Career Possibilities
Research Project
MARGOT BROWNE
KEY CAREER RESEARCH FINDINGS

Career Option #1: Brand Management

• This career possibility fits well with my interest in Creative Production. I enjoy creating new and unique ways of appealing to consumers, which is a main part of the career responsibilities. This career also provides both variety and public contact which are both things I strongly value. This past summer, my sister was having a lemonade stand on the corner of our block, but the stand was not producing a lot of profit. I helped her to modify the advertising of the stand to shift the intended consumer audience toward older people who would find her business venture cute and be willing to buy lemonade. She took my advice and ended up tripling her profits.

• This summer, I worked as a brand ambassador for an ice cream company where I gave out samples which promoted the ice cream brand. I suggested that we move our venue to a school block where many parents and children were working. After this, the company’s profits increased significantly because the brand had been directed toward the proper audience.

• Possible majors: Marketing, Entrepreneurship and Corporate Innovation

Career Option #2: Real Estate Broker

• This career possibility also fits well with my interest of Coaching and Mentoring. Additionally, this career allows me to use my oral communication skills to persuade perspective buyers. In this career, I would be able to work directly with perspective buyers to advise them into purchasing properties. As a renter, I would be able to learn about benefits and downsides of renting certain properties. In 2015, I had to sell raffle tickets for a benefit at my high school. One night, my mom was hosting a work party at our house. I stood up in front of the entire party, got everyone’s attention, and convinced them all to buy at least three raffle tickets. I ended up selling the most raffle tickets in my school.

• I recently bought a backpack online that supposedly had a lifetime warranty policy. After a few weeks of using the product, I noticed a defect. I went to the store to get it fixed only to be told that my defect was not included in the lifetime warranty. I negotiated with the manager and ended up not only getting them to fix my original backpack, but also getting another backpack for free. I used my oral communication skills to persuade the manager into helping me.

• Possible majors: Finance, Professional Sales
INTERESTS OVERVIEW

Creative Production

• I have always thought of myself as a creative person. I am always thinking outside of the box in every aspect of my life. For example, at a parent/teacher conference with my math teacher as a fifth grader, my teacher said something that stood out to me. He said, “Margot always seems to arrive at the correct answer in the most innovative and unique ways.” He would spend hours teaching me the correct methods only to find me making up my own as I went along. His expression was always one of shock as I talked him through my thought process with each problem, and wondered how I was able to think in this way. This proved to be true throughout my academic career as a math student, constantly getting the same comments from my teachers about my innovative way of thinking and arriving at answers. My creativity and unique way of thinking had shown through even in the least creative subject in school.

Coaching and Mentoring

• I have noticed in myself that I thrive when coaching and mentoring others. For example, during a service trip I attended in high school, we worked one-on-one with immigrants trying to get their green card. We helped them study for their citizenship test which included knowing many details about the history of the United States. The first day was extremely difficult, as the person I worked with did not know any of the information that was necessary. This did not discourage me, yet motivated me to help her even more. I worked with her for hours each day for weeks until she knew the information like the back of her hand. She ended up passing the citizenship test and we were both filled with a huge sense of accomplishment and pride. This moment helped me to realize that I want to be doing something that involves helping people reach their fullest potential in my career.
VIPS KEY FINDINGS

Values:

- Belonging: I value having a sense of community and feeling like I have a purpose and specific role within my workplace.

- Comfortable Income: I value having financial stability so I am able to be independent and support myself without having to financially rely on anyone.

- Public Contact: I value having constant communication and interaction with people in my workplace in order to build functional relationships.

- Fun: I value a workplace where I can feel comfortable to be myself and able to joke around with others in the office.

- Variety: I value differentiation in the work that I am doing, so I can avoid becoming stagnant and finding myself stuck in a routine.

Personality:

- I am an Idealist Champion, ENFP

- I am the best version of myself when I am with others, so my workplace needs to have a large community where there is a lot of interaction and collaboration. I also need to be in an environment that is not strictly routine, as I enjoy elements of spontaneity and constant variety in my life. I prefer not to have an incredibly stringent schedule because I value having free time to pursue other hobbies in my life. Finally, I value harmony within my relationships and workplace so I am able to feel like I am a part of a functional and supportive community.

Interests:

- Creative Production

- Coaching and Mentoring

Skills:

- Sociability: I love to be with and meet new people. For 10 years of my life, I went to summer camp not knowing one person there and came home with life-long friends that I still keep in touch with.

- Creative Thinking: I love crafting. In my free time, I enjoy inventing new crafts and designing items using only objects that I find at home.

- Oral Communication: I convinced my English teacher to curve our test scores by presenting a persuasive powerpoint in front of the entire class by myself.

Themes:

- Working with Others

- Sense of Community

- Fun Working Environment

- Variety
KELLEY MAJORS

- Accounting: Collecting and evaluating financial transactions of businesses and compounding them into financial statements
- Economic Consulting or Public Policy Analysis: Solving business problems by incorporating micro and macro-economic principles
- Entrepreneurship and Corporate Innovation: Learning necessary tools to create new businesses
- Finance or Finance Real-Estate: Managing or assisting individuals or businesses in investments, loans, and banking
- Information Systems: Modernizing business aspects to increase efficiency through the use of innovative technology
- Management: Organizing and managing people and responsibilities within the workplace
- Marketing: Creating, promoting, and distributing products based on an understanding of the most profitable outcomes
- Professional Sales: Persuading individuals or businesses to buy specific products by appealing to the customer
- Supply Chain Management or Operations Management: Managing and organizing inventory of materials to distribute them efficiently within businesses to ensure that there will always be enough materials in order for a company to run efficiently
- Business Analytics (co-major): Helping companies make decisions by integrating multiple data sources and modern technology
- Digital and Social Media Business Applications (co-major): Introducing modern and innovative approaches involving social media and technology to solve business problems
KELLEY MAJORS

• International Business (co-major): Understanding economic, social, political patterns in foreign countries to prepare for multinational collaboration within businesses

• Law, Ethics, and Decision Making (co-major): Understanding the legal and ethical restrictions of businesses to promote efficient decision-making

• Sustainable Business (co-major): Improving business strategies through managing the financial, social, and environmental risks of businesses

• Technology Management (co-major): Applying new technological systems to business aspects in careers like management where organization is key

MARKETING

1. **Fit:** Marketing fits very well with my interest in creative production. One of my best skills is creative thinking, so I can easily invent unique techniques of promoting products given information about the intended audience. This career allows much variety within the type of work because it involves modifying the products and services themselves or the promotion of these products or services. Every technique applied will be specific and unique to each product or service. Being an Idealist Champion, I thrive in workplaces where I collaborate with other people. Marketing is a good fit for my personality type because I am working directly with and for others to maximize sales of a certain product or service. Marketing may not be a good fit for me because there is not a ton of flexibility within the schedule.

2. **Unique to Kelley:** There are two marketing related student groups at Kelley. One is the Global Sales Leadership Society where students can participate in corporate selling/consulting competitions and hear guest speakers from marketing corporations. The other is the Undergraduate Marketing Club where students can meet other marketing majors who want to develop their careers and learn more about the marketing field in general. The average Kelley starting salary for marketing majors is $55,666 and some entry-level careers for this major include professional sales, digital marketing, and market research or analytics.

3. **Career Options:**

   - **Professional Sales:** This career involves providing goods and services to customers in the most efficient and profit-maximizing methods as possible, which is a good fit because it involves a lot of communication with others.
     
     - **Strengths of Fit:** This career would be a good fit for me because I am a very social person, which allows me to connect with people relatively easily. I am also very skilled in oral communication, allowing me to be persuasive and comfortable speaking in public.
     
     - **Challenges of Fit:** Being an Idealist Champion, I am naturally hypersensitive to criticism which is something that I would have to be very comfortable with as a sales person. I need to understand my mistakes in order to improve, but this is hard for me because I often take criticism as rejection.
MARKETING CONTINUED

- **Brand Management**: This career analyzes, maintains, and modifies the brand of company using factors such as target audience and desired reputation which would allow me to use my creativity and social skills.

- **Strengths of Fit**: I am a very social person and am skilled in influencing others so this career would allow me to use these skills to improve the brand of a company.

- **Challenges of Fit**: This job does not align with my value of Flexibility as it requires dedicating a lot of time and energy solely to my job, without leaving much free time to pursue other hobbies.
1. **Fit:** This career fits well with my interest in coaching and mentoring because it involves assisting individuals or businesses in solving problems through the use of micro and macro economic principles. This career allows a lot of public contact which is something I strongly value. I would be able to influence others which is one of my skills. Economic consulting might not be a good fit for me because I cannot utilize as much creativity as I would hope to.

2. **Unique to Kelley:** At Kelley, there are many student groups for economic consulting majors including Student Organizations, 180 Degrees Consulting, Corporate Strategy Club, Undergraduate Finance Club, and more. The average starting salary for economic consulting majors is $65,645.

3. **Career Possibilities:**
   - **Corporate Finance:** This career involves researching data in order to make financial recommendations to management operations which would allow me to utilize my influencing skills.
     - Strengths of Fit: This career matches my personality, Idealist Champion, because it allows me to use my social skills to help people. One of my key interests is coaching and mentoring which is exactly what this job entails.
     - Challenges of Fit: This career would challenge me because I would not be able to use my creativity in its full potential. I would be limited to analyzing data and offering advice based on few options.
ECONOMIC CONSULTING CONTINUED

- **Economist:** This career involves analyzing trends in the distribution of goods, services, and economic issues in order to predict outcomes of certain business ventures which would allow me to coach and mentor people.

- **Strengths of Fit:** This career would allow me to advise individuals and businesses in their business strategies in order to maximize their profits and efficiency.

- **Challenges of Fit:** This career would involve a lot of independent work and research before advice is given to other businesses which is something that goes against many of my interests, values, and skills.
FINANCE-REAL ESTATE

1. **Fit**: This career fits well with my interest of coaching and mentoring as I can help others in their decision of whether or whether not to purchase property. It allows me to work with other people, and analyze different factors that make up the cost of properties. Financial real-estate might not be a good fit for me because there is not a great deal of variety within the responsibilities required for each job within the financial real-estate major.

2. **Unique to Kelley**: There is nearly a 100% placement rate for this major at the Kelley School of Business. The average starting salary for this major is $59,615. I would consider joining the Real Estate Club because it provides members with networking opportunities for internships within the field.

3. **Career Possibilities**:

   - **Real Estate Consulting**: This career involves market research, economic consulting, project planning, and an understanding of property use restrictions which fits well with my coaching and mentoring interest.

     - **Strengths of Fit**: This career is a good fit for me because it requires good speaking and interpersonal skills in order to clearly communicate which are two of my most highly rated skills.

     - **Challenges of Fit**: I would not have much public contact during the research aspect of this career which is something I strongly value within a career.
• Real Estate Broker: This career includes selling and renting real estate and arranging loans on these purchases which would allow me to use my oral communication skills.

• Strengths of Fit: This career would fit me well because I would be able to use my persuasiveness and interpersonal skills to sell property to perspective buyers.

• Challenges of Fit: This career might not be a good fit for me because there is not a lot of variety within the type of work that I would be doing, which is something I strongly value.
Opportunities don't happen, you create them.

--Chris Grosser