

The Career Personality Profiler

RESULTS FOR: SAMPLE USER
January 28, 2022 - 3:33PM

Welcome to your career report! There's a lot of information here, so take your time and read through it at your own pace.

Your report is split up into different sections, each of which addresses a different factor in your career search. You'll learn about your interests, your personality, and the jobs and work environments that suit you best. You'll get personalized advice and suggestions for exploring your career options and planning a successful job search.

You can read your report straight through, or you can skip to the sections that interest you most. Remember, your results are saved to your personal account. You can come back and refer to them anytime you need to.

So, let's get started!

Your Career Personality Type

What motivates you? What do you find satisfying? What sorts of tasks and activities could you do every day, without getting bored?

These are key questions to ask when searching for a career. Your ideal career will make the most of your strengths, so that your work feels natural and comfortable to you. It will also tap into your core motivations, so that you have a sense that what you do is important and authentic to who you are. It will also suit you in a practical sense, by asking you to work on the sorts of tasks and activities that you naturally enjoy.

These factors are different for every individual. Some people are motivated by money and fame, while others simply want to know they are making the world a better place. Some people like to use their minds in their work. Others prefer to use their hands. So which type of person are you?

In the following section, we'll look at the broad patterns revealed by your assessment. You'll discover the fundamentals of your personality type and how these key aspects of who you are can point you to a satisfying career.

You're a Persuasive Idealist

You are concerned with being true to your values and living authentically. For you, work is an opportunity to express what is important and meaningful to you. You are deeply in touch with your ideas and emotions, and want a career that allows you to connect with a larger purpose.

You are a naturally empathic person and want a job that allows you to feel that you are contributing to the world in a positive way. You easily sense suffering, and thus you are deeply motivated to bring peace and beauty to the people around you.

You tend to be insightful and introspective. You are interested in exploring complex issues, especially when they have a personal or moral impact. You can easily see how things could be improved, and you are motivated to do your part in making the world a better place.

You are drawn to work that allows you to increase your influence and prominence. You like to persuade others to your point of view and see the impact of your ideas on the world around you. You enjoy being a leader and having others be motivated by your ideas.

How you think and solve problems

The chart below describes how you process information and how you approach the problem-solving process. To read this chart and the other charts in this section, look at the size of each quadrant. A larger area indicates that a particular style is a better fit for you. Smaller areas indicate that the style is not a very good fit.

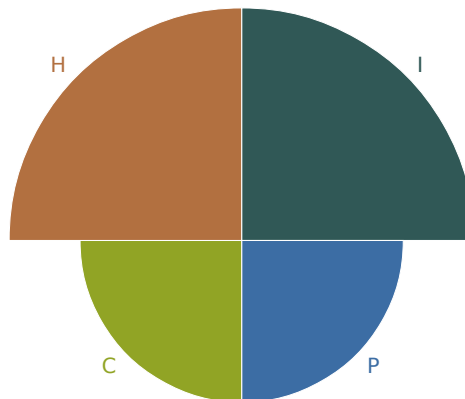
Some of your charts will show a clear preference for one pattern. Others will show a more even spread over two or even three patterns. Where you have nearly equal scores for two or more patterns, you can expect that both patterns may describe you equally well.

HUMANITARIAN

Driven to make the world a better place. Creative and imaginative in coming up with insightful solutions to meaningful problems.

CARETAKER

wants to be of service to others. Prefers to work within established institutions to find ways to maintain stability and security for both self and others.



INNOVATOR

Likes to solve complex, rational problems. Uses analytical skills to come up with innovative ways to improve logical systems.

PRAGMATIST

Wants to ensure accuracy and efficiency. Enjoys working within structured, logical systems to accomplish practical, real-world goals.

How you get motivated

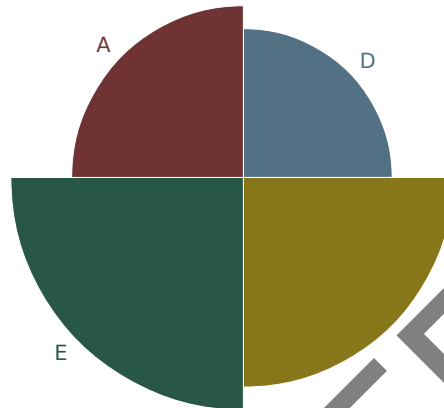
This chart shows how you are motivated in your work, including the factors that drive you to work as well as your overall level of motivation to work.

AMBITIOUS

Desires achievement and willing to work hard to get it. Seeks status and financial rewards. Persistent in working toward success.

EXCITABLE

Motivated by achievement, but easily distracted. Excited by the prospect of success but may have trouble sticking with projects long enough to achieve it.



DUTIFUL

Driven by a sense of duty. Works toward goals out of sense of responsibility. Persistent even when work is unexciting and garners little attention from others.

CASUAL

Has little need for achievement. Prefers to keep life simple and low-key. Prefers work that is easy to accomplish and offers a minimum of stress and hassle.

How you interact with others

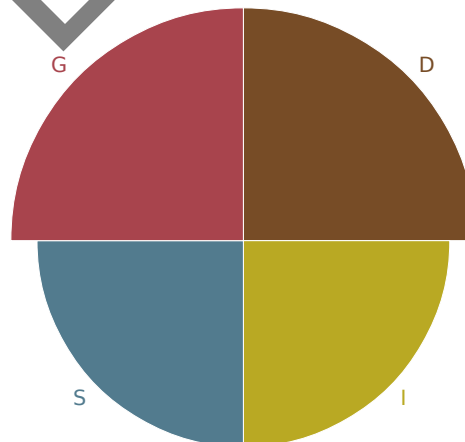
This chart describes your approach in relating to others. It shows what you need from your interpersonal interactions as well as how others may see you.

GREGARIOUS

Is friendly and amiable. Likes to be congenial with coworkers and is often the first to befriend a new colleague. Appreciates social events to build team relationships.

SUPPORTIVE

Calm and kind. Tends to be quiet and reserved, but appreciates having amicable, supportive relationships with colleagues.



DOMINANT

Blunt and dominant. Enjoys working with others but does not need to be liked. Tends to take command of situations and enjoys competition.

INDEPENDENT

Reserved and aloof. Tends to avoid personal relationships in the office, preferring to focus on the work. Wants to be judged on competence, not popularity.

How you communicate

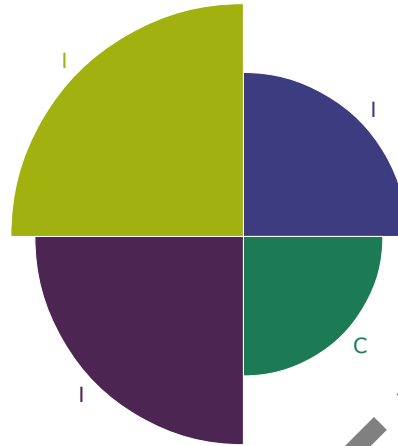
This chart describes how you communicate your thoughts, experiences, and ideas to others. Your pattern reflects the information you choose to communicate as well as your style in doing so.

INSPIRING

Enjoys expressing ideas and vision. Loves to brainstorm and discuss possibilities. Focuses on big-picture ideas and innovative goals for the future.

INSIGHTFUL

Thinks deeply before speaking, then shares carefully considered insights. Interested in theories, patterns, and interpretations.



INFORMATIVE

Likes to communicate regularly to keep everyone informed. Makes sure everyone has all the information they need.

CONCISE

Communicates when necessary to convey specific information. Dislikes chitchat. Prefers fact-based, purposeful discussions that move a project along.

How you contribute to a team

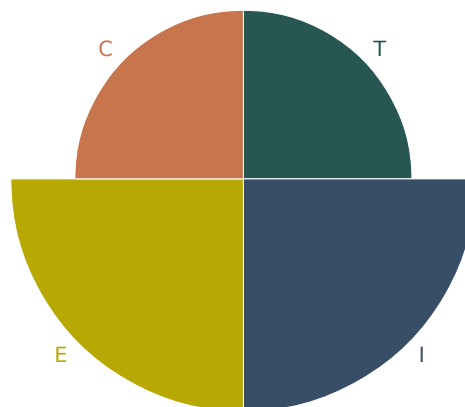
This chart describes your style in working with a team, including the roles you typically take on and your contributions to the team effort.

COOPERATOR

Wants all team members to feel included in working towards a common goal. Works cooperatively to share achievements.

EMPATHY

Stays attuned to relationships. Is less focused on the end product; prioritizes an enjoyable and cooperative process.



TASKMASTER

Focused on organization, clarity, and achieving outstanding results. Stays focused on stated goals with minimal attention to relationships.

IMPROVISER

Jumps in to solve logical problems. Focused on useful action and quick results. Acts spontaneously without waiting for others to keep up.

How you manage tasks and projects

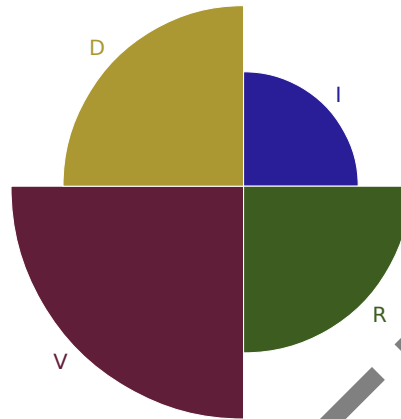
This chart describes your style in approaching tasks and activities. Your pattern shows which type of tasks are most likely to appeal to you and take advantage of your strengths.

DIRECTOR

Has big, complex ideas and formulates plans to put them into action. Persistent and determined. Pursues ambitious goals.

VISIONARY

Most excited when generating possibilities and ideas; less interested in implementation. Likes starting projects more than finishing them.



INSPECTOR

Works in an orderly, systematic manner. Wants clear expectations and standard procedures to follow. Persists until task is done correctly.

RESPONDER

Wants quick results. Prefers clear-cut tasks that can be completed in a short time frame. Dislikes long-term projects.

Making the Most of Your Personality

Everyone has their own set of strengths and weaknesses. Career success does not come from being good at everything; rather, it comes from being aware of what you excel at so that you can take advantage of your strengths when you choose a career. Equally, it's important to be aware of your weak areas so that you can avoid roles that you do not have an aptitude for.

Let's look now at some of the strengths you can capitalize on in your career, as well as some of the weak spots you should be aware of.

Your personal strengths

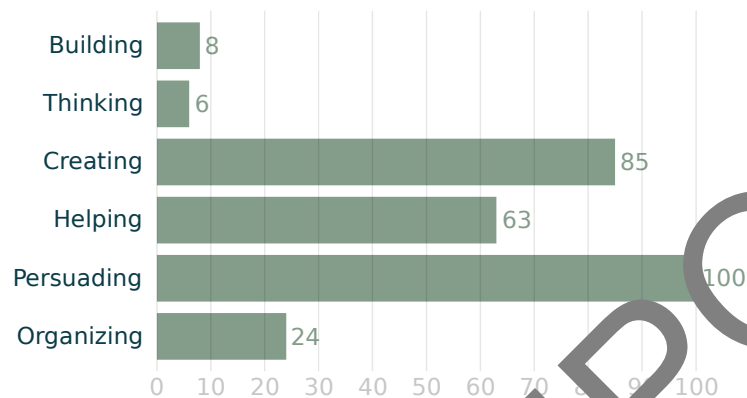
- You are imaginative and forward-thinking, and talented at envisioning the future. You do not mind venturing into unknown territory and are enthusiastic about change and innovation. You are excellent at thinking abstractly, coming up with new ideas, and using your creativity to solve complex problems.
- You are good at negotiating a balance between meeting your own needs and serving the needs of other people. You cooperate with others and look for compromise when you can, but you are careful not to sacrifice your own chances for success and advancement. You are able to get along with other people and function well on a team, while still making sure you are looking out for your own interests.
- You are equally good at working with others, and working on your own. You can engage with other people to accomplish team projects effectively, but you are also able to motivate yourself to work independently. Because you can be productive in both an independent mode and a social mode, you are able to adapt well to a variety of work environments and activities.
- You take a relaxed, easygoing approach to life. You are unlikely to burn out from working too much, because you tend to prioritize rest and play. You are flexible and spontaneous, and function well in unpredictable work environments.
- You are highly attuned to danger and risk, and you may perceive problems that other people overlook. You are a naturally wary person and approach the world with caution. You have a talent for pointing out potential pitfalls that others may not have considered, and you can often contribute a healthy dose of skepticism when others are being overly optimistic.

Your potential challenges

- You like to be able to get along and cooperate with others most of the time. Although you can handle some conflict, a highly antagonistic work environment is likely to be difficult for you.
- You may have trouble staying organized and following through with your commitments. It may be difficult for you to motivate yourself to get things done, especially tasks that seem boring or difficult.
- You may not spend much time planning for your future. It is possible you will become distracted from your career goals if you do not pay special attention to planning and following through.
- You need a balance of time spent with others, and time spent on your own. Jobs that require too much of one or the other may drain your energy.
- You generally need a good deal of creativity and variety in your work to stay engaged. You may become bored and frustrated with work that is routine or repetitive.
- You are highly sensitive to stress and may become anxious or depressed easily. You will do best in a calm, relaxed work environment that doesn't expose you to situations that you find stressful.

Your Career Interests

This section shows your top career interest areas. There are 6 total interest areas, each with its own set of typical work tasks, roles, and values. Some of these interest areas will appeal to you, while others will be less attractive. Choosing a career which is a good match for your interest profile ensures that you enjoy your daily work and get satisfaction out of your accomplishments.



The Six Interest Areas

Each of the six interest areas describes a cluster of related work tasks and activities. People who are drawn to each of these interest areas tend to have certain characteristic preferences, and personality traits in common.

Building

Building jobs involve the use of tools, machines, or physical skill. Builders like working with their hands and bodies, working with plants and animals, and working outdoors.

Thinking

Thinking jobs involve theory, research, and intellectual inquiry. Thinkers like working with ideas and concepts, and enjoy science, technology, and academia.

Creating

Creating jobs involve art, design, language, and self-expression. Creators like working in unstructured environments and producing something unique.

Helping

Helping jobs involve assisting, teaching, coaching, and serving other people. Helpers like working in cooperative environments to improve the lives of others.

Persuading

Persuading jobs involve leading, motivating, and influencing others. Persuaders like working in positions of power to make decisions and carry out projects.

Organizing

Organizing jobs involve managing data, information, and processes. Organizers like to work in structured environments to complete tasks with precision and accuracy.

Your Top Interests

Your top interest area is **Persuading**, which indicates that you are driven to lead, influence, motivate, and direct other people. You are interested in making your mark on the world by impacting the perspectives and decisions of others. You enjoy feeling powerful and important, and want to lead the way.

Top Job Tasks

- Managing
- Deciding
- Strategizing
- Selling
- Motivating

Your Core Values

- Influence
- Leadership
- Risk-Taking
- Achievement
- Initiative

Key Personality Traits

- Assertive
- Energetic
- Confident
- Ambitious
- Adventurous

Because you are a Persuader, you will often gravitate to roles that allow you to sell other people on products, projects, or initiatives. You will find a natural home in the business world, but will enjoy any role where you can set a course of action and use your ingenuity and influence to achieve your goals. You may be drawn to entrepreneurship and enjoy the risk inherent in starting a new venture.

Persuaders tend to be natural salespeople with a high energy level and enthusiasm for engaging with others. They are typically good at developing rapport with others, although they may overwhelm some with their aggressive drive. They are typically competitive, goal-oriented, and ambitious.

Persuaders like their work best when they can chase exciting goals, promote new ideas, and close important deals. As a Persuader, your primary career goal will be to find a job where you can take the lead to start and carry out initiatives, act quickly and decisively to set a course, and use your charisma to influence others.

Sample Jobs for Persuaders

- Executive
- Attorney
- Public Relations Specialist
- Financial Manager
- Personal Financial Advisor
- Buyer or Purchasing Agent
- Real Estate Agent or Broker
- Securities Broker
- Health Services Manager

Career Fields for Persuaders

- Sales
- Marketing
- Entrepreneurship
- Management
- Public Relations
- Legal
- Politics
- Real Estate

Areas of Study for Persuaders

- Business Administration
- Marketing or Advertising
- Hospitality
- Real Estate
- Political Science
- Communications
- Law
- Organizational Psychology

Your secondary interest area is **Creating**, indicating that you will be interested in using your creative talents and expressing yourself artistically through your work. You are tuned into aesthetics and seek work that allows you to connect with sensory experiences. You may enjoy art, music, drama, architecture, or literature, and like work that allows you to feel an element of your own creative expression. You value activities that allow you to use your imagination.

To satisfy your interest in Creating, look for a career that allows you freedom to express yourself. You will be happiest when you can imagine, envision, experiment, and create. You are interested in developing your own unique point of view and putting your personal spin on what you do.

Careers to Explore

In this section, we'll show you the top careers that match your interest profile. There are a few things to keep in mind as you read over these career suggestions:

1. These career titles are just a starting point. The careers listed here are among the most commonly found in the labor market and are careers that many people will recognize, like lawyer or physician. However, many people have jobs that don't exactly fit any of the descriptions listed here. You might end up with a job that combines several of these typical roles. You might have a job that's specific to one company or industry. Or you might invent a new career altogether! In short, do not limit your imagination to the jobs listed here. These are a representative sample of jobs that fit your personality, but they do not cover every possibility or opportunity that you will come across in your career path.

2. Your individuality is key. The careers in this section are listed generally by how well they fit your interest profile. However, you should not assume that the first career on the list is the best career for you, that the second career listed is the second-best, and so on. You may find careers that spark your interest anywhere on this list. You may also see several careers that do not interest you at all. This is normal and does not mean that your results are not accurate! Everyone is unique, and even someone with an identical interest profile to yours will have different inclinations, passions, and preferences. So while this assessment can point you in the right general direction and give you some good ideas to get started, the ultimate choice of your best career will be up to you.

3. Ultimately, the choice is yours. Because no assessment can tell you exactly which career will be perfect for you, the best way to think of this list is as a starting point for your career research. You can use this list to get ideas of careers that may suit you, but you'll still need to read more about each career that interests you, do real-world research (like interviewing or shadowing people in the field), and evaluate each career according to your own personal criteria. We'll discuss this in more detail later in your report, but for now, just read over this list with an open mind. See if any career ideas stand out as particularly interesting, and which seem worthy of further inspection.

With that in mind, let's look at some careers.

Your Top Career Matches

This list includes the careers that best match your interest profile. For more information about any career, click the Read More link on the bottom right of the career listing. This will open a new window with a full description of that career.

Advertising and Promotions Manager

CREATING, PERSUADING

Average Earnings: \$135,900

Projected Growth: 8%

Advertising, promotions, and marketing managers plan programs to generate interest in products or services. They work with art directors, advertising sales agents, and financial staff members.

Advertising, promotions, and marketing managers typically do the following:

- Work with department heads or staff to discuss topics such as budgets and contracts, marketing plans, and the selection of advertising media
- Plan promotional campaigns such as contests, coupons, or giveaways
- Plan advertising campaigns, including which media to advertise in, such as radio, television, print, online media, and billboards
- Negotiate advertising contracts
- Evaluate the look and feel of websites used in campaigns or layouts, which are sketches or proofs for an advertisement
- Initiate market research studies and analyze their findings to understand customer and market opportunities for businesses
- Develop pricing strategies for products or services marketed to the target customers
- Meet with clients to provide marketing or related advice
- Direct the hiring of advertising, promotions, and marketing staff and oversee their daily activities

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Public Relations Manager

CREATING, PERSUADING

Average Earnings: \$116,180

Projected Growth: 8%

Public relations managers plan and direct the creation of material that will enhance the public image of their employer or client. Fundraising managers coordinate campaigns that bring in donations for their organization.

Public relations managers typically do the following:

- Develop their organization's or client's corporate image and identity
- Identify audiences and determine the best way to reach them
- Designate an appropriate spokesperson or information source for media inquiries
- Help clients communicate effectively with the public
- Write press releases and prepare information for the media
- Assist and inform an organization's executives and spokespeople
- Devise advertising and promotion programs
- Assign, supervise, and review the activities of staff

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Art Director

Art directors are responsible for the visual style and images in magazines, newspapers, product packaging, and movie and television productions. They create the overall design and direct others who develop artwork or layouts.

CREATING, PERSUADING

Average Earnings: \$94,220

Projected Growth: 1%

Art directors typically do the following:

- Determine how best to represent a concept visually
- Determine which photographs, art, or other design elements to use
- Develop the overall look or style of a publication, an advertising campaign, or a theater, television, or film set
- Manage graphic designers, set and exhibit designers, or other design staff
- Review and approve designs, artwork, photography, and graphics developed by other staff members
- Talk to clients to develop an artistic approach and style
- Coordinate activities with other artistic and creative departments
- Develop detailed budgets and timelines
- Present designs to clients for approval

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Producer or Director

Producers and directors create motion pictures, television shows, live theater, commercials, and other performing arts productions. They interpret a writer's script to entertain or inform an audience.

CREATING, PERSUADING

Average Earnings: \$74,420

Projected Growth: 5%

Producers and directors typically do the following:

- Select scripts or topics for a film, show, commercial, or play
- Audition and select cast members and the film or stage crew
- Approve the design and financial aspects of a production
- Oversee the production process, including performances, lighting, and choreography
- Oversee the postproduction process, including editing, special effects, music selection, and a performance's overall tone
- Ensure that a project stays on schedule and within budget
- Promote finished works or productions through interviews, advertisements, and film festivals

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Musician or Singer

Musicians and singers play instruments or sing for live audiences and in recording studios. They perform in a variety of styles, such as classical, jazz, opera, hip-hop, and rock.

CREATING, PERSUADING

Average Earnings: \$63,210

Projected Growth: 0%

Musicians and singers typically do the following:

- Perform music for live audiences and recordings
- Audition for positions in orchestras, choruses, bands, and other types of music groups
- Practice playing instruments or singing to improve their technique
- Rehearse to prepare for performances
- Find and book locations for performances or concerts
- Travel, sometimes great distances, to performance venues
- Promote their careers by maintaining a website or social media presence or by doing photo shoots and interviews

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Editor

Editors plan, review, and revise content for publication.

CREATING, PERSUADING

Average Earnings: \$61,370

Projected Growth: -3%

Editors typically do the following:

- Read content and correct spelling, punctuation, and grammatical errors
- Rewrite text to make it easier for readers to understand
- Verify facts cited in material for publication
- Evaluate submissions from writers to decide what to publish
- Work with writers to help their ideas and stories succeed
- Develop story and content ideas according to the publication's style and editorial policy
- Allocate space for the text, photos, and illustrations that make up a story or content
- Approve final versions submitted by staff

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SAMPLE REPORT

Public Relations Specialist

CREATING, HELPING,
PERSUADING

Average Earnings: \$61,150

Projected Growth: 6%

Public relations specialists create and maintain a favorable public image for the organization they represent. They craft media releases and develop social media programs to shape public perception of their organization and increase awareness of its work and goals.

Public relations specialists typically do the following:

- Write press releases and prepare information for the media
- Respond to information requests from the media
- Help clients communicate effectively with the public
- Help maintain their organization's corporate image and identity
- Draft speeches and arrange interviews for an organization's top executives
- Evaluate advertising and promotion programs to determine whether they are compatible with their organization's public relations efforts
- Evaluate public opinion of clients through social media

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Fundraiser

CREATING, PERSUADING,
ORGANIZING

Average Earnings: \$57,970

Projected Growth: 9%

Fundraisers organize events and campaigns to raise money and other kinds of donations for an organization. They also may design promotional materials and increase awareness of an organization's work, goals, and financial needs.

Fundraisers typically do the following:

- Research prospective donors
- Create a strong fundraising message that appeals to potential donors
- Identify and contact potential donors
- Use online platforms to raise donations
- Organize campaigns or events to solicit donations
- Maintain records of donor information
- Evaluate the success of previous fundraising events
- Train volunteers in fundraising procedures and practices
- Ensure that all legal reporting requirements are satisfied

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SAMPLE REPORT

Interior Designer

Interior designers make indoor spaces functional, safe, and beautiful by determining space requirements and selecting essential and decorative items, such as colors, lighting, and materials. They must be able to draw, read, and edit blueprints. They also must be aware of building codes, inspection regulations, and other considerations, such as accessibility standards.

CREATING, PERSUADING

Average Earnings: \$56,040

Projected Growth: 4%

Interior designers typically do the following:

- Search for and bid on new projects
- Determine the client's goals and requirements for the project
- Consider how the space will be used and how people will move through the space
- Sketch preliminary design plans, including electrical and partition layouts
- Specify materials and furnishings, such as lighting, furniture, wall finishes, flooring, and plumbing fixtures
- Create a timeline for the interior design project and estimate project costs
- Place orders for materials and oversee the installation of the design elements
- Oversee construction and coordinate with general building contractors to implement the plans and specifications for the project
- Visit the site after the project is complete, to ensure that the client is satisfied

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Advertising Sales Agent

Advertising sales agents, also called advertising sales representatives, sell advertising space to businesses and individuals. They contact potential clients, make sales presentations, and maintain client accounts.

CREATING, PERSUADING,
ORGANIZING

Average Earnings: \$53,310

Projected Growth: -2%

Advertising sales agents typically do the following:

- Locate and contact potential clients to offer their firm's advertising services
- Explain to clients how specific types of advertising will help promote their products or services in the most effective way
- Provide clients with estimates of the costs of advertising products or services
- Process all correspondence and paperwork related to accounts
- Prepare and deliver sales presentations to new and existing clients
- Inform clients of available options for advertising art, formats, or features and provide samples of previous work for other clients
- Deliver advertising or illustration proofs to clients for approval
- Prepare promotional plans, sales literature, media kits, and sales contracts
- Recommend appropriate sizes and formats for advertising

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Graphic Designer

Graphic designers create visual concepts, using computer software or by hand, to communicate ideas that inspire, inform, and captivate consumers. They develop the overall layout and production design for applications such as advertisements, brochures, magazines, and reports.

CREATING, PERSUADING

Average Earnings: \$52,110

Projected Growth: 3%

Graphic designers typically do the following:

- Meet with clients or the art director to determine the scope of a project
- Use digital illustration, photo editing software, and layout software to create designs
- Create visual elements such as logos, original images, and illustrations to help deliver a message
- Design layouts, including selection of colors, images, and typography
- Present design concepts to clients or art directors
- Incorporate changes recommended by clients or art directors into final designs
- Review designs for errors before printing or publishing them

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Music Director or Composer

Music directors, also called conductors, lead orchestras and other musical groups during performances and recording sessions. Composers write and arrange original music in a variety of musical styles.

CREATING, HELPING,
PERSUADING

Average Earnings: \$51,670

Projected Growth: 1%

Music directors typically do the following:

- Select musical arrangements and compositions to be performed for live audiences or recordings
- Prepare for performances by reviewing and interpreting musical scores
- Direct rehearsals to prepare for performances and recordings
- Choose guest performers and soloists
- Audition new performers or assist section leaders with auditions
- Practice conducting to improve their technique
- Meet with potential donors and attend fundraisers

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SAMPLE REPORT

Actor

Actors express ideas and portray characters in theater, film, television, and other performing arts media. They interpret a writer's script to entertain or inform an audience.

CREATING, PERSUADING

Average Earnings: \$42,490

Projected Growth: 1%

Actors typically do the following:

- Read scripts and meet with agents and other professionals before accepting a role
- Audition in front of directors, producers, and casting directors
- Research their character's personal traits and circumstances to portray the characters more authentically to an audience
- Memorize their lines
- Rehearse their lines and performance, including on stage or in front of the camera, with other actors
- Discuss their role with the director, producer, and other actors to improve the overall performance of the show
- Perform the role, following the director's directions

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Announcer

Announcers present music, news, and sports and may provide commentary or interview guests about these and other important topics. Some act as masters of ceremonies (emcees) or disc jockeys (DJs) at weddings, parties, or clubs.

CREATING, PERSUADING

Average Earnings: \$31,990

Projected Growth: -5%

Announcers typically do the following:

- Present music, news, sports, the weather, the time, and commercials
- Interview guests and moderate panels or discussions on their shows
- Announce station programming information, such as program schedules, station breaks for commercials, or public service information
- Research topics for comment and discussion during shows
- Read prepared scripts on radio or television shows
- Comment on important news stories
- Provide commentary for the audience during sporting events, at parades, and on other occasions
- Select program content
- Introduce upcoming acts and guide the audience through the entertainment
- Make promotional appearances at public or private events

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Barber, Hairdresser, or Cosmetologist

CREATING, HELPING,
PERSUADING

Average Earnings: \$26,270

Projected Growth: 8%

Barbers, hairstylists, and cosmetologists provide haircutting, hairstyling, and a range of other beauty services.

Barbers, hairstylists, and cosmetologists typically do the following:

- Inspect and analyze hair, skin, and scalp to recommend treatment
- Discuss hairstyle options
- Wash, color, lighten, and condition hair
- Chemically change hair textures
- Cut, dry, and style hair
- Receive payments from clients
- Clean and disinfect all tools and work areas

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Sales Manager

PERSUADING

Average Earnings: \$126,640

Projected Growth: 5%

Sales managers direct organizations' sales teams. They set sales goals, analyze data, and develop training programs for organizations' sales representatives.

Sales managers typically do the following:

- Resolve customer complaints regarding sales and service
- Prepare budgets and approve expenditures
- Monitor customer preferences to determine the focus of sales efforts
- Analyze sales statistics
- Project sales and determine the profitability of products and services
- Determine discount rates or special pricing plans
- Develop plans to acquire new customers or clients through direct sales techniques, cold calling, and business-to-business marketing
- Assign sales territories and set sales quotas
- Plan and coordinate training programs for sales staff

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Judge or Hearing Officer

HELPING, PERSUADING

Average Earnings: \$120,090

Projected Growth: 3%

Judges and hearing officers apply the law by overseeing the legal process in courts. They also conduct pretrial hearings, resolve administrative disputes, facilitate negotiations between opposing parties, and issue legal decisions.

Judges and hearing officers typically do the following:

- Research legal issues
- Read and evaluate information from documents, such as motions, claim applications, and records
- Preside over hearings and listen to and read arguments by opposing parties
- Determine if the information presented supports the charge, claim, or dispute
- Decide if the procedure is being conducted according to the rules and law
- Apply laws or precedents to reach judgments and to resolve disputes between parties
- Write opinions, decisions, and instructions regarding cases, claims, and disputes

[Read more >>](#)

Human Resources Manager

HELPING, PERSUADING

Average Earnings: \$116,720

Projected Growth: 7%

Human resources managers plan, direct, and coordinate the administrative functions of an organization. They oversee the recruiting, interviewing, and hiring of new staff; consult with top executives on strategic planning; and serve as a link between an organization's management and its employees.

Human resources managers typically do the following:

- Plan and coordinate an organization's workforce to best use employees' talents
- Link an organization's management with its employees
- Plan and oversee employee benefit programs
- Serve as a consultant with other managers advising them on human resources issues, such as equal employment opportunity and sexual harassment
- Coordinate and supervise the work of specialists and support staff
- Oversee an organization's recruitment, interview, selection, and hiring processes
- Handle staffing issues, such as mediating disputes and directing disciplinary procedures

[Read more >>](#)

Training or Development Manager

Training and development managers plan, coordinate, and direct skills- and knowledge-enhancement programs for an organization's staff.

HELPING, PERSUADING

Average Earnings: \$113,350

Projected Growth: 8%

Training and development managers typically do the following:

- Oversee training and development staff
- Assess employees' needs for training
- Align training with the organization's goals
- Create and manage training budgets
- Develop and implement training programs
- Review and select training materials from a variety of vendors
- Update training programs to ensure that they are relevant
- Teach training methods and skills to instructors and supervisors
- Evaluate the effectiveness of training programs and instructors

[Read more >>](#)

Top Executive

Top executives devise strategies and policies to ensure that an organization meets its goals. They plan, direct, and coordinate operational activities of companies and organizations.

PERSUADING

Average Earnings: \$104,690

Projected Growth: 6%

Top executives typically do the following:

- Establish and carry out departmental or organizational goals, policies, and procedures
- Direct and oversee an organization's financial and budgetary activities
- Manage general activities related to making products and providing services
- Consult with other executives, staff, and board members about general operations
- Negotiate or approve contracts and agreements
- Appoint department heads and managers
- Analyze financial statements, sales reports, and other performance indicators
- Identify places to cut costs and to improve performance, policies, and programs

[Read more >>](#)

Postsecondary Education Administrator

HELPING, PERSUADING

Average Earnings: \$95,410

Projected Growth: 7%

Postsecondary education administrators oversee student services, academics, and faculty research at colleges and universities. Their job duties vary depending on the department in which they work, such as admissions, student affairs, or the registrar's office.

Postsecondary education administrators who work in **admissions** decide which applicants should be admitted to the school. They typically do the following:

- Determine how many students to admit to the school
- Meet with prospective students and encourage them to apply
- Review applications to determine which students should be admitted
- Analyze data about applicants and admitted students

[Read more >>](#)

Social or Community Service Manager

HELPING, PERSUADING

Average Earnings: \$67,150

Projected Growth: 13%

Social and community service managers coordinate and supervise social service programs and community organizations. They manage workers who provide social services to the public.

Social and community service managers typically do the following:

- Work with community members and other stakeholders to identify necessary programs and services
- Oversee administrative aspects of programs to meet the objectives of the stakeholders
- Analyze data to determine the effectiveness of programs
- Suggest and implement improvements to programs and services
- Plan and manage outreach activities to advocate for increased awareness of programs
- Write proposals for social services funding

[Read more >>](#)

SAMPLE REPORT

Training or Development Specialist

HELPING, PERSUADING

Average Earnings: \$61,210

Projected Growth: 9%

Training and development specialists help plan, conduct, and administer programs that train employees and improve their skills and knowledge.

Training and development specialists typically do the following:

- Assess training needs through surveys, interviews with employees, or consultations with managers or instructors
- Design and create training manuals, online learning modules, and course materials
- Review training materials from a variety of sources and choose appropriate materials
- Deliver training to employees using a variety of instructional techniques
- Assist in the evaluation of training programs
- Perform administrative tasks such as monitoring costs, scheduling classes, setting up systems and equipment, and coordinating enrollment

[Read more >>](#)

Multimedia Artist or Animator

CREATING

Average Earnings: \$75,270

Projected Growth: 4%

Multimedia artists and animators create two- and three-dimensional models, images that appear to move, and visual effects for television, movies, video games, and other forms of media.

Multimedia artists and animators typically do the following:

- Use computer programs and illustrations to create graphics and animation (images that appear to move)
- Work with a team of animators and artists to create a movie, game, or visual effect
- Research upcoming projects to help create realistic designs or animation
- Edit animation and effects on the basis of feedback from directors, other animators, game designers, or clients
- Meet with clients, other animators, game designers, directors, and other staff (which may include actors) to review deadlines and development timelines

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SAMPLE REPORT

Writer or Author

Writers and authors develop content for various types of media, including advertisements; blogs; books; magazines; and movie, play, and television scripts.

CREATING

Average Earnings: \$63,200

Projected Growth: 0%

Writers and authors typically do the following:

- Choose subjects that interests readers
- Write fiction or nonfiction scripts, biographies, and other formats
- Conduct research to get factual information and authentic detail
- Write advertising copy for newspapers, magazines, broad casts, and the Internet
- Present drafts to editors and clients for feedback
- Work with editors and clients to shape material for publishing

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Interpreter or Translator

Interpreters and translators convert information from one language into another language. Interpreters work in spoken or sign language; translators work in written language.

CREATING, HELPING

Average Earnings: \$51,830

Projected Growth: 19%

Interpreters and translators typically do the following:

- Convert concepts in the source language to equivalent concepts in the target language
- Compile information and technical terms into glossaries and terminology databases to be used in their oral renditions and translations
- Speak, read, and write fluently in at least two languages, one of which is usually English
- Relay the style and tone of the original language
- Repeat spoken messages accurately, quickly, and clearly
- Apply their cultural knowledge to render an accurate and meaningful interpretation or translation of the original message

[Read more >>](#)

SAMPLE REPORT

Emergency Management Director

HELPING, PERSUADING

Average Earnings: \$74,590

Projected Growth: 5%

Emergency management directors prepare plans and procedures for responding to natural disasters and other emergencies. They also help lead the response during and after emergencies, often in coordination with public safety officials, elected officials, nonprofit organizations, and government agencies.

Emergency management directors typically do the following:

- Assess hazards and prepare plans to respond to emergencies and disasters in order to minimize risk to people and property
- Meet with public safety officials, private companies, and the general public to get recommendations regarding emergency response plans
- Organize emergency response training programs and exercises for staff, volunteers, and other responders
- Coordinate the sharing of resources and equipment within the community and across communities to assist in responding to an emergency
- Prepare and analyze damage assessments following disasters or emergencies
- Review emergency plans of individual organizations, such as medical facilities, to ensure their adequacy
- Apply for federal funding for emergency management planning, responses, and recovery, and report on the use of funds allocated
- Review local emergency operations plans and revise them if necessary
- Maintain facilities used during emergency operations

[Read more >>](#)

Registered Nurse

HELPING, ORGANIZING

Average Earnings: \$73,300

Projected Growth: 12%

Registered nurses (RNs) provide and coordinate patient care, educate patients and the public about various health conditions, and provide advice and emotional support to patients and their families.

Registered nurses typically do the following:

- Assess patients' conditions
- Record patients' medical histories and symptoms
- Observe patients and record the observations
- Administer patients' medicines and treatments
- Set up plans for patients' care or contribute information to existing plans
- Consult and collaborate with doctors and other healthcare professionals
- Operate and monitor medical equipment
- Help perform diagnostic tests and analyze the results
- Teach patients and their families how to manage illnesses or injuries
- Explain what to do at home after treatment

[Read more >>](#)

Arbitrator, Mediator, or Conciliator

HELPING, PERSUADING

Average Earnings: \$63,930

Projected Growth: 8%

Arbitrators, mediators, and conciliators facilitate negotiation and dialogue between disputing parties to help resolve conflicts outside of the court system.

Arbitrators, mediators, and conciliators typically do the following:

- Facilitate communication between disputants to guide parties toward mutual agreement
- Clarify issues, concerns, needs, and interests of all parties involved
- Conduct initial meetings with disputants to outline the arbitration process
- Settle procedural matters such as fees, or determine details such as witness numbers and time requirements
- Set up appointments for parties to meet for mediation or arbitration
- Interview claimants, agents, or witnesses to obtain information about disputed issues
- Prepare settlement agreements for disputants to sign
- Apply relevant laws, regulations, policies, or precedents to reach conclusions
- Evaluate information from documents such as claim applications, birth or death certificates, and physician or employer records

[Read more >>](#)

High School Teacher

CREATING, HELPING, PERSUADING

Average Earnings: \$61,600

Projected Growth: 4%

High school teachers help prepare students for life after graduation. They teach academic lessons and various skills that students will need to attend college or to enter the job market.

High school teachers typically do the following:

- Plan lessons and instruct their students in the subject they teach
- Assess students' abilities, strengths, and weaknesses
- Adapt lessons to changes in class size
- Grade students' assignments and exams
- Communicate with parents about students' progress
- Work with individual students to challenge them and to improve their abilities
- Prepare students for standardized tests required by the state
- Develop and enforce classroom rules and administrative policies
- Supervise students outside of the classroom—for example, during lunchtime or detention

[Read more >>](#)

Special Education Teacher

Special education teachers work with students who have learning, mental, emotional, or physical disabilities. They adapt general education lessons and teach various subjects to students with mild to moderate disabilities. They also teach basic skills to students with severe disabilities.

CREATING, HELPING

Average Earnings: \$61,030

Projected Growth: 3%

Special education teachers typically do the following:

- Assess students' skills and determine their educational needs
- Adapt general lessons to meet students' needs
- Develop Individualized Education Programs (IEPs) for each student
- Plan activities that are specific to each student's abilities
- Teach and mentor students as a class, in small groups, and one-on-one
- Implement IEPs, assess students' performance, and track their progress
- Update IEPs throughout the school year to reflect students' progress and goals
- Discuss students' progress with parents, other teachers, counselors, and administrators
- Supervise and mentor teacher assistants who work with students with disabilities
- Prepare and help students transition from grade to grade and from school to life outside of school

[Read more >>](#)

Middle School Teacher

Middle school teachers educate students, typically in sixth through eighth grade. Middle school teachers help students build on the fundamentals taught in elementary school and prepare students for high school.

CREATING, HELPING

Average Earnings: \$59,660

Projected Growth: 3%

Middle school teachers typically do the following:

- Create lesson plans to teach students a subject
- Assess students to evaluate their abilities, strengths, and weaknesses
- Teach lessons they have planned to an entire class or to smaller groups
- Grade students' assignments and exams
- Communicate with parents or guardians about their child's progress
- Work with students individually to help them overcome specific learning challenges
- Prepare students for standardized tests required by the state
- Develop and enforce classroom rules
- Supervise students outside of the classroom—for example, during lunchtime or detention

[Read more >>](#)

Kindergarten or Elementary School Teacher

CREATING, HELPING

Average Earnings: \$59,420

Projected Growth: 3%

Kindergarten and elementary school teachers instruct young students in basic subjects, such as math and reading, in order to prepare them for middle school.

Kindergarten and elementary school teachers typically do the following:

- Create lesson plans to teach students subjects, such as reading, science, and math
- Teach students how to interact with others
- Observe students to evaluate their abilities, strengths, and weaknesses
- Instruct an entire class or smaller groups of students
- Grade students' assignments
- Communicate with parents or guardian about their child's progress
- Work with students individually to help them overcome specific learning challenges
- Prepare students for standardized tests required by the state
- Develop and enforce classroom rules to teach children proper behavior
- Supervise children outside of the classroom—for example, during lunchtime or recess

[Read more >>](#)

School or Career Counselor

HELPING

Average Earnings: \$57,040

Projected Growth: 8%

School counselors help students develop the academic and social skills that lead to success in school. Career counselors help people develop skills, explore a career, or choose an educational program that will lead to a career.

School counselors typically do the following:

- Evaluate students' abilities and interests through aptitude assessments, interviews, and individual planning
- Identify issues that affect school performance, such as poor classroom attendance rates
- Help students understand and overcome social or behavioral problems through classroom guidance lessons and counseling
- Counsel individuals and small groups on the basis of student and school needs
- Work with students to develop skills, such as organizational and time management abilities and effective study habits
- Help students create a plan to achieve academic and career goals
- Collaborate with teachers, administrators, and parents to help students succeed
- Teach students and school staff about specific topics, such as bullying, drug abuse, and planning for college or careers after graduation
- Maintain records as required
- Report possible cases of neglect or abuse and refer students and parents to resources outside the school for additional support

[Read more >>](#)

Teacher, Adult Literacy or Remedial Education

CREATING, HELPING,
PERSUADING

Average Earnings: \$54,350

Projected Growth: -10%

Adult literacy and high school equivalency diploma teachers instruct adults in basic skills, such as reading, writing, and speaking English. They also help students earn their high school equivalent diploma.

Adult literacy and high school equivalency diploma teachers typically do the following:

- Plan and teach lessons to help students gain the knowledge and skills needed to earn their high school equivalent diploma
- Adapt teaching methods based on students' strengths and weaknesses
- Emphasize skills that will help students find jobs, such as learning English words and common phrases used in the workplace
- Assess students for learning disabilities
- Monitor students' progress
- Help students develop study skills
- Connect students to other resources in their community, such as job placement services

[Read more >>](#)

Probation Officer or Correctional Treatment Specialist

HELPING, PERSUADING,
ORGANIZING

Average Earnings: \$54,290

Projected Growth: 3%

Probation officers and correctional treatment specialists provide social services to assist in rehabilitation of law offenders in custody or on probation or parole.

Probation officers and correctional treatment specialists typically do the following:

- Interview with probationers and parolees, their friends, and their relatives in an office or at a residence to assess progress
- Evaluate probationers and parolees to determine the best course of rehabilitation
- Provide probationers and parolees with resources, such as job training
- Test offenders for drugs and offer substance abuse counseling
- Complete prehearing investigations and testify in court regarding offender's backgrounds
- Write reports and maintain case files on offenders

[Read more >>](#)

Social Worker

Social workers help people solve and cope with problems in their everyday lives. Clinical social workers also diagnose and treat mental, behavioral, and emotional issues.

HELPING, PERSUADING

Average Earnings: \$50,470

Projected Growth: 11%

Social workers typically do the following:

- Identify people and communities in need of help
- Assess clients' needs, situations, strengths, and support networks to determine their goals
- Help clients adjust to changes and challenges in their lives, such as illness, divorce, or unemployment
- Research, refer, and advocate for community resources such as food stamps, childcare, and healthcare to assist and improve a client's well-being
- Respond to crisis situations such as child abuse and mental health emergencies
- Follow up with clients to ensure that their situation has improved
- Maintain case files and records
- Develop and evaluate programs and services to ensure that basic client needs are met
- Provide psychotherapy services

[Read more >>](#)

Mental Health Counselor or Marriage and Family Therapist

Marriage and family therapists help people manage problems with their family and other relationships.

HELPING

Average Earnings: \$49,610

Projected Growth: 22%

Marriage and family therapists typically do the following:

- Encourage clients to discuss their emotions and experiences
- Help clients process their reactions and adjust to difficult changes in their life, such as divorce and layoffs
- Guide clients through the process of making decisions about their future
- Help clients develop strategies and skills to change their behavior and to cope with difficult situations
- Refer clients to other resources or services in the community, such as support groups or inpatient treatment facilities
- Complete and maintain confidential files and mandated records

[Read more >>](#)

Recreational Therapist

Recreational therapists plan, direct, and coordinate recreation-based treatment programs for people with disabilities, injuries, or illnesses. These therapists use a variety of modalities, including arts and crafts; drama, music, and dance; sports and games; aquatics; and community outings to help maintain or improve a patient's physical, social, and emotional well-being.

CREATING, HELPING

Average Earnings: \$48,220

Projected Growth: 7%

Recreational therapists typically do the following:

- Assess patients' needs using observation, medical records, tests, and discussions with other healthcare professionals, patients' families, and patients
- Develop treatment plans and programs that meet patients' needs and interests
- Plan and implement interventions to support the client in meeting his or her goals
- Engage patients in therapeutic activities such as exercise, games, and community outings
- Help patients learn social skills needed to become or remain independent
- Teach patients about ways to cope with stress, anxiety, or depression
- Document and analyze a patient's progress
- Evaluate interventions for effectiveness

[Read more >>](#)

Preschool or Childcare Center Director

Preschool and childcare center directors supervise and lead staffs, design program plans, oversee daily activities, and prepare budgets. They are responsible for all aspects of their center's program.

HELPING, PERSUADING,
ORGANIZING

Average Earnings: \$48,210

Projected Growth: 7%

Preschool and childcare center directors typically do the following:

- Supervise preschool teachers and childcare workers
- Hire and train new staff members
- Provide professional development opportunities for staff
- Establish policies and communicate them to staff and parents
- Develop educational programs and standards
- Maintain instructional excellence
- Assist staff in communicating with parents and children
- Meet with parents and staff to discuss students' progress
- Prepare budgets and allocate program funds
- Ensure that facilities are maintained and cleaned according to state regulations

[Read more >>](#)

Health Educator or Community Health Worker

Health educators teach people about behaviors that promote wellness. They develop and implement strategies to improve the health of individuals and communities. Community health workers provide a link between the community and healthcare professionals. They develop and implement strategies to improve the health of individuals and communities. They collect data and discuss health concerns with members of specific populations or communities. Although the two occupations often work together, responsibilities of health educators and community health workers are distinct.

HELPING, PERSUADING

Average Earnings: \$46,910

Projected Growth: 11%

Community health workers typically do the following:

- Assess the health needs of the people and communities they serve
- Develop programs, materials, and events to teach people about health topics
- Teach people how to manage existing health conditions
- Evaluate the effectiveness of programs and educational materials
- Help people find health services or information
- Provide training programs for community health workers or other health professionals
- Supervise staff who implement health education programs
- Collect and analyze data to learn about a particular community and improve programs and services
- Advocate for improved health resources and policies that promote health

[Read more >>](#)

Preschool Teacher

Preschool teachers educate and care for children younger than age 5 who have not yet entered kindergarten. They teach language, motor, and social skills to young children.

CREATING, HELPING

Average Earnings: \$30,520

Projected Growth: 7%

Preschool teachers typically do the following:

- Teach children basic skills such as identifying colors, shapes, numbers, and letters
- Work with children in groups or one on one, depending on the needs of children and on the subject matter
- Plan and carry out a curriculum that focuses on different areas of child development
- Organize activities so children can learn about the world, explore interests, and develop skills
- Develop schedules and routines to ensure children have enough physical activity and rest
- Watch for signs of emotional or developmental problems in each child and bring them to the attention of the child's parents
- Keep records of the children's progress, routines, and interests, and inform parents about their child's development

[Read more >>](#)

Recreation Worker

Recreation workers design and lead activities to help people stay active, improve fitness, and have fun. They work with groups in summer camps, fitness and recreational sports centers, nursing care facilities, nature parks, and other settings. They may lead such activities as arts and crafts, sports, music, dramatics, or games.

HELPING, PERSUADING

Average Earnings: \$26,350

Projected Growth: 8%

Recreation workers typically do the following:

- Plan, organize, and lead activities for groups or recreation centers
- Explain the rules of activities and instruct participants at a variety of skill levels
- Enforce safety rules to prevent injury
- Modify activities to suit the needs of specific groups, such as seniors
- Administer basic first aid if needed
- Organize and set up the equipment that is used in recreational activities

[Read more >>](#)

Child Care Worker

Childcare workers attend to the basic needs of children, such as dressing, feeding, and overseeing play. They may help younger children prepare for kindergarten or assist older children with homework.

CREATING, HELPING

Average Earnings: \$24,230

Projected Growth: 2%

Childcare workers typically do the following:

- Supervise and monitor the safety of children
- Prepare and organize mealtimes and snacks for children
- Help children keep good hygiene
- Change the diapers of infants and toddlers
- Organize activities or implement a curriculum that allows children to learn about the world and explore their interests
- Develop schedules and routines to ensure that children have enough physical activity, rest, and playtime
- Watch for signs of emotional or developmental problems in children and bring potential problems to the attention of parents or guardians
- Keep records of children's progress, routines, and interests

[Read more >>](#)

Bartender

Bartenders mix drinks and serve them directly to customers or through wait staff.

HELPING, PERSUADING

Average Earnings: \$23,680

Projected Growth: 8%

Bartenders typically do the following:

- Greet customers, give them menus, and inform them about daily specials
- Take drink orders from customers
- Pour and serve wine, beer, and other drinks and beverages
- Mix drinks according to recipes
- Check the identification of customers to ensure that they are of legal drinking age
- Clean bars, tables, and work areas
- Collect payments from customers and return change
- Manage the operation of the bar, and order and maintain liquor and bar supplies
- Monitor the level of intoxication of customers

[Read more >>](#)

Teacher Assistant

Teacher assistants work with a licensed teacher to give students additional attention and instruction.

HELPING, ORGANIZING

Average Earnings: \$22,920

Projected Growth: 4%

Teacher assistants typically do the following:

- Reinforce lessons by reviewing material with students one-on-one or in small groups
- Follow school and class rules to teach students proper behavior
- Help teachers with recordkeeping, such as taking attendance and calculating grades
- Set equipment or materials ready to help teachers prepare for lessons
- Supervise students outside of the classroom, such as between classes, during lunch and recess, and on field trips

[Read more >>](#)

Waiter or Waitress

HELPING, PERSUADING,
ORGANIZING

Average Earnings: \$22,890

Projected Growth: 6%

Waiters and waitresses take orders and serve food and beverages to customers in dining establishments.

Waiters and waitresses typically do the following:

- Greet customers, present menus, and explain daily specials to customers
- Answer questions related to the menu and offer item suggestions
- Take food and beverage orders from customers
- Relay food and beverage orders to the kitchen staff
- Prepare drinks and food garnishes
- Carry trays of food or drinks from the kitchen to the dining tables
- Remove dirty dishes and glasses, and clean tables after customers finish meals
- Prepare itemized checks and take payments from customers
- Set up dining areas, refill condiments, and stock service areas

[Read more >>](#)

SAMPLE REPORT

Choosing the Right Career

Now that you've reviewed some possible careers, you may be wondering where to go next. Perhaps your list of suggested careers seems overwhelming and confusing. Perhaps you saw some career ideas that sounded interesting, but you're not sure how to proceed, or how to decide which is really best for you. This section is designed to give you a roadmap that you can use to navigate forward as you explore your career possibilities.

As you continue in your career search, it will be crucial that you have a system for evaluating your opportunities. You need a well-defined approach to looking at various careers and deciding whether they are worth further exploration. You've already taken the first step by assessing your interests, but now the task is to take that self-knowledge and translate it into a game plan for exploring your career options.

The first step is to clearly understand your criteria for the career path you seek. You don't need to know exactly which career is right for you, but you do need to know what you are looking for. You must understand the factors which are more important to your happiness and satisfaction in a career. Equally, you must understand the aspects of a career that you want to avoid, so that you don't end up in a job that frequently requires you to do things that are not a good fit.

This section will suggest some criteria that you may want to use as part of your career exploration process. These are based on your interest profile, but you will probably find that some of the suggested criteria seem more relevant to you than others. You may also find that you want to add to what is given here. Use these suggestions as a starting point to build your own system of evaluating possible careers.

What Makes Your Ideal Career?

In choosing a career, you want to be mindful of the factors that are most important to you. Many of these factors will be based on your interests and personality, but some will be unique to you. This section will provide you with some guidance in the factors that may be important to you in your career search.

Satisfying your core needs

An ideal career should satisfy your most fundamental motivations to work. Although everyone wants to feel a sense of purpose, we all differ in how we like to feel that we contribute. To understand what sort of career will be satisfying, you must understand the factors that create satisfaction for you.

Below, you will see a list of the factors that are most likely to be important to you in a career. Generally, if a career has all or most of these factors, you will find the day-to-day work satisfying. As you explore different careers, you can use this list as a sort of checklist for each potential career. The more closely a career seems to fit your list of core needs, the more likely you'll be happy with it in the long term.

Your Core Needs:

- Use my charisma and powers of persuasion to motivate and influence other people
- Set exciting goals and take risks to achieve success
- Increase my power and standing within my field
- Promote novel ideas and impact key decisions to make my mark on the world
- Use my creative talents to do something original and unique to me
- Express my ideas, feelings and experiences
- Experience my senses through art, design, music, drama, or other aesthetic media
- Follow my inspiration to create what is authentic to me

Doing tasks and activities that suit you

One of the most important aspects of job satisfaction is the extent to which your daily work fits with your preferred types of activities. Although this may seem obvious, it can be easy to overlook the mundane day-to-day aspects of a job that sounds exciting in the abstract. Before you decide a job is right for you, be sure you understand what the everyday tasks of that job entail, and compare these tasks with your preferred tasks listed below.

Your Preferred Tasks:

- Selling products or services
- Leading or managing a team
- Pitching ideas or initiatives
- Starting a new business or other venture
- Speaking in front of groups of people
- Influencing people to your way of thinking
- Working with forms, colors, patterns, or other visual elements
- Working with aesthetic or expressive media like dance, music, or drama
- Creating a visually appealing presentation or design
- Coming up with an original idea with few or no guidelines to follow
- Working on what inspires you at the moment, rather than a predetermined task
- Being imaginative, creative, and original

Avoiding what you don't like

Almost as important as understanding what tasks you enjoy is understanding which tasks and activities you would prefer to avoid. If some parts of a job are very appealing to you, but other aspects are boring, irritating, or otherwise unpleasant, it's unlikely you'll be happy in that job over the long term.

For each career you're considering, take stock of the typical daily activities and make sure that you will not have to spend significant time on tasks you don't enjoy. Although nobody has a job that they love all the time, it is important to avoid career paths that require a lot of time spent on activities that you simply aren't suited to.

Tasks to Avoid:

- Working with tools or machines
- Working with plants or animals
- Repairing or maintaining things, especially mechanical systems
- Building, constructing, or crafting things
- Being athletic or physical
- Making something tangible, practical and useful
- Researching scientific principles and theories
- Gathering and analyzing data
- Developing and testing hypotheses
- Using logic and reason to form conclusions
- Reading and learning to increase knowledge and understanding
- Applying expertise to devise innovative solutions

Asking the important questions

As you explore careers, you will be asking many questions. You are probably already wondering about common concerns, like how much money you might make, how much education or training you will need, or how easy it might be to find a job in a particular field.

But it's also important that you ask questions that are personal to you and your interests. These questions will help you dial in to the careers that will suit your personality. Here, we suggest some questions that you may want to ask about each career you are seriously considering.

You might answer these questions by doing research online, in books, magazines, or trade journals, or by interviewing people in the field. You may find that the answers to some questions are not a clear “yes” or “no,” and that’s fine. The goal is not to get black-and-white answers to every question, but to gain a better and more complete understanding of whether a career is a good fit for you.

Your Key Questions:

- Will this career allow me to influence and motivate other people?
- Will I feel powerful and important in this career?
- Will this career allow me to take risks and pursue exciting achievements?
- Will this career give me a platform to share my ideas and persuade other people to my point of view?
- Will this career allow me to come up with my own unique and original way of doing things?
- Will this career allow me to be authentic and true to myself on the job?
- Does this career take advantage of my creative talents?
- Will this career put me in environments which are aesthetically pleasing and stimulating to the senses?

The Next Step

You've just made an excellent start to your career search process by exploring your interests, talents, preferences, and values. Give yourself a pat on the back!

Although choosing a career isn't an easy process, it can be an incredibly rewarding one when done right. By doing an objective assessment of who you are and what you are suited to, you've already gotten off to a huge head start.

You've digested a lot of information, so take a while to sit with it. When you're ready, come back to your list of careers and pick out the ones that sound most appealing. Click on the "Read more" link next to each of these careers to learn more about them. Use this as a jumping-off point to begin your own research.

You have plenty of work ahead of you to find your ideal career, but you should now feel well prepared to get started. We wish you the best of luck in your search!