CAREER POSSIBILITIES
RESEARCH PROJECT

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KEY FINDINGS: TOP TWO CAREER CHOICES

**Economic Consultant**

As an Economic Consultant I would be working with a team at a firm analyzing data and informing clients on the best strategy to find success. This career is a good choice for me because it allows for my values of purpose, balance, and authenticity to shine through. My interest in quantitative analysis would be useful in database analysis and financial modeling. I am well equipped to adapt to changing circumstances and am interested in a job that keeps me on my toes. An economic consultant takes their own skills and knowledge and shares them with a client so that they can make an informed decision. I feel that my personality type would allow me to do this effectively and successfully in a way that creates a competitive advantage for the client.

**Brand Management**

A career in Brand Management involves studying a brand and strategizing a way to create and maintain a good reputation for that brand. This career would be a good fit for me because I could use my interest in creative production to come up with ways to make a particular brand more appealing to a consumer. This career accommodates my value of purpose because I would be able to use skills that align with my interests and that I believe are effective. The creation of a connection between a product and how a consumer perceives it is interesting to me. I would enjoy studying the consumer and how product sales are effected by different marketing strategies.
### Purpose

Purpose is an important core value for me in my future career because I intend for my life to have meaning. I would like to go to work every day and feel as though I am accomplishing something that matters to me and makes a difference whether it be in the economy or in just one person's life. Purpose leads to happiness and it is my goal to be happy. In my future career I want to be continually accomplishing tasks that are effective and I never want to feel as though I am wasting my time.

### Balance

Balance is important because it will keep me on track for a healthy, happy, and successful lifestyle. I am all for hard work but in order for me to be happy I need to be able to take time off from the workplace and I am in search of a career that allows this. A sense of accomplishment is important for my happiness and also applies to my value of purpose. In a balanced career I would be able to work hard and find success while having enough time to build relationships and focus on friends and family outside of the workplace.

### Authenticity

To know myself and to be able to be myself in the workplace will allow me to maximize my contribution to society and my opportunity for happiness. By being authentic, I will be able to stay true to my principles and identified values. I am in search of a workplace where I do not have to compromise my values, beliefs, and convictions, and where I am able to fully contribute myself to the success of whatever task there is to be accomplished.
Quantitative Analysis

I enjoy problem solving and the use of techniques and tools in order to identify problems, issues, and challenges, and to optimize solutions. Quantitative analysis allows for direction without the influence of emotion or circumstance. It is important to me to be able to logically process data in order to make informed decisions. Quantitative analysis provides me with the best opportunity to make decisions without being mislead.

Application of Technology

An understanding of technology and computer processes allows me to have a greater understanding of the components, pathways, and opportunities of strategy development. This will ensure the highest probability of success. I enjoy making things better so redesigning business processes would allow me to discover process improvement and optimization.

Creative Production

I enjoy brainstorming ideas and developing new and fresh solutions to existing problems through gaining broad and diverse insights. Exploration of new ideas allows for competitive advantage in the workplace and new and exciting solutions. It uncovers potential new growth opportunities and allows for collaboration group problem solving.
Guardian

Guardians are typically cautious and prepared individuals. They are helpful, hard working, and loyal. Justice and gratitude are important to guardians and they are always willing to stand up for what they believe in. Guardians are logical and make informed decisions for the betterment of everyone around them. They are not only looking out for themselves, they are looking out for the betterment of society. The characteristics that resonate with my own personality include caution, hard work, and standing up for what I believe in. I am never comfortable jumping into a situation for which I feel unprepared. Hard work and respect for those around me are extremely important to me along with following my beliefs without conforming.

Inspector

Inspectors are reliable people who value work performance over personal conflict. Inspectors are conservative and find great importance in maintaining tradition and family occasions. Direction is taken seriously and followed closely by inspectors and a job well done is always guaranteed. I find comfort in structure and tradition wherever I am. Straightforward direction is important to me when I am completing any task and I can be relied on to follow what I am told by authoritative figures. I enjoy meeting expectations and going above and beyond in order to find success. A sense of order and organization allows me to get my work done sensibly and correctly.
IN-DEPTH MAJOR: FINANCE

Finance might be a good major for me because it involves a lot of data processing and statistical analysis. My personality type is a guardian inspector which fits perfectly with the characteristics of a finance major. These characteristics include hard work, straightforward direction, and a stable, thorough work environment. One of my interests was quantitative analysis which involves problem solving skills that I would be able to utilize while earning a finance major and obtaining a job in this field.

A major in finance at Kelley prepares students to enter high level jobs with solid preparation. Starting salary, depending on job type ranges from $48,000-$85,000. Two clubs that I would be interested in joining are the Investment Management Club and the Private Wealth Club. Both of these clubs provide students with the information and experience they need to enter a career in either of these fields.

Two possible career choices that I am interested in exploring are careers as a financial analyst and as an investment banking analyst. These two career options would be a good choice for because of my personality type and interests. Both involve lots of quantitative analysis and application of technology. I am willing to spend long hours studying data and analyzing risk and return. Changes in the economy are of great interest to me and I feel that I would really enjoy a career in Finance.
IN-DEPTH MAJOR: ECONOMIC CONSULTING

A major in Economic Consulting would suit me because it involves the study of how firms strategize and make decisions that are successful. One of my interests was creative production and for me, creative production involves coming up with strategies and new ways of thinking that will result in success for whatever task lies in front of me. I find the study of data and past effects of specific decisions in order to find solutions for present situations very interesting and would enjoy the constant change in tasks.

The average starting salary for a 2017 Kelley graduate with a BEPP major was $65,645. Some of the hiring companies for a student with a degree in economic consulting include Bank of America Merrill Lynch, EY, JPMorgan Chase & Co., and Accenture. A couple of clubs that I would be interested in are 180 Degrees Consulting Club, Corporate Strategy Club, and the International Business Association.

Two possible career choice that I believe would fit me are careers in consulting and as an Economist. A career in consulting would suit me because I enjoy collaboration and strategizing solutions. As a guardian I am reliable and would work well with a team. A career as an economist would be enjoyable for me because I find the study of economic issues very interesting and the forecasting of market trends to be a problem solving activity that I could utilize my interest in data analysis.
IN-DEPTH MAJOR- MARKETING

A major in Marketing fits with my values because it involves authenticity and balance. This major focuses on teaching students to study the consumer and helps them learn how to put the best possible product in their hands. My interest in creative production could be a contribution to my studies in this major because Marketing involves coming up with fresh and new ideas that can provide a competitive advantage for a particular product.

Marketing clubs such as Global Sales Workshop, Consumer Marketing Academy, and the Business Marketing Academy allow students to connect with leading employers. The average starting salary for a Kelley student with an undergraduate degree in Marketing was $56,900 in 2018. Students have the opportunity to learn from faculty who are internationally recognized and who have truly experienced careers in marketing first hand.

Two careers that I am interested in are Brand Management and Marketing Intelligence: Business Analytics/ Social Media. Brand Management involves data analysis and strategizing solutions which are two of my biggest interests. I enjoy using my creativity to come up with fresh ideas. Marketing Intelligence includes researching and managing data, and managing social media channels. This interests me because it would allow me to see how markets are effected by different changes and the effect that social media has upon a brand and its success.