CAREER POSSIBILITIES
RESEARCH PROJECT

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KEY FINDINGS

- **Market Research Consultant**: I believe this career would be the best fit for me because it involves doing research, analyzing the findings, and making a strategic plan to make use of the collected research data. These are the aspects of business that I enjoy the most.

- **International Expansion Consultant**: this career still includes research and strategic planning aspects that I enjoy but it has a specific goal of international expansion therefore I think it would be a good fit for me.
MY TOP VALUES

My top three values are Wealth, Risk-Taking, and Solitude.

**Wealth** is important to me because it creates new possibilities, allows you to live a lavish and extravagant life, gives you financial security and stability, and allows you to avoid the stress and troubles that are caused by financial hardship.

**Risk-Taking** is important to me because I love taking calculated risks in all aspects of life. I love the adrenaline that goes along with the possibility of danger. I enjoy how its thrilling and nerve-racking at the same time. But most of all I love the reward, relief, and the feeling of success that is brought about when a risk works out in my favor.

**Solitude** is important to me because although I am capable of and often even enjoy meeting and interacting with people at public gatherings such as parties, at my core I am an introvert and I need time to myself to relax and be apart from everyone else. Without solitude I would not be able to function to the best of my ability.
INTERESTS OVERVIEW

My top three interests are Enterprise Control, Creative Production, and Influencing Others.

**Enterprise Control:** I have always been a very strategic and independent person. I enjoy planning things out and I don’t necessarily like being told what to do. I will listen to other people’s input but I want to have the final say and I want the plans to be executed the way I see best because that way the plan has the best chance of succeeding. Enterprise control allows you to have the final say when planning things out and to ensure it is carried out the right way. That is what makes it a good fit for me.

**Creative Production:** When I was in high school I was involved with DECA and it was here where I discovered my love for making business plans. With DECA I created a rebranding strategy, a marketing plan, and an international expansion plan. Of these only the rebranding strategy was carried out and I was not extremely involved with the process of carrying it out. It isn’t that I don’t think they are good or don’t want them put into effect, it is simply because I find the strategic/planning phase much more enjoyable than the so called maintenance phase. For that reason creative production could be a good fit for me.
Influencing Others: I have always enjoyed arguing or debating a given topic with other people and convincing them that I am right or that my point of view on a topic is the correct one. As a child I had wanted to be a lawyer so that I would be able to do that on a daily basis but over the years I shifted more towards business. I enjoy persuasive writing and making a presentation or pitch to a small group of people. In addition to this I also enjoy meeting and engaging in conversation with people at social events such as parties. For these reasons influencing others is a good fit for me.
PERSONALITY TYPE

Based on my Keirsey Temperament Sorter results I am a Rational Mastermind (INTJ). I find these results very accurate as the description of this personality type fit me spot on. Some specific characteristics that fit me well are the Aptitudes, Things Your Good At, and Leadership Traits. The Aptitudes fit me because I am a skilled researcher and a good strategic planner and that is the reason why I enjoy creating business plans so much. Second the Things Your Good At fit me well because often take a lot of responsibility in things I do, I seek to completely understand or master the skills of almost everything that I do, I am always concentrated on the most important objective in front of me and I come off as very focused and single minded, and also I am good at understanding and mastering technology and therefore don’t get intimidated by it. Next is the Leadership Traits. I am implementing models and theories, I can organize ideas into structures to create complex systems, I prefer to work independently and I expect others to get their work done accurately and on time. I am always raising the standards for what I consider to be good and I expect people to be competent, open to new ideas, able to communicate in a technical language. If I am in charge and the people underneath me can not live up to these expectations then I see little use for them. Nearly all of the traits in the report were accurate however these were just some of the ones that fit me the best.
MARKETING

• I believe Marketing is the right major for me because marketing encompasses research and creating business plans and those are the two aspects of business that I enjoy the most and that I am the best at.

• Two things that are unique to this major at the Kelley School of Business are 1) Kelley’s strong relationship with the big four accounting firms and 2) the average starting salary for Kelley marketing grads is about $6,000 higher than most other business schools.

• Two possible careers for someone in this major are:
  • **Market Research Consultant**: I believe this career would be the best fit for me because it involves doing research, analyzing the findings, and making a strategic plan to make use of the collected research data. These are the aspects of business that I enjoy the most.

  • **Chief Marketing Officer**: while this career is incredibly under valued it does encompass the aspects of business that I enjoy most and it can potentially lead to a career as a CEO and that is a career I would be interested in because I would run the company how I see fit and decide on business strategies.
INTERNATIONAL BUSINESS

• At Kelley, International Business is a co-major so it would allow me to peruse a job pertaining to my major and operate on an international scale. I would be able to make business plans for how a business should expand into the international market. This would be everything I enjoy on a much larger scale.

• Two things that are unique to this major at Kelley are 1) the numerous study abroad opportunities that IU offers and 2) the fact that this major is even offered, a lot of schools do not yet offer international business as a major.

• Two possible careers for this major are:
  - **International Market Research Consultant**: For companies like Deloitte who operate in the International Market it would make me much more appealing if I could do the typical market research functions on an international scale.
  - **International Expansion Consultant**: this career still includes research and strategic planning aspects that I enjoy but it has a specific goal of international expansion therefore I think it would be a good fit for me.
ENTREPRENEURSHIP & CORPORATE INNOVATION

• This major may be a good fit for me because it would train me to run a business and decide on the strategy and the path that it will take. This can either be done on a small and independent level or on a large and corporate level, either way I would be the shot caller.

• The thing that makes this major unique at Kelley is 1) I would have access to the Hoosier Hatchery and 2) I would be invited to the Undergraduate Entrepreneurship Fellows Program.

• Two possible careers for this major are:
  • **Small Business Owner:** This career may be a good fit for me because there is a lot of room for expansion and I would be in charge of the businesses operations.
  • **Corporate Innovation:** This career would involve deciding where to market new products and how to expand existing products to new markets. I would enjoy this career because it involves research and strategic planning.