



# DiscoverMe

**Career Guidance – Blueprint K-KK**



**Private & Confidential**

## POPULAR OCCUPATIONS

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

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

### HEALTH CARE

- Dental hygienist
- Family physician
- Nurse
- Medical technologist
- Physical therapist
- Medical equipment sales
- Health care administrator
- Dietitian/nutritionist
- Optician
- Medical records administrator
- Pharmacist/pharmacy technician
- Radiological technician
- Respiratory therapist
- Veterinarian
- Licensed practical nurse (LPN)
- Primary care physician
- Home health aide
- Medical/dental assistant
- Pharmaceuticals salesperson
- Hospice worker
- Medical researcher
- Biologist
- Botanist
- Dentist
- Orthodontist
- Occupational therapist
- Biochemist
- Massage therapist
- Surgical technologist and technician
- Dental laboratory technician
- Corrective therapist
- Dialysis technician

These occupations allow K/KK's to work in a field where their contributions have a personal and direct impact on others. Many of these occupations require hands-on and one-on-one interaction with clients and patients. K/KK's like to be able to help others in real and practical ways. Many of these positions allow the K/KK to work relatively independently within a traditional and organised culture. The field of

medicine makes good use of K/KK's ability to learn and practice technical skills and gives them the chance to establish personal connections with other people.

### **SOCIAL SERVICE/EDUCATION**

- Preschool teacher
- Librarian/archivist
- Social worker
- Personal counsellor
- Speech pathologist
- Probation officer
- Home health social worker
- Child welfare counsellor
- Substance abuse counsellor
- Social worker (elderly and child day care issues)
- Elementary school teacher
- Special education teacher
- Genealogist
- Curator
- Educational administrator
- Guidance counsellor
- Religious educator
- Social worker (elderly services)
- Vocational rehabilitation counsellor
- Historian
- Athletic trainer
- Fish and game warden
- Horticultural speciality grower
- Police identification and records specialist
- Stringed instrument repairer
- Residence counsellor
- Farmer

Education is a field frequently of interest to K/KK's because it allows them to help other people and make a contribution to society. K/KK's often enjoy teaching elementary school because of the personal interaction with students and the ability to teach basic skills. Many K/KK;s enjoy careers in educational administration, especially when they are responsible for a specific area of speciality (for example, special education) or a relatively small service area (one town rather than a large city school system). K/KK's enjoy working independently but within an organisation where they are appreciated for their contribution and know what is expected of them.

The field of research officers' satisfaction for K/KK's because it allows them to work independently and follow through on specific tasks of investigation. Curators are required to create and maintain complete and accurate records, which lets them use their organisational and factual recall skills.

While often personally challenging the field of social work often provides great satisfaction for K/KK's. K/KK's find the contribution they make rewarding because they are able, through their involvement with their clients, to help them make practical and tangible improvements in their lives. These occupations offer the same opportunities for one-on-one interaction and independent working environments, all of interest to a K/KK.

### **BUSINESS/SERVICE**

- Secretary
- Clerical supervisor

- Customer service representative
- Personnel administrator
- Computer operator
- Bookkeeper
- Credit counsellor
- Paralegal
- Home health care sales
- Lawn service manager
- Computer support specialist
- Franchise owner (retail)
- Archivist
- Museum research worker
- Funeral director
- Grant coordinator
- Title examiner and abstractor

These careers require a great deal of interaction with people on a one-on-one basis and are often enjoyed by K/KK's. Many are support positions, which enable K/KK's to use skills in organisation and follow-through of important details, especially when working in support of someone they respect and admire. These positions also require knowledge and use of both technical and communication skills to help others get the information or assistance they need.

#### **CREATIVE/TECHNICAL**

- Interior decorator
- Electrician
- Retail owner
- Innkeeper
- Artist
- Musician
- Preferred customer sales representative
- Merchandise planner
- Real estate agent/broker
- Jeweller

These careers are not necessarily related to one another but have some common characteristics and requirements. Each requires the person to work with real things that have to do with daily living. As an interior decorator, the K/KK uses his or her aesthetic sense to find the right décor for the client. The job requires attention to detail and strong ability to work with another toward satisfying that client's needs and wishes in his or her home. K/KK's usually place great importance on the way their own home is decorated and can easily understand and relate to the desires of their clients to create homes that are comfortable for them.

An electrician is responsible for technical accuracy and adherence to standard procedures and codes. K/KK's enjoy focusing their attention on tasks that require hands-on work and enjoy using skills they have mastered. If the K/KK feels his or her contributions are valued and appreciated and if he or she receives quality interaction with either the customer, partners or co-workers, the job of an electrician can be satisfying.

Retail sales and merchandising are careers often enjoyed by K/KK's, especially when they are able to work in either a small speciality shop or one department of a larger store. K/KK's often make good owners of boutiques. Their attention to the details of how their shop looks and "feels" to customers often wins them long-standing repeat business. They enjoy spending time with one customer at a time, finding just the

right item or accessory to work with what the customer already has. They enjoy following through and maintaining relationships with customers and treat staff with kindness and loyalty.

## 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 lie in your ability to demonstrate your efficiency, sincerity and desire to work hard. However, your job search might become stalled if you fail to see workable alternatives or derailed when you take rejection too personally.

As a K/KK, your most effective strategies will lie in your abilities to:

### RESEARCH OPPORTUNITIES THOROUGHLY, COLLECTING ALL RELEVANT FACTS.

- Use all resources available to you, including the local library and trade publications, to find out as much as you can about the company, industry or position you are considering.
- Spend the amount of time necessary until you are comfortable with your knowledge base before proceeding to the interview stage.

### MAKE THOUGHTFUL DECISIONS BASED UPON PRACTICAL CONSIDERATIONS.

- Establish a list of criteria and refer to it frequently during the job search process, comparing potential job opportunities against it.
- Try to be objective during the decision-making process so as to remain pragmatic and realistic about what a possible job will really be like, not just how you wish it might be.

### CONDUCT AN ORGANISED, WELL-PLANNED JOB SEARCH.

- Prepare résumés with individualised cover letters to address your specific interests and qualifications for the job in question. Follow up with a telephone call to secure an appointment, rather than waiting for a potential employer to call you.
- Stay in contact with people who have given you time or an interview. Write them thank-you notes and send them notification when you find the right job.

### CAPITALISE ON YOUR SOLID, STABLE, DEPENDABLE WORK EXPERIENCE.

- Provide prospective employers with several examples of past successes, including any citations, awards or letters of recommendation.
- Demonstrate your consistency in meeting job requirements and reaching organisation goals.

## POSSIBLE PITFALLS

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

### LOOK FOR AND STAY OPEN TO CONSIDERING POSSIBILITIES THAT DO NOT CURRENTLY EXIST.

- Engage in the sometimes difficult exercise of brainstorming: generating lists of possibilities while resisting the urge to eliminate the seemingly impossible ones. Keep all ideas until you have generated a lengthy list. Consider each and ask yourself "Why not?" several times before discarding it as a viable option. You may want to call on the help of friends for whom brainstorming comes more naturally.
- Ask other people currently enjoying jobs you may wish to consider how they went about getting trained for the job or obtaining an interview. Consider less traditional or unconventional approaches.

### BE AGGRESSIVE, OR AT LEAST ASSERTIVE, WHEN PLANNING AND IMPLEMENTING YOUR JOB SEARCH.

- Realise that the adage "the squeaky wheel gets the grease" is often true, especially in the competitive world of employment.
- Use all your excellent organisational and follow-through skills to stay on top of all opportunities. Follow up appointments with notes to remind the prospective employer of your continued interest in the position. Contact old friend and business associates and ask them to help you develop a list of potential people to add to your network. And most important, ask for interviews and tell interviewers of positions that you want!

### DON'T UNDERREPRESENT YOUR ENTHUSIASM.

- Save the humility for another time and place. Speak up and tell prospective employers about your past accomplishments. Demonstrate your abilities by offering past reviews and letters of recommendation from supervisors.
- Work from the assumption that you are exactly what the prospective employer is looking for and that you have a lot to offer. You will project the confidence and energy most employers want in employees.

### TRY TO BE OBJECTIVE AND DO NOT ALLOW YOUR PERSONAL FEELINGS TO BE THE SOLE CRITERION OF IMPORTANT DECISIONS.

- Suspend making any decisions about a person or a position until you have left the interview and had some time to think back on it. Try to stay clear on the fact that it is easy to confuse rapport with friendship.
- Consider the cause and effect of your decisions. Make a list of possible outcomes and results of your choices, using your original list of criteria as a benchmark against which to measure potential jobs rather than your personal feelings about the interviewer or the worksite.

**AVOID BEING RIGID AND INFLEXIBLE, SEEING OPTIONS AS EITHER ALL GOOD OR ALL BAD.**

- Again, refer to your list of criteria. Adhere to those elements that you simply can't live without, and be willing to be flexible about those that are less important.
- Try to imagine yourself in each job opportunity you consider. Ask a friend to help you generate a list of the pros and cons of each opportunity and look at both sides fairly before making any decisions.

**TRY NOT TO TAKE REJECTION PERSONALLY AND GET DISCOURAGED.**

- Remember that just because you look at the world from a personal perspective that is not true for everyone else. Most rejections are not directed at you personally but at your qualifications for a job. It sometimes takes several weeks or months to find the right job. Patience will pay off if you keep going.
- Get support from friends or family members when you are starting to lose your energy and confidence. Ask for the encouragement you need. Let friends help you for a change.

## 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 K/KK, 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:

- Work to resolve conflicts with co-workers, supervisors and direct-reports.
- Find people with complementary strengths to give you input and balance.
- Ask your boss to be clear about performance expectations.
- Leave environments where there is great interpersonal tension.
- Implement efficiency systems and require direct-reports to use them.
- Volunteer for research projects in which you have a personal interest.
- Make sure you have plenty of uninterrupted time to do your work.
- Ask for meeting agendas in advance.
- Set goals that you can meet.
- Consider taking an assertiveness training course.

### **EXAMPLE: ONE K/KK TURNS LEMONS INTO LEMONADE**

Laura worked in the bookstore of a small college, but she had always been interested in research and was considered good with numbers. Knowing the college was experiencing some trouble retaining students, she volunteered to conduct a study that would interview students who were transferring to other schools. Not only did she enjoy the process immensely, but the information she collected helped administrator develop new programs that would reverse the trend. Helping her school in such a tangible way was very gratifying to Laura.

### **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 K/KK, many of the following should apply to you.

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

- Great depth of focus and concentration.
- Strong work ethic; you're responsible and hardworking.
- Good cooperation skills; you create harmonious relationships with others.
- Very practical and realistic attitude.
- Accuracy with facts and attention to details.
- Love of being in service to others; you are supportive of co-workers and subordinates.
- Strength at maintaining organisation's traditions and keeping track of its history.
- Strong organisation skills.
- Loyalty and comfort working within a traditional structure.
- Excellence at managing sequential, repeated procedures or tasks.
- Strong sense of responsibility; you can be counted on to do what you say.
- Enjoyment using established ways of doing things; respect for status given by titles.
- Common sense and realistic perspective.

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

- Tendency to underestimate own value; you may not be assertive about your own needs.
- Reluctance to embrace new and untested ideas.
- Sensitivity to criticism; you feel stressed by tension-filled work situations.
- Desire to focus on details and the present rather than implication and the future.
- Tendency to take on too much.
- Difficulty adapting or switching gears quickly.
- Tendency to be overwhelmed by too many projects or tasks at the same time.
- Propensity to become discouraged if you no longer feel needed or appreciated.
- Difficulty changing your mind or position once a decision has been made.

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

Speak up,  
consider possibilities that don't already exist,  
and try to be more flexible and spontaneous