I/II to be involved with other creative people, developing and implementing their ideas, often in creative and exciting ways. I/II's enjoy the fast-paced, sometimes glamorous world of public relations and advertising and are able to use their charm and people skills selling their ideas and concepts. Market research requires I/II's to use their abilities to spot trends. It also stimulates and satisfies their insatiable curiosity and active imagination.

## PLANNING AND DEVELOPMENT

- Strategic planner
- Personnel systems developer
- Real estate agent/developer
- Investment broker
- Computer analyst
- Industrial design manager
- Logistics consultant (manufacturing)
- Network integration specialist (telecommunications)
- Financial planner
- Investment banker
- Urban planner

Careers in planning and development require the ability to use one's vision and anticipate trends and formulate creative plans. Developers work on speculative projects, often needing to convince others of their merit and potential for success, an actively I/II's enjoy and often excel at. Developers also need to remain flexible, adapting to new opportunities, ready to put together new "deals" without much preplanning or notice. I/II's enjoy careers in strategic planning if they are allowed to focus on the development of innovative solutions to problems and then delegate the follow-through of the details to others.

## POLITICS

- Politician
- Political manager
- Political analyst
- Social scientist

These occupations allow I/II's to use their ideas, knowledge and personal sophistication in a highly charged, fast-paced and powerful arena. I/II's are able to use their abilities to see trends, themes and public opinion shifts and adapt to those changes. I/II's are drawn to the

powerful and enjoy working with a variety of different people. The world of politics requires they meet and establish rapport quickly with those whom they wish to influence. I/II's often enjoy public speaking and can be excellent orators, using figurative, expansive language and expressing great vision.

## **MISCELLANEOUS**

- Chiropractor
- Environmental scientist
- Educational psychologist
- Athletic coach and scout
- Criminalist and ballistics expert
- Detective

## 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 will serve you well in the information-gathering stages of the job search. Your innovative approach and energetic and charming style will be great assets. Beware, however, of your tendency to underestimate the importance of following through on necessary details in your excitement to pursue yet another option.

As an I/II, your most effective strategies will build on your abilities to:

### GENERATE ENTHUSIASM FOR YOURSELF AND YOUR IDEAS

- Use your natural enthusiasm for your ideas and inspirations when describing your abilities, success with past projects, and potential contributions.
- Express your confidence in yourself and your ability to master any project or challenge.

### SEE NEW AND EXCITING POSSIBILITIES

- Develop ideas for ways you might benefit an organisation or company using your ingenuity and imaginative use of systems.
- Discuss how those changes will solve present and future problems.
- Create your own job opportunities by using your “vision” to anticipate trends, where people with your talents will be needed in the future, and so on.
- Use your energy and ability to meet people and introduce yourself to those who might best connect you with other influential people.

### COLLECT A GREAT AMOUNT OF INFORMATION FROM TALKING TO PEOPLE.

- Network extensively, especially with those who know many people with whom you might talk to identify possible career opportunities.
- Ask others to brainstorm with you to develop a list of options you might research later.

### UNDERSTAND WHAT MOTIVATES OTHERS.

- Tune in to what others are saying and not saying about their needs as employers so you can discuss how your skills and abilities can assist them.
- Express your natural charm and sense of humour to create rapport and a positive working relationship.

### IMPROVISE: SHOW OTHERS HOW YOU CAN THINK ON YOUR FEET.

- Demonstrate your ability to deal imaginatively with unexpected situations.
- Discuss your abilities and experience with crisis management and other emergencies, generating confidence in your capacity for responsibility.

### ANALYSE LONG-RANGE IMPLICATIONS.

- Demonstrate your ability to anticipate consequences, and to logically analyse products and processes.
- Demonstrate your ability to be objective by offering honest critiques of past work situations.

## POSSIBLE PITFALLS

Although all people are unique, there are certain potential blind spots that many I/II'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.

### AVOID THE TENDENCY TO GENERATE SO MANY OPTIONS THAT IT IS IMPOSSIBLE TO MAKE A DECISION AND FOLLOW THROUGH ON NECESSARY DETAILS.

- Try to pay close attention to the facts, details, and timelines of a project. Eliminate unrealistic options along the way and stick with your established list of priorities.

### TRY NOT TO DISMISS AS ILLOGICAL AND UNIMPORTANT THE FEELINGS OF OTHER PEOPLE, THEREFORE APPEARING ARROGANT AND/OR RUDE.

- Try to focus on how a project or statement will affect others. Try to offer positive feedback before negative criticism, knowing that some people may take criticism very personally.

### DISCIPLINE YOURSELF AND TRY NOT TO PROCRASTINATE, DON'T PUT OFF DECISIONS SO LONG THAT OPTIONS ARE ELIMINATED FOR YOU.

- Establish and adhere to deadlines. Try to be conscious of the schedules and timetables of others and to notify people when you expect to be late.

### DON'T INTERRUPT OTHERS BEFORE THEY HAVE FINISHED SPEAKING BECAUSE AN IDEA HAS COME TO YOU.

- Engage your listening skills; wait until you are sure the person has finished speaking before offering your ideas and input.
- Try the trick of repeating back what the person has said so you are sure you understood what they actually said.

## 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 an I/II, 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 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 in this book 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”

- If possible, delegate routine tasks to others.
- Take courses and seminars to continue to expand your expertise and credentials.
- Team up with co-workers and/or work on teams.
- Hire an assistant or secretary who is good with details and follow-through.
- Find other creative people with whom to brainstorm ideas.
- Join professional associations and attend conferences.
- Work a different shift, arrange more flexible hours, or job share.
- Join or start organisations for people with similar expertise or interests.
- Change your focus if you're not stimulated or challenged; work on something else for a while.
- Make sure you have a variety of projects to work on.
- Develop a “critical friends” group to critique each other's ideas and plans.

### EXAMPLE: AN I/II TURNS LEMONS INTO LEMONADE.

Debbie realised her shortcomings. Although she was a great idea person, she frequently lost her enthusiasm and energy for projects once the creative stage was finished. So when she was promoted to a new position, she made sure that the person she hired to be her assistant was very organised and detail-oriented, qualities she lacked but needed. With the right assistant, she was able to spend less time fixing her own mistakes and more time seeing her many creative ideas come to life.

### 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 I/II, many of the following should apply to you.

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

- Excellent communication skills and the ability to get others excited about your ideas.
- Eagerness to "think outside the box" and consider new possibilities.
- Great creative problem-solving skills.
- Courage to take some risks, try new things, and overcome obstacles.
- Broad range of interests and ability to learn new things quickly.
- Ability to withstand rejection and maintain optimism and enthusiasm.
- Great confidence and drive to continually increase your knowledge.
- Natural curiosity and skills for getting the information you need.
- Ability to see the big picture and the implications of actions and ideas.
- Ability to juggle several projects at once.
- Perceptiveness about people – their needs and motivations.
- Adaptability and ease shifting gears and changing directions quickly.
- Great social ease and ability to fit comfortably into most social situations.

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

- Trouble keeping yourself organised.
- Difficulty setting priorities and making decisions.
- Overconfidence; you may misrepresent your abilities or experience.
- Propensity to always focus on what's possible rather than what's doable or probable.
- Tendency to promise more than you can deliver.
- Impatience with unimaginative or inflexible people.
- Tendency to lose interest in projects once problems are solved.
- Dislike of doing things in traditional, established, or routine manner.
- Lack of discipline when it comes to attending to and following through on important details.
- Tendency to become bored or easily side-tracked.
- Dislike of repetitive tasks.
- Impatience with people whose competence you question.

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

Prioritise, focus, and follow through – especially with commitments made to others.