



CAREER PLANNING INSIGHTS



Gina Green
Marketing Manager
Company Inc.
5-7-2010



Bringing Awareness
ABC Co. Ltd.
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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.

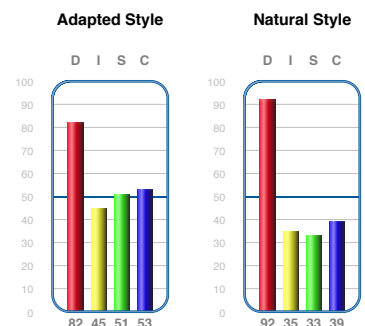
*"All people exhibit all four behavioral factors in varying degrees of intensity."
—W.M. Marston*



Based on Gina's responses, the report has selected general statements to provide you with a broad understanding of her work style. These statements identify the basic natural behavior that she brings to the job. That is, if left on her own, these statements identify HOW SHE WOULD CHOOSE TO DO THE JOB. Use the general characteristics to gain a better understanding of Gina's natural behavior.

Gina may be so self-confident that others see her as arrogant. This confidence may be something others wish they had. Many people see her as a self-starter dedicated to achieving results. She has high ego strengths and may be viewed by some as egotistical. She prefers an environment with variety and change. She is at her best when many projects are underway at once. Gina establishes many standards for herself and others. Her high ego strength demands that her standards will be met. She is often frustrated when working with others who do not share the same sense of urgency. She wants to be viewed as self-reliant and willing to pay the price for success. She needs to learn to relax and pace herself. She may expend too much energy trying to control herself and others. Gina wants to be seen as a winner and has an inherent dislike for losing or failing. She tends to work hard and long to be successful. She is often considered daring, bold and gutsy. She is a risk taker who likes to be seen as an individualist.

Gina refrains from getting emotionally involved in decision making. This allows her to make objective decisions. She has the unique ability of tackling tough problems and following them through to a satisfactory conclusion. She should realize that at times she needs to think a project through, beginning to end, before starting the project. She prefers authority equal to her responsibility. Gina is a good problem solver and troubleshooter, always seeking new ways to solve old problems. She is decisive and prefers to work for a decisive manager. She can experience stress if her manager does not possess similar

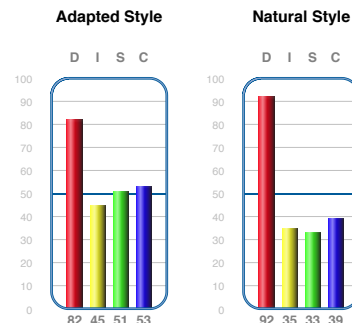




PERSONAL CHARACTERISTICS

traits. She likes to make decisions quickly. She is logical, incisive and critical in her problem-solving activities.

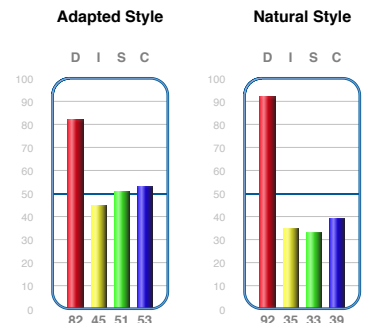
Gina likes people who give her options as compared to their opinions. The options may help her make decisions, and she values her own opinion over that of others! She is not influenced by people who are overly enthusiastic. They rarely get her attention. She may lack the patience to listen and communicate with slower acting people. When communicating with others, Gina must carefully avoid being excessively critical or pushy. She tries to get on with the subject, while others may be trying to work through the details. Gina likes people who present their case effectively. When they do, she can then make a quicker assessment or decision. She challenges people who volunteer their opinions. She should exhibit more patience and ask questions to make sure that others have understood what she has said. She tends to be intolerant of people who seem ambiguous or think too slowly.





This section of the report identifies the specific talents and behavior Gina brings to the job. By looking at these statements, one can identify her role in the organization. By identifying Gina's talent, the organization can develop a system to capitalize on her particular value to the organization and make her an integral part of the team.

- Challenge-oriented.
- Deadline conscious.
- Creative in her approach to solving problems.
- Will join organizations to represent the company.
- Sense of urgency.
- Few dull moments.
- Spontaneity.
- Tenacious.



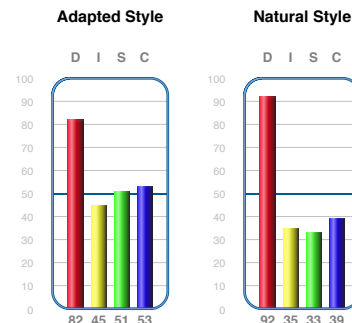


BASIC NEEDS

In this section are some needs which must be met in order for Gina to perform at an optimum level. Some needs can be met by herself, while management must provide for others. It is very difficult for a person to enter a motivational environment when that person's basic management needs have not been fulfilled. Gina and her counselor should go over the list and identify 3 or 4 statements that are most important to her. This allows Gina to participate in forming her own personal management plan.

Gina needs:

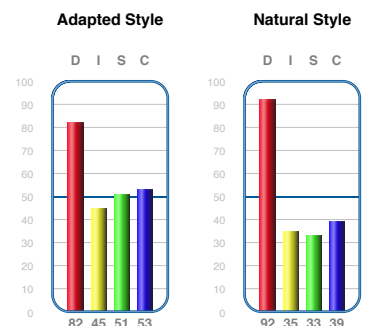
- To know results expected and to be evaluated on the results.
- A work environment with many activities.
- To understand her impact on other people.
- Vacations or periods of reduced activity level.
- To pace herself.
- An awareness of the parameters or rules in writing.
- Appreciation of slower-moving people.
- Systems to follow.
- Respect for other people's personal property.
- A program for pacing work and relaxing.
- To be confronted when in disagreement, or when she breaks the rules.
- To understand her role on the team--either a team player or the leader.





This section gives general information on behavior that Gina deems necessary to be successful on the job. One should read this section and determine if the behavior described is job related. If the behavior is not job-related, Gina does not understand the behavior required to be successful in the job.

- Projecting a limited display of emotion.
- Working in a systematic, nondemonstrative manner.
- Anticipating and solving problems.
- Persistence in job completion.
- Being sensitive to, but not necessarily controlled by, rules and procedures.
- Having the ability to see the "big picture" as well as the small pieces of the puzzle.
- Accomplishing tasks without many people contacts.
- Being precise in the collection of data.
- Being attentive and dependable with detailed work activities.
- Quickly responding to crisis and change, with a strong desire for immediate results.



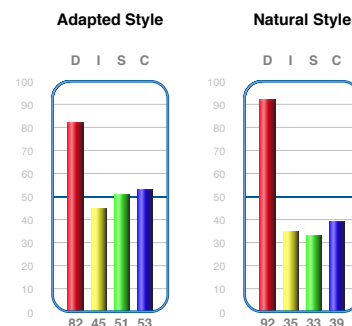


PRESENT WANTS

This section of the report was produced by analyzing Gina'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."

Gina wants:

- Information in logical order.
- Objectivity.
- New challenges and problems to solve.
- Prestige, position and titles so she can control the destiny of others.
- Tangible evidence of effort.
- Straight talk supported with facts.
- To be seen as a leader.
- Facts and data for making decisions.
- Limited socializing.
- Control of her own destiny.
- An environment where she can ask specific questions--not just "beat around the bush."
- Opportunity to verbalize her ideas and demonstrate her skills.

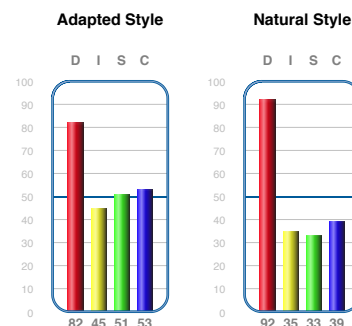




IDEAL ENVIRONMENT

This section identifies the ideal work environment based on Gina's basic style. People with limited flexibility will find themselves uncomfortable working in any job not described in this section. A person with flexibility uses intelligence to modify their behavior and can be comfortable in many environments. Use this section to identify specific duties and responsibilities that Gina enjoys and also those that create frustration.

- Work for a manager who makes quick decisions.
- Evaluation based on results, not the process.
- Forum to express ideas and viewpoints.
- Activities, and more activities.
- Support team with sense of urgency.
- New products and new ideas to work on.
- An innovative and futuristic-oriented environment.



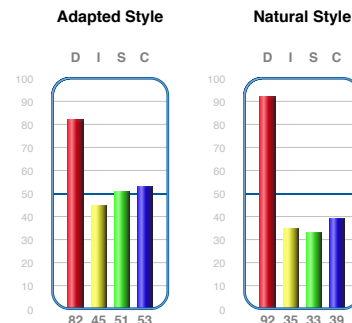


CHECKLIST FOR COMMUNICATING

Most people are aware of and sensitive to the ways with which they like to be communicated. Many people find this section to be extremely accurate and important. Read each statement and identify 3 or 4 statements that are most important. Make a list of these and practice using them in your everyday management of Gina.

Do:

- Support and maintain an environment where she can be efficient.
- Put projects in writing, with deadlines.
- Be specific and leave nothing to chance.
- Use her jargon.
- Provide systems to follow.
- Expect acceptance without a lot of questions.
- Come prepared with all requirements, objectives and support material in a well-organized "package."
- Provide questions, alternatives and choices for making her own decisions.
- Be isolated from interruptions.
- Stick to business--let her decide if she wants to talk socially.
- Take issue with facts, not the person, if you disagree.

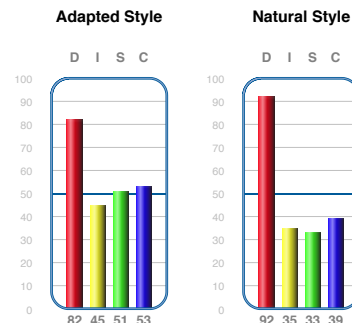




STRENGTHS AND WEAKNESSES

In this area of the report is a listing of strengths and weaknesses without regard to a specific job. Cross out those weaknesses that do not apply. Highlight 1 to 3 weaknesses that are hindering performance and develop an action plan to eliminate or reduce this hindrance.

- STRENGTH - Seeks challenges and problems to solve. POTENTIAL WEAKNESS - Takes on too many and may forget priorities.
- STRENGTH - Sense of urgency to get things completed. POTENTIAL WEAKNESS - Push and pull rather than lead and motivate.
- STRENGTH - Straightforward communicator. POTENTIAL WEAKNESS - May make remarks that are untimely or untactful.
- STRENGTH - Strong ego. POTENTIAL WEAKNESS - Possibility of offending others if "overdone."
- STRENGTH - Result- and goal-oriented. POTENTIAL WEAKNESS - May overstep authority to achieve goals.
- STRENGTH - Sets high standard for self and others. POTENTIAL WEAKNESS - Standards may be so high they are impossible to achieve.





Gina Green

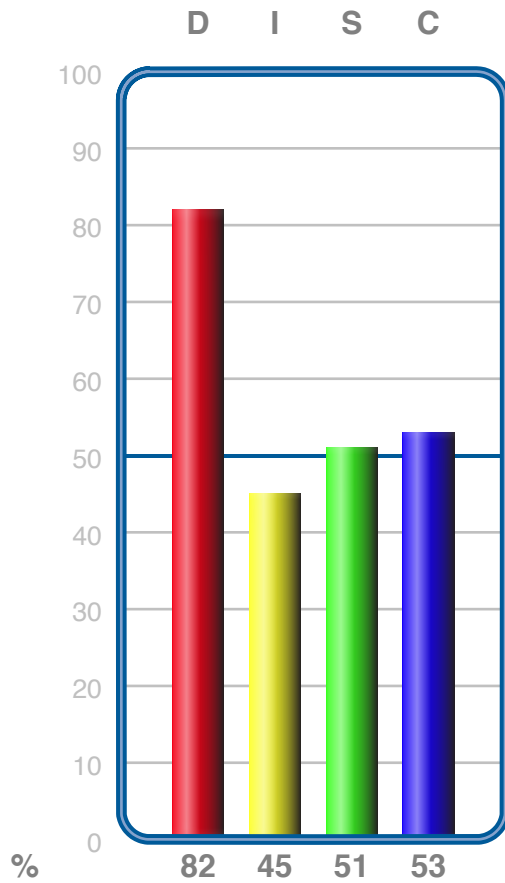
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MOST

Graph I

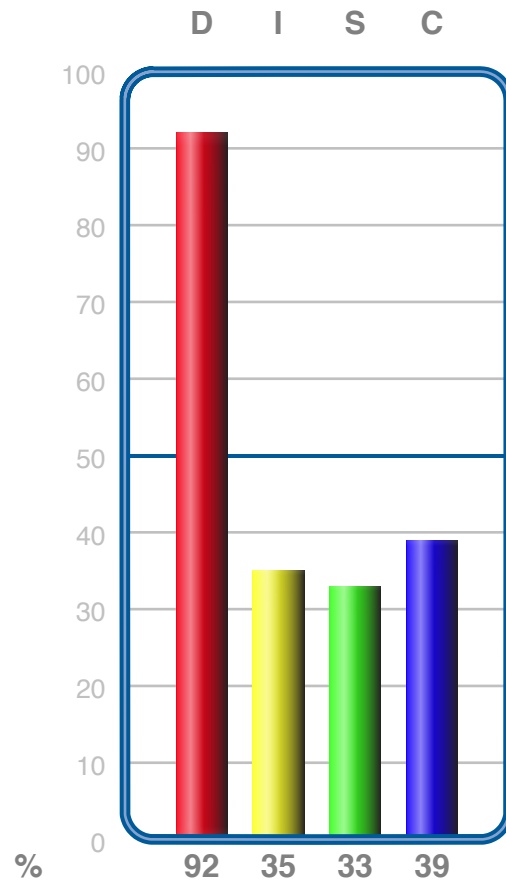
Adapted Style



LEAST

Graph II

Natural Style



Norm 2009



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:

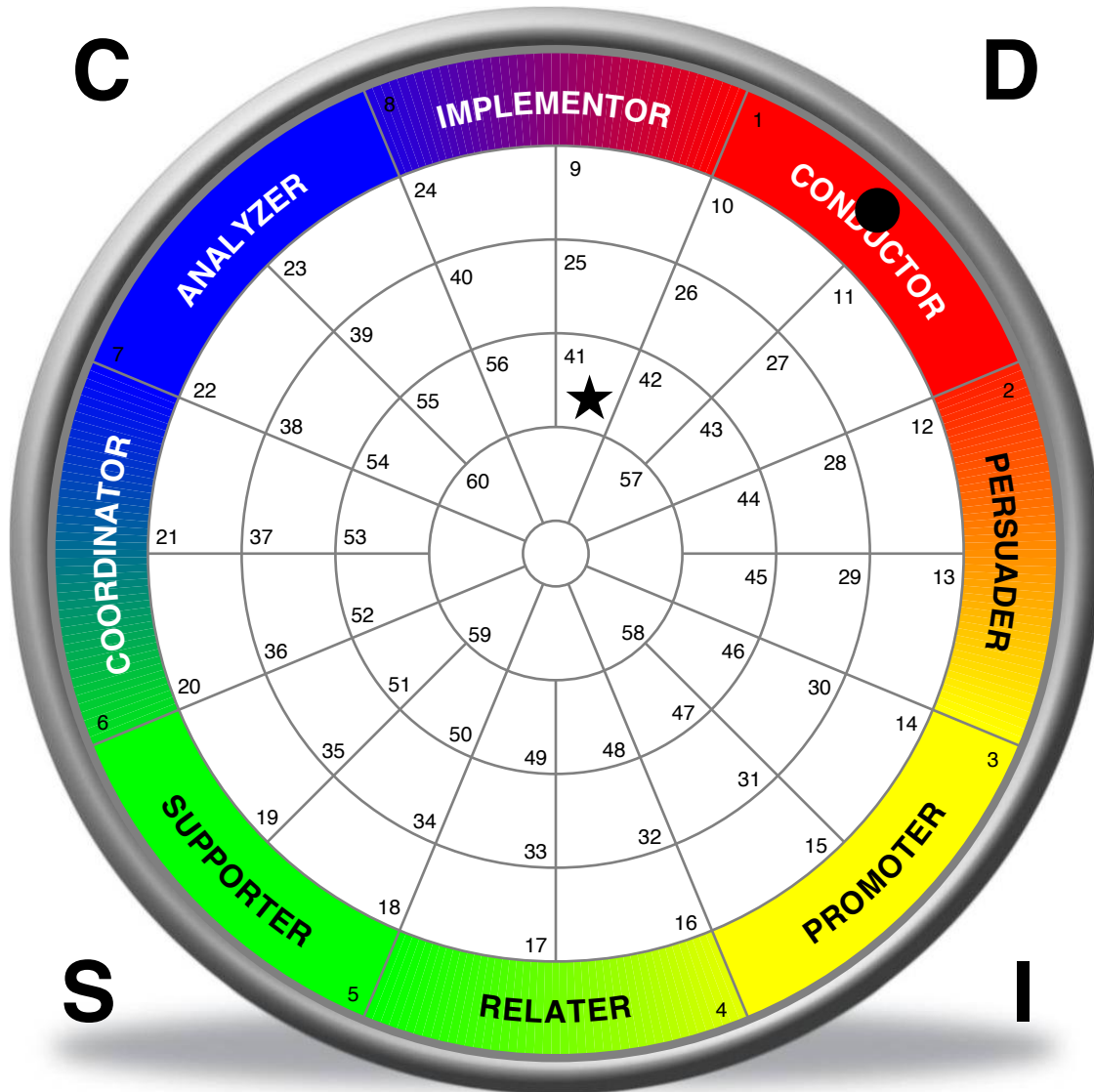
- View your natural behavioral style (circle).
- View your adapted behavioral style (star).
- Note the degree you are adapting your behavior.
- If you filled out the Work Environment Analysis, view the relationship of your behavior to your job.

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: ★ (41) CONDUCTING IMPLEMENTOR (ACROSS)

Natural: ● (1) CONDUCTOR

Norm 2009

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INTRODUCTION

This report identifies the behavior of your Ideal job. Read each page and think of activities that use this type of behavior. Does your present job include these behaviors? If so, how do you feel when performing activities using the behavior described? You should enjoy and feel positive about your ideal job. If your present job included these activities and behavior you may be in the right job and career, but may be experiencing problems with management.



DOMINANCE - CHALLENGE

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.

"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.



INFLUENCE - CONTACTS

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.

"Ideal" 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.



STEADINESS - CONSISTENCY

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.

"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.

"Ideal" job behavioral demands are:

1. Rules and procedures.
2. Quality control.
3. Systematic approach to work.
4. Thinking before acting.
5. Analysis of facts and data.
6. Clarification of responsibility and authority.
7. Clean work station.
8. Disciplined use of time.
9. Balanced judgment.
10. Clarification of data.



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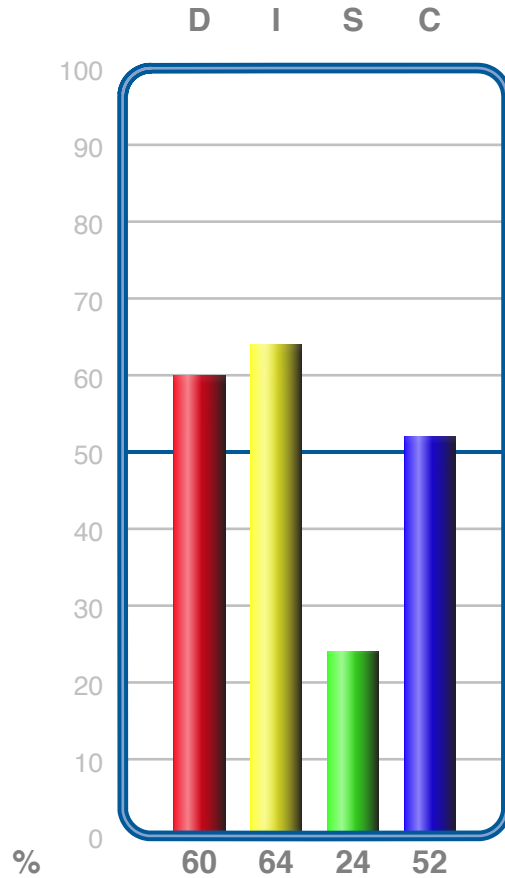
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Work Environment

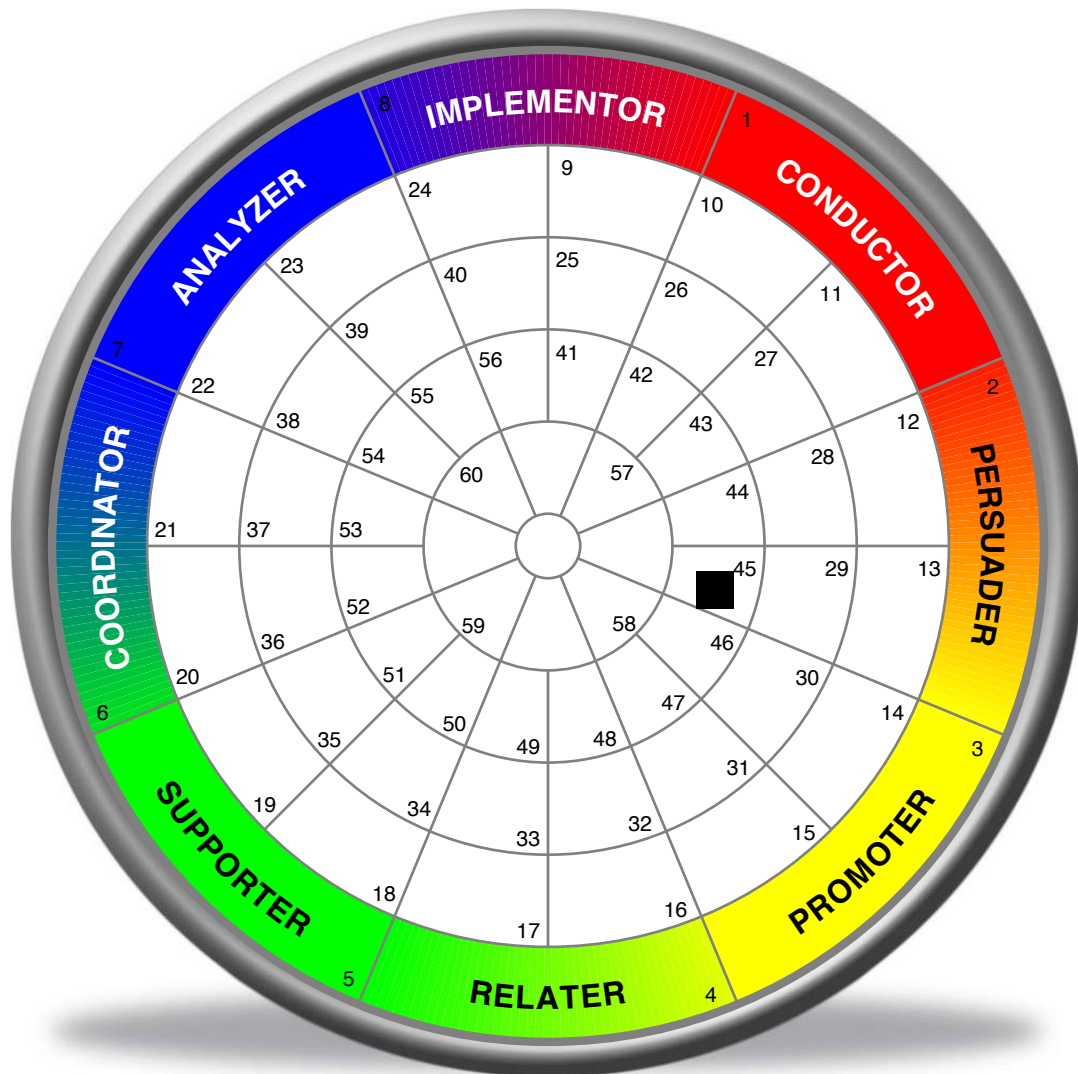
IDEAL

Gina Green





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Ideal Work Environment: ■ (45) PROMOTING PERSUADER (ACROSS)

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INTRODUCTION

Today's workplace is in constant change and careers are evolving to keep pace. It will not be unusual for people to change careers 4-5 times during their working lives. Furthermore, research indicates that over 50% of working people hold jobs that do not utilize their natural talents, so are neither fully motivated nor satisfied with their work.

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
27-2099.99	Entertainers and Performers
33-2021.01	Fire Inspectors
51-1011.00	First-Line Supervisors/Managers of Production and Operating Workers
41-3021.00	Insurance Sales Agents
11-9081.00	Lodging Managers
43-5061.00	Production, Planning, and Expediting Clerks
11-9141.00	Property, Real Estate, and Community Association Managers
41-9021.00	Real Estate Brokers
39-9032.00	Recreation Workers
41-9099.99	Sales and Related Workers, All Other
41-4012.00	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products
39-6022.00	Travel Guides



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CODE	OCCUPATION
17-2011.00	Aerospace Engineers
13-1011.00	Agents and Business Managers of Artists, Performers, and Athletes
11-9011.02	Agricultural Crop Farm Managers
13-2021.02	Appraisers, Real Estate
27-1019.99	Artists
11-3041.00	Compensation and Benefits Managers
11-9021.00	Construction Managers
13-2041.00	Credit Analysts
27-2099.99	Entertainers and Performers
13-1041.03	Equal Opportunity Representatives and Officers
43-6011.00	Executive Secretaries and Administrative Assistants
11-3031.02	Financial Managers, Branch or Department
35-1012.00	First-Line Supervisors/Managers of Food Preparation and Serving Workers
33-1012.00	First-Line Supervisors/Managers of Police and Detectives
51-1011.00	First-Line Supervisors/Managers of Production and Operating Workers
41-1011.00	First-Line Supervisors/Managers of Retail Sales Workers
33-3031.00	Fish and Game Wardens
13-1041.04	Government Property Inspectors and Investigators
11-3040.00	Human Resources Managers
11-3051.00	Industrial Production Managers
17-2111.01	Industrial Safety and Health Engineers
13-2053.00	Insurance Underwriters
17-1012.00	Landscape Architects
23-2099.99	Legal Support Workers, All Other
11-9081.00	Lodging Managers
11-9199.99	Managers, All Other
11-2021.00	Marketing Managers
17-2151.00	Mining and Geological Engineers, Including Mining Safety Engineers
27-1014.00	Multi-Media Artists and Animators
33-1021.01	Municipal Fire Fighting and Prevention Supervisors
11-1011.02	Private Sector Executives
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
13-1023.00	Purchasing Agents, Except Wholesale, Retail, and Farm Products
27-3011.00	Radio and Television Announcers
41-9021.00	Real Estate Brokers
27-3022.00	Reporters and Correspondents
41-9099.99	Sales and Related Workers, All Other
41-9031.00	Sales Engineers
41-4012.00	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products
11-9151.00	Social and Community Service Managers



NAME : Gina Green
EDUCATION : A.A. or B.A.

Gina Green

CODE	OCCUPATION
11-3042.00	Training and Development Managers
11-3071.01	Transportation Managers
13-1022.00	Wholesale and Retail Buyers, Except Farm Products



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13-1011.00	Agents and Business Managers of Artists, Performers, and Athletes
13-2021.02	Appraisers, Real Estate
27-1019.99	Artists
11-9031.00	Education Administrators, Preschool and Child Care Center/Program
17-2071.00	Electrical Engineers
11-9041.00	Engineering Managers
27-2099.99	Entertainers and Performers
43-6011.00	Executive Secretaries and Administrative Assistants
35-1012.00	First-Line Supervisors/Managers of Food Preparation and Serving Workers
41-1011.00	First-Line Supervisors/Managers of Retail Sales Workers
11-3049.99	Human Resources Managers, All Other
17-1012.00	Landscape Architects
11-9199.99	Managers, All Other
11-2021.00	Marketing Managers
27-1014.00	Multi-Media Artists and Animators
17-2171.00	Petroleum Engineers
11-1011.02	Private Sector Executives
11-9141.00	Property, Real Estate, and Community Association Managers
11-2031.00	Public Relations Managers
41-9021.00	Real Estate Brokers
41-9099.99	Sales and Related Workers, All Other
41-9031.00	Sales Engineers
41-4012.00	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products
53-5031.00	Ship Engineers
11-9151.00	Social and Community Service Managers
29-1129.99	Therapists, All Other
11-3042.00	Training and Development Managers
13-1022.00	Wholesale and Retail Buyers, Except Farm Products