Slide #1 - Key Findings

Top Two Career Choices

1. Self-Employed Entrepreneur - As someone who has always been very independent and likes to make their own decisions, this career would fit me very well. Some of my top interests are Creative Production and Managing People and Teams. Both of these interests manifest themselves in this career field, as you must be able to be a leader - of both yourself and the people that work for you - and you must be creative and hands-on in order for your company to succeed. You must also harbor leadership abilities, something I believe I have developed.

2. Brand Management - Having a keen interest in Enterprise Control, I firmly believe that I harbor many of the skill sets needed for a career path like this. As a Brand Manager, you must be able to think on your feet and make quick decisions while having faith in your reasoning. This is a skill I picked up and mastered while competing in Mock Trial back in high school, and is a skill I look forward to using in my career. Responsibility, one of my top values, is critical in this career. I place a lot of importance on getting your job done right and being held accountable for it. In a career like this one, I would have a lot of responsibilities, but would gladly welcome them. Brand Management would also require me to have a lot of integrity, which is my #1 value. For me, nothing is more rewarding than when people compliment my work, dependability, and honesty. For this reason, I strive to conduct myself with high integrity in everything that I do - something which will be critical when I manage the brands of others.
Top Values

1.  Integrity
   a.  Being morally upright and doing the right thing has always been extremely important to me. Having a strong sense of right and wrong is critical in getting others to have faith in you and your abilities. I have never been one to bend the rules or go against my morals because I strongly feel that once you go against your own principles, you are nothing as a person.

2.  Respect
   a.  I firmly believe that respect is a two-way street. In order to be worthy of respect from others, you must give them your respect. Respect is one of the key qualities that differentiates the people who are morally upright, from those who are not. In order to have others listen to you, you cannot be anything short of courteous, and more importantly, aware and empathetic towards the other person and their feelings.

3.  Responsibility
   a.  It is imperative that you are accountable for all that you do. You must be able to take ownership of your thoughts and actions in order to be a leader and gain the trust of others. Without being responsible, the execution of your actions lack effectiveness.
Interests Overview

1. Managing People and Teams
   a. Since I was young, I have been very outgoing and have enjoyed being around others. In high school, I learned about my passion for public speaking and since then, have worked to refine that skill. Having Managing People and Teams as an interest is not at all a surprise for me, given my personal interests and high school extracurriculars. I am very people-oriented and enjoy collaborating and working with others. I tend to give off an aura of confidence and leadership which inclines others to follow in my lead. I try my hardest to always conduct myself with the utmost integrity - a characteristic which others have often noted in me.

2. Enterprise Control
   a. People with Enterprise Control as an interest have the tendency of assuming leadership when working in group settings. They give off a certain air of confidence in themselves and their decisions that naturally draws other people in and look to them for guidance. I have seen this play out in many group projects that I have worked in previously, where others will look to me to decide their tasks and make the executive decisions of the group. Part of the reason this may be is because I am naturally a very vocal person when it comes to expressing my opinions - something most people are not comfortable with doing themselves. Due to this, I am able to show others the confident side of me, which instantly draws them towards me and makes them regard me as a leader. Furthermore, having participated in various debate clubs in the past, I really enjoy countering and questioning other people’s thoughts which only paints me as more confident in the eyes of others.
3. Creative Production

a. People with an interest in Creative Production seek ways to be hands-on and innovative in the workplace. They tend to get bored doing the same daily work and look for ways to experience new things. For me personally, I am constantly looking for new and novel experiences. I have never done the same internship or summer job twice because I feel as though there are many other experiences to be had out in the world. I have a deep-seated interest in Entrepreneurship because it is a field where being able to turn an idea into an innovation is key. In ninth grade, I started my own LLC in which I design and produce my own jewelry out of precious metals and stones. I have found much satisfaction in my line of work because it constantly keeps me on my feet and forces me to think outside of the box to come up the newest jewelry design.
My personality type came out to be a Guardian Provider with the code ESFJ. The character traits of this personality type seem to parallel very closely to mine. I am the type of person who makes a to-do list to complete everyday and feels that there is no greater satisfaction than crossing out a task once it has been completed. This not only provides me with closure, but also makes me feel productive - a feeling guardians tend to crave. Guardians can be described by adjectives such as “dependable”, “respectable”, “law-abiding”, and “steady”. All of the adjectives are words that many people have used to describe me. I have done my hardest to constantly live up to these adjectives by always being reliable in the work that I deliver, by being of service to others, and by treating others with the utmost respect. For me, the biggest confidence booster is when others compliment me and regard me highly for the work I have done, or for my overall character.
In-Depth Major #1

Entrepreneurship and Corporate Innovation

1. Since I am naturally a leader and tend to be the one people look at to make executive decisions, I would like to be in a career field where I am my own boss. I have an interest in Creative Production, which means that I am very hands-on and like to design things. In Entrepreneurship, you are constantly thrown curve balls and need to be able to act quickly and make sound decisions. As someone who is also interested in Enterprise Control, working in a fast-paced and intense environment where things are constantly happening would be very exciting and insure that my work would never get boring.

2. One of the things that really draws me to this major is the versatility of it. Entrepreneurship can be applied to any field ranging from medicine to law. Since every field has some aspect of business ownership in it, Entrepreneurship majors have the option of starting their own venture, or working in a pre-existing company. Another thing that is unique to this major is the types of organization you can be a part of because of it. I look forward to joining the Collegiate Entrepreneurs Organization (CEO) by sophomore year. This organization affords students interested in entrepreneurship with networking opportunities and the ability to work with and learn from mentors and various successful business owners.

3. One possible career path that I was interested in was being a Self-Employed Entrepreneur like my dad. In a field like this, I would have the ability to be my own boss and make all the major decisions myself. Since I enjoy assuming leadership and helping others achieve their goals, a career like this would be enjoyable and stimulating enough for me to not get bored with it quickly. Another career path is to be a General Manager of a company. This would be a great fit for me since it not only involves leadership, but also allows me to work with other people and requires a skill in interpersonal communication - something I have worked hard to master over my four years of high school. Like in Self-Employed Entrepreneurship, a career in management would allow for a fresh set of situations to deal with everyday which would make my work different and exciting everyday.
In-Depth Major #2

Marketing

1. A major trait of people who have an interest in Managing People and Teams is enjoyment in collaborating with others. For me personally, I work best when I am able to bounce ideas off of and create something with others. Since the work Marketing majors do requires the opinions of not one but many people, this type of major would provide a social environment. Also I feel that my interpersonal skills and ability to empathize with and understand other people are very strong. These skills would be a great asset for me, since in Marketing, you must be able to put yourself in the shoes of customers and look at things from their perspective.

2. One organization I am really interested in joining as a potential Marketing major is the Global Leadership Society. This organization helps refine students’ skills in persuasion and presentation by hosting case competitions and teaching students how to adapt to any type of environment. Another thing that draws me into Marketing is the average starting salary. The Kelley Connect website quoted the 2017 average starting salary of Kelley Marketing majors to be $55,666. This is a rather hefty compensation for students right out college. Also this major provides students a lot of opportunities to growth within their respective Marketing career paths which means that your salary can jump to be even higher.

3. A possible career path for me in Marketing would be a Brand Manager. In a position like this, there is a lot of decision-making and implementation which means that I could be my own boss and do as I see fit in order to help my client. This career also requires you to have people skills and the ability to empathize with others - both skills that I have worked hard to develop. Another Marketing career that I am interested in is Professional Sales. Presentation skills in this career are critical. During all four years of high school, competed on my school’s Mock Trial, Model United Nations, and Speech and Debate team. Through these clubs, I developed a passion for public speaking and would like to use this skill as much as I can in my career. Also, having the personality type of a Guardian, I crave to have deeper connections with people and be of service to them in any way that I can. In Profession Sales, I will be given the opportunity to help my clients find what they are looking for and make their entire experience a lot easier.
1. Having a Guardian personality, I strive to treat others with the utmost respect, as respectability is a common trait among Guardians. Due to this, I have a lot of appreciation for diversity and really enjoy interacting with people from various backgrounds. Competing on my high school’s Model United Nations team, my appreciation flourished into a passion and interest in learning about different perspectives. Having an International Business co-major would allow me to work with a variety of people, and even learn about new cultures. This type of co-major works well with my personality because Guardians also tend to be very logistical, meaning they always have the urge to get things done and be as productive as possible. Being a Guardian, I would not let different backgrounds be a barrier to collaborating with others and getting work done.

2. With an International Business co-major, I hope to join the International Business Association (IBA). IBA fosters students’ understanding of various global issues that are affecting world markets in an effort to develop more globally aware leaders. IBA also helps students network with many international companies which will be really helpful when it comes time to apply for internships. Furthermore, as an International Business co-major, I would have the opportunity to take part in the eight week Global Business Immersion program. In this program, I would get the chance to analyze other powerhouse economies and learn how they conduct business in those countries.

3. One possible career path for this co-major is Human Capital Management. As someone whose interests lie in Managing People and Teams, I would get the chance to work with a variety of people and address their individual needs. My strong interpersonal communication skills would be an important asset for this career. Another career option would be an Economist. In this career field I would not only have to have an understanding of American markets, but also global markets. Guardians tend to be very precise and analytical in their ways so this career field would be a good choice for me.