



# CAREER PLANNING INSIGHTS



**Anita Sample**  
**VP Communications**  
Data Dome, Inc.  
3-17-2010



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Maximizing Individual and Corporate Potential



Behavioral research suggests that the most effective people are those who understand themselves, both their strengths and weaknesses, so they can develop strategies to meet the demands of their environment.

A person's behavior is a necessary and integral part of who they are. In other words, much of our behavior comes from "nature" (inherent), and much comes from "nurture" (our upbringing). It is the universal language of "how we act," or our observable human behavior.

In this report we are measuring four dimensions of normal behavior. They are:

- how you respond to problems and challenges.
- how you influence others to your point of view.
- how you respond to the pace of the environment.
- how you respond to rules and procedures set by others.

This report analyzes behavioral style; that is, a person's manner of doing things. Is the report 100% true? Yes, no and maybe. We are only measuring behavior. We only report statements from areas of behavior in which tendencies are shown. To improve accuracy, feel free to make notes or edit the report regarding any statement from the report that may or may not apply, but only after checking with friends or colleagues to see if they agree.

*"All people exhibit all four behavioral factors in varying degrees of intensity."  
–W.M. Marston*













# PRESENT WANTS

*This section of the report was produced by analyzing Anita's wants. People are motivated by the things they want, thus: wants that are satisfied no longer motivate. Analyze each statement produced in this section and highlight those that are present "wants."*

Anita wants:

- Freedom from control and detail.
- Group activities outside the job.
- More time in the day.
- A support system to do the detail work.
- Rewards to support her dreams.
- Flattery, praise, popularity and strokes.
- A wide scope of activities.
- Public recognition of her ideas and results.
- Participation in meetings on future planning.
- Outside activities so there is never a dull moment.
- To be trusted.
- A friendly work environment.
- Freedom to talk and participate on the team.

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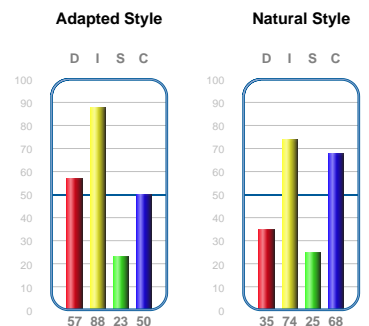
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#### MOST

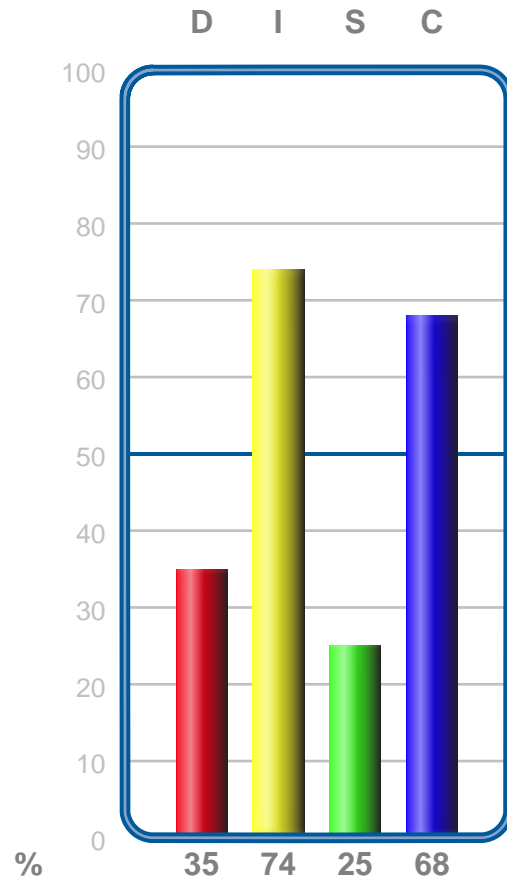
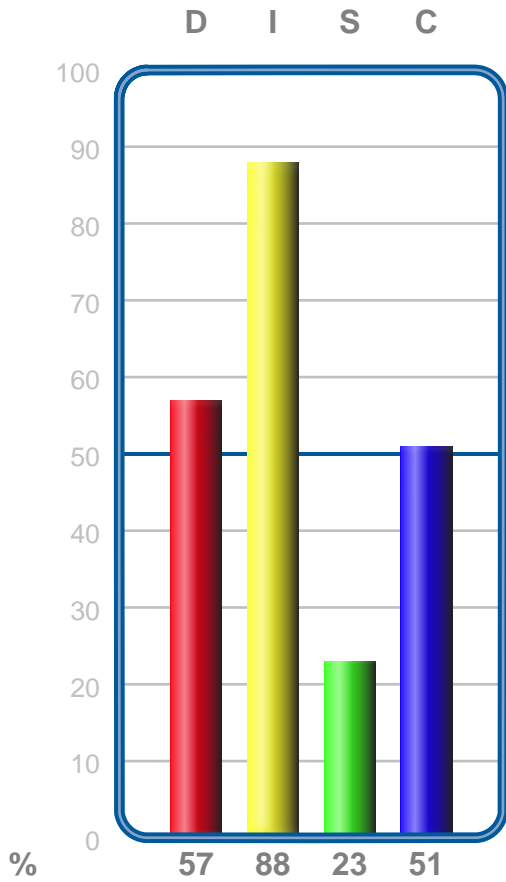
Graph I

Adapted Style

#### LEAST

Graph II

Natural Style



Norm 2003



The Success Insights® Wheel is a powerful tool popularized in Europe. In addition to the text you have received about your behavioral style, the Wheel adds a visual representation that allows you to:

- View your natural behavioral style (circle).
- View your adapted behavioral style (star).
- Note the degree you are adapting your behavior.
- If you filled out the Work Environment Analysis, view the relationship of your behavior to your job.

Notice on the next page that your Natural style (circle) and your Adapted style (star) are plotted on the Wheel. If they are plotted in different boxes, then you are adapting your behavior. The further the two plotting points are from each other, the more you are adapting your behavior.

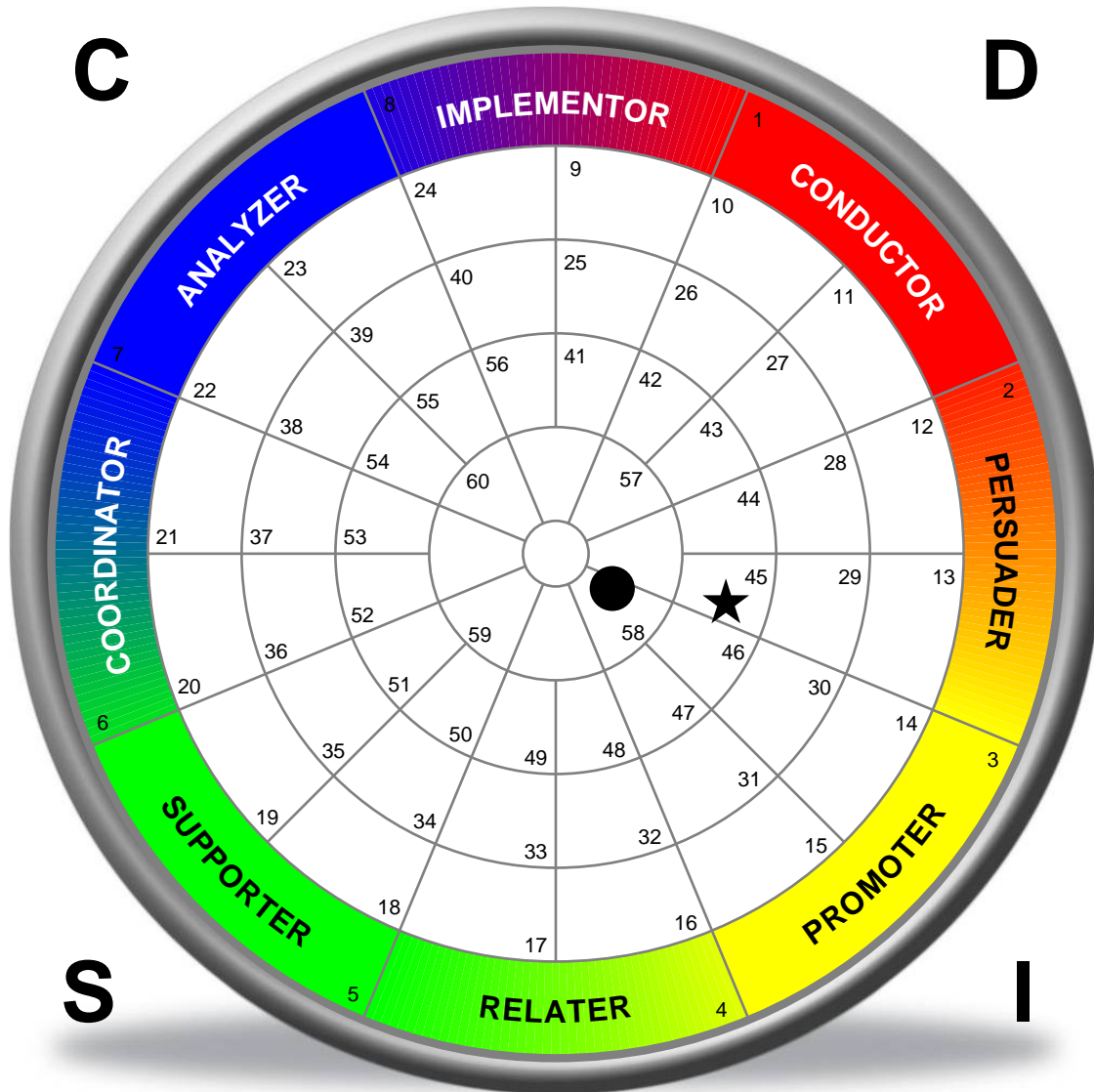
If you are part of a group or team who also took the behavioral assessment, it would be advantageous to get together, using each person's Wheel, and make a master Wheel that contains each person's Natural and Adapted style. This allows you to quickly see where conflict can occur. You will also be able to identify where communication, understanding and appreciation can be increased.



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Adapted: ★ (45) PROMOTING PERSUADER (ACROSS)

Natural: ● (58) ANALYZING PROMOTER (ACROSS)

Norm 2003

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This report compares your ideal and present job. If the ideal job and present job are the same on a factor, only one list of statements will appear. A side by side listing will be printed when they are different. Read, discuss, and clarify to identify the type of behavior you want to use on the job.





*This page of the report lists how the job requires a person to respond to problems and challenges. Scope of authority, power and decisiveness may be key areas. Analyze carefully.*

"Present" and "Ideal" job behavioral demands are:

1. Calculating the use of power and authority.
2. Responding to problems and challenges.
3. A drive to succeed.
4. Clarification of authority and parameters.
5. Challenging assignments.
6. Independent thinking.
7. Freedom from much detail work.
8. Flexibility.
9. Ability to solve problems and meet challenges.
10. Taking an idea and moving with it, but not beyond the scope of authority.
11. Supporting change.
12. Participating in decision making.



*This page of the report lists how the job requires a person to influence others to a way of thinking or doing. Trust, openness, facts and data (oral or written), discussion, and communication are key areas. Analyze carefully.*

"Present" job behavioral demands are:

1. Democratic relationships.
2. Earned trust.
3. Friendly work environment.
4. Verbal skills.
5. Being polite and diplomatic.
6. Working with people.
7. Acceptance of new ideas.
8. Coaching and counseling.
9. Participatory management.

"Ideal" job behavioral demands are:

1. Social interactions.
2. High trust level.
3. Optimistic outlook.
4. Verbal skills.
5. Getting people emotionally involved.
6. Working with people.
7. Openness to new ideas.
8. Ability to move from one activity to another quickly.
9. Participatory management.
10. A flexible use of time.
11. Outgoing personality.
12. Creative approach to problem solving.
13. Democratic relationships with others.
14. Working with people more than working with things.
15. A team approach.
16. Initiating contact with others.
17. Getting things done through people.



*This page of the report lists how the job requires a person to deal with activity levels. Change, persistence, consistency, and listening skills are key areas. Analyze carefully.*

"Present" and "Ideal" job behavioral demands are:

1. Sense of urgency.
2. Shared information and open communication.
3. Quick response to crisis and change.
4. Mobile work environment.
5. Ability to act without precedent.
6. Opportunity to explore change.
7. Support team to handle some of the detail work.
8. Self-starter.
9. Quick decisions.
10. Alertness to problems and challenges.
11. Awareness of deadlines.
12. Facts and data provided by others.
13. Freedom to respond.
14. Variety of work activities.



## COMPLIANCE - CONSTRAINTS

*This page of the report lists how the job requires a person to respond to rules and regulations set by other people. Key areas to consider are rules required to maintain quality, accuracy, and precision. Analyze carefully.*

"Present" and "Ideal" job behavioral demands are:

1. Awareness and sensitivity to rules and procedures.
2. Practical work.
3. Persistence in getting the job completed.
4. Freedom from direct control and supervision.
5. Expression of new ideas.
6. Limited independence to question procedures.
7. Testing new ideas and procedures.
8. Taking calculated risks.
9. Questioning the status quo.



**Anita Sample**

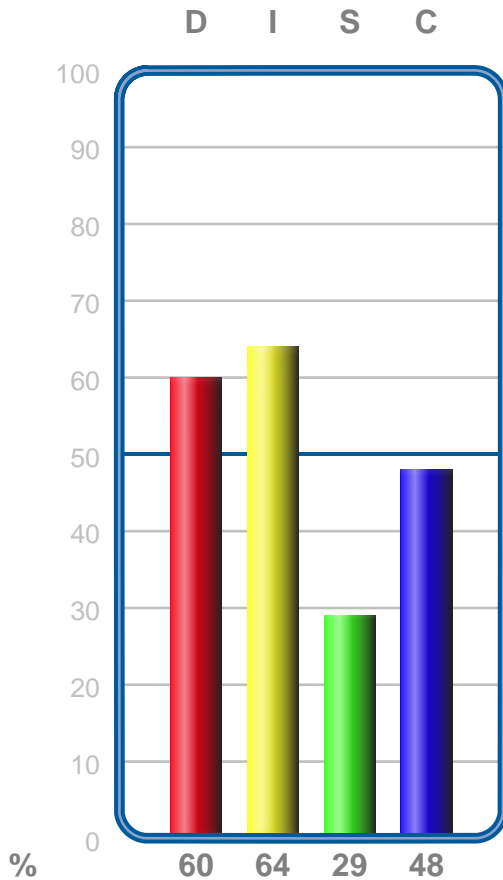
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**Work Environment**

PRESENT

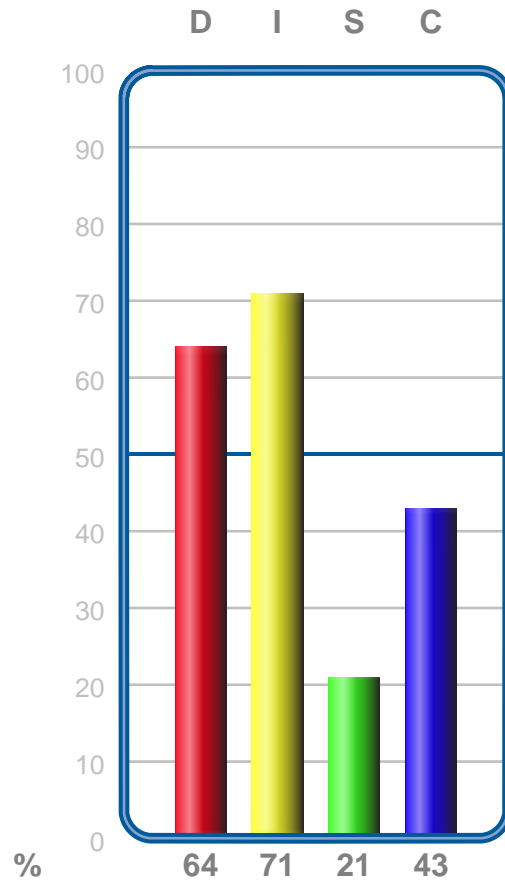
**Anita Sample**



**Work Environment**

IDEAL

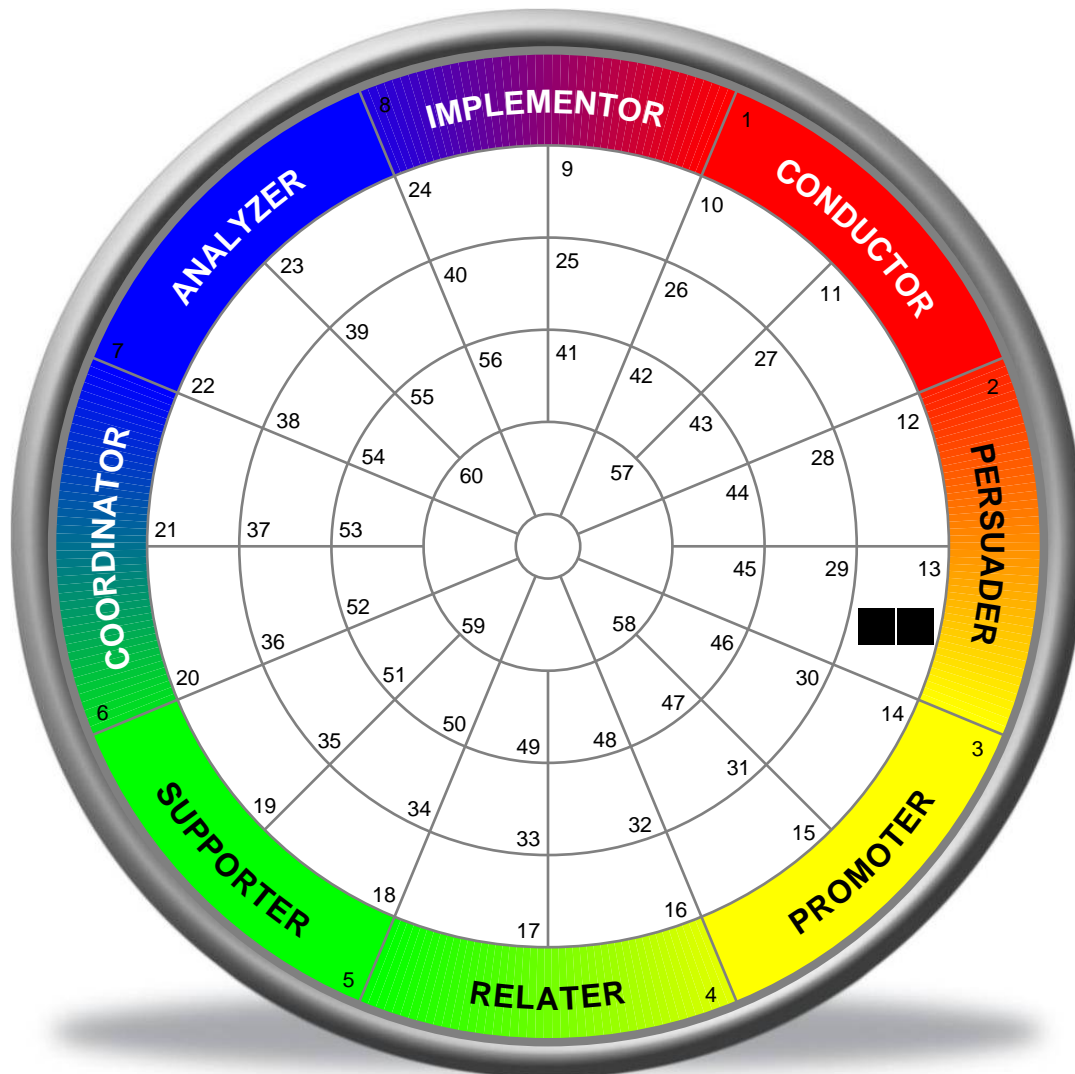
**Anita Sample**





**Anita Sample**

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Present Work Environment: ■ (13) PROMOTING PERSUADER  
 Ideal Work Environment: ■ (13) PROMOTING PERSUADER

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Given these realities, it becomes more important than ever for people to be prepared to make informed career decisions based on a solid understanding of their own behavioral styles and your natural talents. With increased understanding of the talents you bring to the workplace, you can maximize your ability to succeed and achieve career satisfaction in a changing environment.

The following Job Indicator section has been designed to stretch your imagination and give you ideas. The message is: "Your options are many." This section will present a listing of jobs that can provide a suitable match to your natural behavioral style, as identified earlier in this report. Review these potential jobs and decide which of them appeal to your individual preferences, values and lifestyle. Remember, they are designed to stretch your imagination and give you ideas!

The career listings presented in this section are derived from the latest issue of The Occupational Information Network (O\*NET) database, developed for the US Department of Labor by the National O\*NET Consortium. You will find a wealth of related career information for your continued research at the following websites: <http://online.onetcenter.org> and the US Dept. of Labor, Employment & Training Administration: <http://www.doleta.gov/programs/onet>.





CODE	OCCUPATION
27-1019.99	Artists
27-4011.00	Audio and Video Equipment Technicians
35-3011.00	Bartenders
43-3011.00	Bill and Account Collectors
27-1013.03	Cartoonists
43-4021.00	Correspondence Clerks
43-4041.02	Credit Checkers
27-2031.00	Dancers
41-9011.00	Demonstrators and Product Promoters
27-2099.99	Entertainers and Performers
27-1013.00	Fine Artists, Painters, Sculptors, and Illustrators
33-2021.01	Fire Inspectors
51-1011.00	First-Line Supervisors/Managers of Production and Operating Workers
39-6031.00	Flight Attendants
27-1023.00	Floral Designers
43-4081.00	Hotel, Motel, and Resort Desk Clerks
43-4161.00	Human Resources Assistants, Except Payroll and Timekeeping
33-3021.05	Immigration and Customs Inspectors
41-3021.00	Insurance Sales Agents
11-9081.00	Lodging Managers
27-2042.00	Musicians and Singers
51-4052.00	Pourers and Casters, Metal
43-5061.00	Production, Planning, and Expediting Clerks
11-9141.00	Property, Real Estate, and Community Association Managers
41-9021.00	Real Estate Brokers
41-9022.00	Real Estate Sales Agents
43-4171.00	Receptionists and Information Clerks
39-9032.00	Recreation Workers
41-3099.99	Sales Representatives, Services, All Other
41-4012.00	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products
21-1093.00	Social and Human Service Assistants
43-3071.00	Tellers
43-4181.01	Travel Clerks
39-6022.00	Travel Guides



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CODE	OCCUPATION
15-2011.00	Actuaries
25-3011.00	Adult Literacy, Remedial Education, and GED Teachers and Instructors
11-2011.00	Advertising and Promotions Managers
13-1011.00	Agents and Business Managers of Artists, Performers, and Athletes
27-1011.00	Art Directors
27-4011.00	Audio and Video Equipment Technicians
29-1121.00	Audiologists
25-9011.00	Audio-Visual Collections Specialists
27-2032.00	Choreographers
27-1021.00	Commercial and Industrial Designers
27-2041.03	Composers
11-9021.00	Construction Managers
27-3043.02	Creative Writers
25-4012.00	Curators
27-2031.00	Dancers
27-1029.99	Designers
29-1031.00	Dietitians and Nutritionists
27-2012.02	Directors-Stage, Motion Picture, Television, and Radio
13-1071.01	Employment Interviewers, Private or Public Employment Service
13-1041.03	Equal Opportunity Representatives and Officers
43-6011.00	Executive Secretaries and Administrative Assistants
27-1022.00	Fashion Designers
11-3031.02	Financial Managers, Branch or Department
51-1011.00	First-Line Supervisors/Managers of Production and Operating Workers
41-1011.00	First-Line Supervisors/Managers of Retail Sales Workers
11-9051.00	Food Service Managers
19-3093.00	Historians
11-3040.00	Human Resources Managers
11-3051.00	Industrial Production Managers
41-3021.00	Insurance Sales Agents
13-2053.00	Insurance Underwriters
43-4111.00	Interviewers, Except Eligibility and Loan
11-9081.00	Lodging Managers
11-9199.99	Managers, All Other
11-9111.00	Medical and Health Services Managers
25-2022.00	Middle School Teachers, Except Special and Vocational Education
27-2041.00	Music Directors and Composers
27-1013.01	Painters and Illustrators
25-2011.00	Preschool Teachers, Except Special Education
21-1092.00	Probation Officers and Correctional Treatment Specialists
11-9141.00	Property, Real Estate, and Community Association Managers
11-2031.00	Public Relations Managers
27-3031.00	Public Relations Specialists



NAME : Anita Sample  
EDUCATION : A.A. or B.A.

Anita Sample

CODE	OCCUPATION
41-9021.00	Real Estate Brokers
41-9022.00	Real Estate Sales Agents
25-1193.00	Recreation and Fitness Studies Teachers, Postsecondary
11-2022.00	Sales Managers
41-4012.00	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products
11-9151.00	Social and Community Service Managers
21-1093.00	Social and Human Service Assistants
27-4014.00	Sound Engineering Technicians
25-9041.00	Teacher Assistants
11-3042.00	Training and Development Managers
11-3071.01	Transportation Managers
25-1194.00	Vocational Education Teachers Postsecondary
13-1022.00	Wholesale and Retail Buyers, Except Farm Products



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27-2032.00	Choreographers
27-1021.00	Commercial and Industrial Designers
27-2041.03	Composers
27-1029.99	Designers
27-2012.02	Directors-Stage, Motion Picture, Television, and Radio
11-9031.00	Education Administrators, Preschool and Child Care Center/Program
43-6011.00	Executive Secretaries and Administrative Assistants
27-1022.00	Fashion Designers
41-1011.00	First-Line Supervisors/Managers of Retail Sales Workers
25-1192.00	Home Economics Teachers, Postsecondary
11-3049.99	Human Resources Managers, All Other
41-3021.00	Insurance Sales Agents
11-9199.99	Managers, All Other
11-9111.00	Medical and Health Services Managers
27-2041.00	Music Directors and Composers
11-9141.00	Property, Real Estate, and Community Association Managers
11-2031.00	Public Relations Managers
41-9021.00	Real Estate Brokers
41-9022.00	Real Estate Sales Agents
25-1193.00	Recreation and Fitness Studies Teachers, Postsecondary
11-2022.00	Sales Managers
41-4012.00	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products
27-1027.01	Set Designers
11-9151.00	Social and Community Service Managers
27-4014.00	Sound Engineering Technicians
27-3042.00	Technical Writers
11-3042.00	Training and Development Managers
13-1022.00	Wholesale and Retail Buyers, Except Farm Products