Graham Bourgeault Sereno

**Career Possibilities**: A journey to find a career that can bring me lifelong fulfillment and joy.

You've got to find what you love and that is as true for work as it is for lovers. Your work is going to fill a large part of your life and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do. If you haven't found it yet, keep looking and don't settle. As with all matters of the heart, you'll know when you've found it.

(Steve Jobs)

izquotes.com
CAREER POSSIBILITIES: Key Findings

**Career Option #1: Accounting Manager**
I chose this career possibility because it fits my top values of accountability, intellectual challenge, and affiliation. If I want to be a successful accounting manager, I will have to be accountable to my employees, constantly challenging myself to think of better strategies and protocols, and create a culture of teamwork with my employees.

This career would allow me to also use my major interest of coaching and mentoring. I have already started to assume coaching and mentoring roles in Kelley such as K201 Peer Tutoring. This gives me an overwhelming sense of purpose and fulfillment, and this passion would transfer into how I use my Accounting and Management expertise to help my employees become the best that they can be.

Possible Majors: Accounting, Management

**Career Option #2: Financial Advisor**
I chose this career possibility because it fits my Career Leader interest in Quantitative Analysis, Keirsey value of Affiliation, and additional values of honesty and respect. As a Financial Advisor, I would be able to use my Financial Literacy expertise to help people make smart investments. This career would also fit with my strong emphasis on ability to receive financial gain.

My career as a Financial Advisor would play on my strong math abilities. I received a near perfect score on the math portion of my SAT, and I was a crucial member of my high school math club. I would also love the connections and relationships that this career would bring. I am involved in Union Board, Tennis Club, and the Lambda Chi Alpha Fraternity. All of these make me feel like I have a sense of purpose and build comradery among people. My career as a Financial Advisor would continue this feeling of purpose and comradery.

Possible Majors: Finance
Analysis:
From considering my Career Leader interests and Keirsey Aptitudes, I have concluded that I have a strong affiliation with problem solving. I like to think creatively and teach others my approach to complex problems. This leads me to be very direct, and I also have very high standards for others. This makes me a valuable member of any business team.

Opportunities:
I have the opportunity to use my theme of effective problem solving in any internship that requires high level thinking. I am taking advantage of this opportunity this summer, and I am interning at a manufacturing firm that is going to launch a new product line. This will present many challenges and I will have to use every bit of my interests and aptitudes to succeed. I would also be good in any strategic planning club at the university. One that pops out in my mind is the corporate strategy club.
**Creative Production**

Creative production utilizes my ability to think critically and come up with creative ways to implement strategy. For me, this does not only mean material things, but creative ideas can produced as well.

**Example: Enterprise Control**

S: When I was the team leader for my K201 group, I realized that we had a team assignment due in a week that was very large and complicated. The assignment required a lot of research as well as summaries and a budget proposal. It left me wondering how my team was going to get everything done.

T: Our task was to create the best possible project that we could manage before the deadline. My task was to lead my group into making the correct time management decisions that would allow us to achieve our goal.

A: I created a basic spreadsheet of days and times that we would meet and broke the project up into small objectives that could be completed by individual members at each meeting. I then sent it out to my group and asked them to choose specific individual tasks that they would provide the best product doing. I picked up the tasks that nobody else wanted.

R: All commitments were made and we met the deadline with an amazing product. I learned a lot about how planning can make a daunting task so much easier. Our group received an A on the project.

**Coaching and Mentoring**

Coaching and Mentoring uses my ability to convey complex ideas in a way that people can comprehend. I believe is no use in having a wealth of knowledge if you’re not going to share it with the world, so I have a passion for coaching.

**Enterprise Control**

Enterprise Control is having the power to implement my ideas produced by creative production directly into a business model. So, it is essentially the power to use my ideas and lead others.

**CAREER POSSIBILITIES: Interests Overview**

- **Creative Production**
- **Coaching and Mentoring**
- **Enterprise Control**
CAREER POSSIBILITIES: Values Analysis

Career Leader Motivators:
1) Positioning
2) Financial Gain
3) Intellectual Challenge

Keirsey Values & Rewards:
1) Affiliation
2) Cooperation
3) Training
4) Stability

Analysis:
My Career Leader Motivators and Keirsey Values & Rewards have a theme of challenge and opportunity for advancement. My motivators of positioning, financial gain, and intellectual challenge show that I want the ability to move up on the corporate latter while receiving due compensation for my extra work. My Keirsey Values & Rewards complement this by saying that I want to do this while knowing that I am stable in my career and having a strong affiliation with the company that I work with. It is very important for me to love that company that I work for.

Opportunities:
- Internships that allow me to challenge my mind while receiving financial compensation.
- Investment Banking Workshop would allow me to collaborate with others to receive financial gains.
- Becoming a Kelley Coach is one of my main IU goals because it would allow me to cooperate with other coaches and students to train others and make a difference.
- I am also in the Indiana University Memorial Union Board currently, and this project has shown me that I should run for a officer position and move up the executive latter.

Additional Values Identified:
1. Problem Solving
2. Respect
3. Learning from others
4. Being Accountable
I grew up in a family that constantly stressed the importance of being accountable. I make it a lifestyle to consistently follow through with my word. If I say I am going to be somewhere, I will do everything in my power to keep my word. Accountability is everything to me.

I don’t think that life has meaning if my mind is not being stimulated constantly. I take pride in the fact that I challenge my mind every single day. I am always finding new ways to destroy my personal biases and looking for new ways to look at the world.

I love being a part of a team. I have always been evolved in student organizations and team sports. It is important for me to find like minded people that can help me achieve my large goals. Also, being affiliated with others brings me constant intellectual challenge and tests my accountability.

**CAREER POSSIBILITIES: Top Values Overview**

**Accountability**
I grew up in a family that constantly stressed the importance of being accountable. I make it a lifestyle to consistently follow through with my word. If I say I am going to be somewhere, I will do everything in my power to keep my word. Accountability is everything to me.

**Intellectual Challenge**
I don’t think that life has meaning if my mind is not being stimulated constantly. I take pride in the fact that I challenge my mind every single day. I am always finding new ways to destroy my personal biases and looking for new ways to look at the world.

**Affiliation**
I love being a part of a team. I have always been evolved in student organizations and team sports. It is important for me to find like minded people that can help me achieve my large goals. Also, being affiliated with others brings me constant intellectual challenge and tests my accountability.

**Ex: Accountability, Intellectual Challenge, and Affiliation**

**S:** I had spent my first two semesters at Indiana struggling with science classes and lacking passion for my coursework. I was very unhappy with my performance as a biology major, and I wanted something different. So, I decided to pursue business against the advice of my University Division Advisor.

**T:** My task was to overcome 4 risk factors and gain admittance into the Kelley School of Business. I had to complete 3 of the hardest prerequisite classes in order to apply to Kelley for Spring transfer.

**A:** I dedicated myself fully to proving my passion for business to Kelley. I met with my professors and gave every effort that I possibly could to any tasks that came my way. I did my best to manage my time through all of the deadlines.

**R:** I earned a 3.7 GPA for the semester and gained admittance into Kelley. I learned the value of hard work and realized that there is not a single thing that I can’t accomplish if I work hard.

**A TRIPLE THREAT STAR STORY**

Graham Bourgeault
Sereno
ESTJ: Guardian Supervisor

Common Traits of ESTJs:

• Results-Oriented

• Direct in Communication

• Rely on Those I Trust

• Taking Charge

• Practicality

Taking Charge

S: My business presentations team was one week away from a major 20 minute presentation that was worth 20% of our total grade. We had not begun working on it.

T: Get all of my team members on board so that we can receive an A on the presentation, and break up the presentation in an effective way.

A: I created a GroupMe for my team and asked them to meet so that we could create a list of project objectives, and broke them up in a way that highlighted everyone's strengths.

R: Everyone completed their tasks and we absolutely killed the presentation. We also earned a 100%.

Practicality

S: While cleaning the stockroom at the retail store that I worked at in high school, I noticed that many of the boxes and tools lacked adequate labeling and space.

T: I decided that it would be beneficial to everyone if I found a way to label the tools in the stockroom and create a better plan for taking in shipments so that everything had its own place.

A: The next time that I had a cleaning shift, I brought a label maker from home and created labels on the crates for all tools. I also moved the boxes from shipment so that there was more room in the stockroom.

R: The stockroom was very organized and other stockroom employees quickly fell into the new system. My manager liked my placement of the boxes from shipment so much that she implemented it, and I got to meet the regional manager, who thanked me for my initiative.

I love to take charge in my own life and in group situations. I think that I am an effective leader because I listen to others first and offer my suggestions. I am also very good at getting people to work together, and putting the group before myself. People tend to allow me to take the wheel.

I am an extremely practical person. I always search for better ways to make things easier for everyone. If the process can be simplified, while producing the same or better result, I will implement it. I am constantly evolving my study and organizational habits to make them more practical.
CAREER POSSIBILITIES: KSB Majors

**Accounting**
- Accounting curriculum allows students to learn how to effectively understand, prepare, summarize, and audit financial statements. This sets students up for to be a CPA and an asset in auditing, corporate accounting, and many other careers. It also fulfills the requirements to enter into the Kelley 3-2 MBA program.

**Economic Consulting**
- This major curriculum equips students with a strong understanding of business from an economic standpoint. Students develop critical thinking skills by learning how to read and respond to economic changes. This makes students an asset in pretty much any business career because an economic understanding is crucial in creating an effective business strategy, and puts them in a position to advise and become upper management.

**Entrepreneurship**
- This major set gives students the ability to create an effective and self-sufficient business model while responding to competition by outsmarting competition. It is a major for "go-getters" that want to build a company from the ground up and use the power of their imagination to differentiate their product or service while developing a strong and loyal client base.

**Finance**
- This major sets students up for a lifetime of financial success. Whether one wants to be an at home financial analyst, CFO of a major company, or real estate broker, this major provides them with the ability to read and respond to market changes while making smart investments. This field requires a deep affiliation with reading numbers and making sense of big picture data. It is all about effective interpretation.

**Information Systems**
- In this technology driven world, companies are searching for students of information systems to help them understand and market to their client base. Information systems gives students the technological intelligence required to prepare and manage effective customer databases that gives top management insight on current company trends and future opportunities. This field requires effective problem solving and mentoring skills.
<table>
<thead>
<tr>
<th>Major</th>
<th>Description</th>
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<tbody>
<tr>
<td>Management</td>
<td>This major develops each student’s ability to motivate others and create an effective organizational structure for any company. It is unique because it prepares students to take leadership roles directly out of college. This degree applies to all business fields.</td>
</tr>
<tr>
<td>Marketing</td>
<td>This major challenges students to creatively develop innovative ways to generate interest in products and services. It requires a great deal of problem solving and prepares students to research the market and find ways to target specific niches.</td>
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<tr>
<td>Professional Sales</td>
<td>According to the “Career Research Toolkit”, this major pairs extremely well with a Marketing degree. Professional Sales prepares students to effectively communicate and persuade potential customers about the value that their product or service can bring. It requires highly developed public speaking and CRM skills.</td>
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<tr>
<td>Supply Chain Management</td>
<td>Majoring in Supply Chain Management prepares students to constantly find new ways to improve the efficiency of how company mutualizes its scarce recourse. This includes strategically placing company employees, inventory, fixed assets, and all other assets in order to meet and exceed company goals.</td>
</tr>
<tr>
<td>Co-Major</td>
<td>Description</td>
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<tr>
<td><strong>Business Analytics (co-major)</strong></td>
<td>This co-major challenges students to stay current with the constantly changing aspects of modern business. It prepares them to develop an evolving business strategy that keeps their company ahead of the competition.</td>
</tr>
<tr>
<td><strong>Digital &amp; Social Media Business Applications (co-major)</strong></td>
<td>This co-major prepares students to use social technology in order to assist the companies marketing strategy and personal brand. It pairs well with a Marketing major, but all majors can benefit from an understanding of how social technology can be used to improve strategy.</td>
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<tr>
<td><strong>International Business (co-major)</strong></td>
<td>Co-majoring in international business gives students a deep understanding of the culture, political and legal environments, and business strategies of countries around the globe. This prepares students to take advantage of business opportunities abroad and respond to global competition.</td>
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<tr>
<td><strong>Law, Ethics, and Decision Making (co-major)</strong></td>
<td>This co-major prepares students to understand how global law will effect international business ventures, form objective arguments on possible ethical disputes, and be a valuable asset in deciding how to respond to domestic and global business environments.</td>
</tr>
<tr>
<td><strong>Sustainable Business (co-major)</strong></td>
<td>This co-major trains students to please company stakeholders by creating business strategies that are holistic, well-informed, and long-term. This is a skill that is being increasingly sought after by companies because mastery of sustainable business is rare and extremely applicable.</td>
</tr>
<tr>
<td><strong>Technology Management (co-major)</strong></td>
<td>Technology Management teaches students the basics of technological consulting, CRM database management, and modern information systems. This co-major places students in a great position technology takes over modern business, companies are searching for prospects that have a deep knowledge and understanding of technology and its role in business strategy.</td>
</tr>
</tbody>
</table>
CAREER POSSIBILITIES: In-Depth Major: Accounting

Fit
Accounting would be an incredible fit for me because I value honesty, thoroughness, and working with numbers. As an accountant, I would be able to assure that the financial statements that I prepare are reliable to companies, investors, and government agencies deserve validity and transparency. My keen attention to detail would consistently impress my superiors and provide me with ample opportunity for advancement. It might not be a great fit for me because I could see myself feeling like I lack the ability to express my creativity. In my previous accounting courses, it has proven effective for me to become very structured, and I could see this eventually upsetting me.

Unique to Kelley
According to the 2015 U.S. News & World Report, Kelley’s accounting major is ranked 7th among all public universities in the nation. There are many opportunities to practice accounting skills through Kelley clubs and workshops. These include the Student Accounting Association, Honorary Accounting Association, and Business Beginnings. These organizations will allow me to get the most out of my Kelley experience and gain leverage on my competitors when attempting to find big name internships and job opportunities.

Career Options
External Auditor: This career allows me to make sure that the financial statements of publicly traded companies are valid. It is an incredible fit for me because of how much I value honesty.
- Strengths of fit: (Thoroughness, Opportunity for Advancement, and Financial Gain)
- Challenges of fit: (Not Relationship Oriented, Excess Structure, Lack of Creativity)

Accounting Manager: This career would allow me to oversee auditors and use my leadership skills to create a culture of honesty and acceptance for everyone.
- Strengths of fit: (Ability to Lead, Problem Solving, Relationship Oriented)
- Challenges of fit: (Lack of Advancement Opportunity, Excess Structure, Lack of Creativity)
CAREER POSSIBILITIES: In-Depth Major: Finance

Fit
Finance would allow me to manage a multitude of investments while incorporating one of my core values of intellectual challenge. My Keirsey report states that I highly value the opportunity for financial gain, and the mastery of finance would set me up to meet this expectation. It will also put my organizational skills to the test and make me consistently strive to better myself in my field. This might not be a good fit for me because it could make me very stressed. I could see myself being consumed with the aspect of monetary gain and not setting aside time for aspects of my life that are important to me such as family.

Unique to Kelley
According to the 2017 U.S. News & World Report, Kelley’s finance program is 7th among all public universities in the United States. I can utilize Kelley’s Investment Banking Workshop, Investment Banking Club, and Undergraduate Finance Club to continuously test my abilities and improve my financial literacy. There are also many case competitions that I can get involved in that will challenge me to work with others to solve financial problems. This will prepare me to advance quickly in my finance career.

Career Options
Financial Advisor: This career would allow me to use my knowledge of investing and market trends to mentor people that value my expertise. This goes along with my Coaching and Mentoring Career Leader Interests.
- **Strengths of fit:** (Ability to Teach, Financial Gain, Relationship Oriented, High Demand)
- **Challenges of fit:** (Lack of Structure, Lack of Job Stability, Uncertainty, High Competition)

Corporate Finance: This career would allow me to advise top management about the financial advantage of current and future strategies and investments. This would fit with my Career Leader interest in Quantitative Analysis.
- **Strengths of fit:** (High Opportunity for Advancement, Problem Saving, Creative Thinking, Relationship Building)
- **Challenges of fit:** (Lack of Structure, High Risk, High Pressure)
**CAREER POSSIBILITIES: Professional Sales**

**Fit**
Professional Sales would be an incredible fit for me because it would allow me to build relationships while persuading others that my product of service is worth their investment. According to my Keirsey Report, I am “comfortable working towards goals set by other people.” This would fit Professional Sales because I would be under constant pressure to meet quarterly and yearly quotas. I could also see this being a bad fit for me because most Professional Sales positions will require lots of travel at least for the early part of a career. I highly value family time so this could prove to be conflicting for me.

**Unique to Kelley**
According to the 2017 U.S. News & World Report, Kelley’s Professional Sales major is ranked 6th among all public universities in the nation. Because I am in the Kelley School of Business, I can join the Global Sales Club and the General Sales Club to increase my connections to other Kelley Salesman. This will also allow me to challenge my public speaking skills and perfect a sales pitch approach that I can transfer into my actual sales career.

**Career Options**

**Consumer Goods Sales Representative:** This career would allow me to convince clients that my companies product is of value to them, and it would allow me to work for big name retailers like Dicks Sporting Goods (which hires Kelley students often).
- **Strengths of fit:** (Relationship Oriented, Opportunity for Advancement, Financial Gain)
- **Challenges of fit:** (Very Stressful, Not Family Friendly, Lack of Structure)

**Health Care Products Sales Representative:** This career would allow me to use my understanding of medicine to sell medical products to big name organizations. This fits my Career Leader Interest of Creative Production.
- **Strengths of fit:** (Relationship Oriented, Intellectually Challenging, Financial Gain)
- **Challenges of fit:** (Lack of Structure, Highly Stressful, Not Family Friendly)
APPENDIX
CAREER POSSIBILITIES: Interests Chart

Interests
1. Creative Production
2. Quantitative Analysis
3. Coaching and Mentoring

Underlying Themes
- Public Speaking
- Working with People
- Problem Solving
- Directing a Company or Brand
- Teamwork
- Helping People
- Creating an inclusive and idea promoting environment
- Basically being on the clock at all times

Career Themes
- Living in close proximity to a major city
- Being responsible for managing large groups of people
- Constantly finding new ways to connect and interact with others
- Constant intellectual stimulation
- Creating an inclusive and idea promoting environment
- Basically being on the clock at all times

Industries
- Finance & Insurance
- Government
- Computer Software
- Computer Hardware
- Education Sector
- Healthcare Sector

Companies
- Chase
- JP Morgan
- Apple
- Microsoft
- Department of Defense
- Ascension Health
- Oracle

Major / Function
1. Marketing and Marketing Management
2. Entrepreneurship
3. Financial Planning and Stock Brokerage
4. Securities Trading
5. Institutional Securities Sales
**CAREER POSSIBILITIES: Skills Analysis**

**Career Leader My Key Skills:**
1. Ability to Teach
2. Ability to Compromise
3. Listening Skills

**Keirsey – Aptitudes, Favorite Activities, About You, Things You’re Good At, Leadership Traits, etc.:**
1. Ability to Weigh Risk against Success
2. Being Direct
3. Supremely Practical
4. Committed
5. Management
6. Organizational Skills

**Analysis:**
My Career Leader Skills and Keirsey Traits show a strong affiliation with team-based skills. This theme is shown in my ability to compromise, listening skills, commitment, management, and organizational skills. These are key aspects of an effective team member and leader. This means that I have the ability to encourage people to bring their best effort and gain trust from people easily. People also know that I care about their opinions because I am very good listener.

**Opportunities:**
The Team-Oriented theme that I show in my Career Leader and Keirsey reports makes my skills applicable to nearly any student organization at Indiana University. I already use my listening skills, ability to weigh risk against success, commitment, and management skills when I am in Union Board meetings. From looking over the Kelley student organizations, I noticed that I would be a valuable member of the Corporate Strategy Club and Investment Banking Club because they would allow me to challenge these team skills through participation in case competitions.
Ability to Teach

The ability to teach is understanding material well and being able to convey it in a way that people can understand. I am committed to teaching others because it is a great way to help people and consistently challenge your understanding of the material.

Listening Skills

Listening Skills are shown through active listening and giving people your undivided attention. I pride myself on my ability to put away my phone and give people my undivided respect and attention. When I speak, I expect people to have this respect for me as well.

Ability to Compromise

The Ability to Compromise is shown when a person is willing to accept peoples ideas and find a middle ground with them. I pride myself on my ability to show people the upmost respect by attempting to find a middle ground where both of our ideas are incorporated.

CAREER POSSIBILITIES: Skills Overview

S: When I was tennis team co captain my senior year of high school, I had to collaborate with my team in order to pick out the uniform for the year. This proved to be a daunting task because there were so many different opinions and options to consider.

T: My task was to find a uniform that would incorporate everyone's wants, so the team would not be upset when the uniforms came. So, I knew that I needed to create some sort of system to do this.

A: I first had the entire team tell me what they wanted the uniform to look like, then I found three options that loosely incorporated everyone's wants. I then held an after practice vote for each of the three uniforms.

R: The team chose my third option which was a white polo and black shorts. When the uniforms came, everyone was happy to receive them and proud to wear them.

Ability to Compromise and Listening Skills