Nicholas Fischer
Kelley Compass: BUS T-175
Section Day/Time: Friday/8 am
Section Number: 12699
Spring 2017

CAREER POSSIBILITIES RESEARCH PROJECT
**Career Option #1: Project Manager**

This career fits who I am really well, I love to be in charge of a group of people and critically thinking up a strategy for me and a team to carry out is interesting to me. I am a hard worker that researches and develops creative ideas to my best ability which is a huge interest of mine. I am a good listener and can comfort people that have differences to promote a positive work place so we can be successful as a group and achieve our common goals. I also like to train and supervise people by cooperating with them so we can be as successful as possible. Being in charge of many different aspects of a project also interests me because I try to take advantage of important opportunities and work to the best of my abilities when put in leadership roles like this.

POSSIBLE MAJORS: Management, Finance, Professional Sales

**Career Option #2: Market Researcher**

This career fits really well with everything that makes me up as person from my interests all the way to my personality. I enjoy creating and launching new products while coming up with how to market it to the public by coming up with all variables to put this product on the market. I am a creative person that enjoys brainstorming with a group of people and cooperating to make a product that we all love. Some of my interests are quantitative analysis and theory development and research which help me come up with the best possible product that will succeed in the market. I like to be innovative and show people what I am capable of achieving.

POSSIBLE MAJORS: Marketing, Brand Management, Advertising
Nicholas Fischer

CAREER POSSIBILITIES: Interests Analysis

Career Leader Interests:
1) Creative Production
2) Enterprise Control
3) Quantitative Analysis
4) Theory Development and Research

Keirsey Aptitudes & Favorite Activities:
1) Management
2) Organizational Skills
3) Supervision
4) Counseling

Analysis:
There are many similarities between my Career Leader and Keirsey reports. In my Career Leader report it says that I am interested in enterprise control which involves me setting business strategies and having the power to carry it out which would put me at a general management role. This correlates in my Keirsey report that says my number one aptitude is management, and supervision is a comparison to both of those as well for management positions. Another comparison is that my interests in Career Leader correlate with each other. Theory development and research involves interests in abstract thinking and the theory of business strategy. Enterprise control involves setting business strategy portion of that interest which correlates as well as my first interest which is creative production that involves in depth research and brainstorming which is part of theory development and research interest as well. A common theme between these two reports is that I like to be in a management role and come up with business strategies for them to be carried out by supervising and counseling those I am in charge of in the business world.

Opportunities:
• Running for executive roles in my fraternity
• Running for executive positions and/or helping set up and run IUDM (Indiana University Dance Marathon)
• Applying to be a peer tutor for a Kelley class
• Community service to help/teach children what I have to offer
### Enterprise Control

I can define this interest as being a leader of a company in a management role and helping my employees fulfill my business strategies that I have created. This interest fits myself because I enjoy having a leadership role in whatever I do. Organizing a group of people and creating a plan to reach our common goal is a passion of mine.

**S:** All throughout high school I worked at a carwash. I started out by just handing out flyers to potential customers and then moved up to being able to wash cars as a line associate. Then once I was a junior in high school I got promoted to become a lot leader which put me into a management position.

**T:** My tasks as a lot leader was to oversee all of the line associates to make sure everything is running smoothly and if they have any questions they can come to me for help. I also dealt with any customers that had any questions or complaints. One of my biggest responsibilities was to teach the new line associates how to do the many car washes we offer and how to act as a respectable employee while on the lot in a time where we hired a lot of new employees due to demand and workload.

**A:** Every Sunday for about a month or so after we closed, I taught up to 10 new line associates how to do their jobs efficiently and effectively. I worked this overtime because I enjoy teaching something that I am good at as well as took pride in my management position. It took about two hours every day but once I felt that they had a good foundation of the job requirements I made sure they could start the following day to gain experience and make sure we had enough employees to run the next day smoothly.

**R:** The result was that we ended up having enough employees to help us through our high demand period of car washes as well as do it efficiently. This also created more responsibility for myself which I love and made me a better lot leader of my store. I also gained more respect and freedom by doing this moving forward.

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### Creative Production

I can define this interest as brainstorming creative ideas to produce and market new business ideas. This interest fits who I am because I constantly have creative thoughts running through my head. When I come up with an idea I get extremely excited and start thinking of how we could implement this idea into a future product or service. I am more than happy to write all my ideas down and share with others to see what they think.

**Ex: Enterprise Control**

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### Quantitative Analysis

I can define this interest as researching data, then analyzing numbers and finding trends within statistics to help solve issues a business might be facing. Whether it be constantly checking the stock market, researching how much it would take to start and run a business, or even constantly analyzing the quarterly revenue’s of a business, numbers have always interested me because numbers never lie.
CAREER POSSIBILITIES: Values Analysis

Career Leader Motivators:
1) Financial Gain
2) Positioning
3) Security

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

Analysis:
My motivators are highly related to my values and rewards. For my motivators I am driven by security which means I like having a predictable salary, benefits, and future employment. This motivator connects to one of my rewards which is stability, this reward basically has the same definition by choosing a company that is safe and always reliable. Another comparison is with the value of positioning and the reward of affiliation. Both have to do with picking companies by their reputation and giving myself opportunities to better myself as a professional in my particular field. Finally two of my values/rewards and additional values are very similar. Cooperation, training, and teamwork all have to do with working with others and ultimately making your whole team the best that they can be and working to your common goal together so you can succeed as whole as well as succeeding as an individual. Common themes that we can take away from this values analysis is I value success by working with others and working for a safe company that gives me a great deal of security that hopefully also gives a great opportunity for exceptional financial gain in my future career.

Opportunities:
• Getting a part-time job at Indiana University
• Real Estate internship for the summer
• Applying for the Real Estate and Investment Management clubs
• Signing up for an intramural sports team on campus
I can define this value as loving to be a part of a prestigious group that looks for the success of the whole as being just as important as the success of the individual. The people you choose to work with and be around says a lot about who you are. To me it is very important to surround yourself with people you respect and want to be around. This can make you a better person in itself which interests me.

I can define this value as being able to work well with others no matter if they agree or disagree with your ideas, being able to incorporate everyone’s ideas creates a good work environment and better ideas. I like to be able to get along with my co workers and coming to a conclusion that is best for the group and fits everyone’s needs. I’m a people person so working well with others is something I value as a person and love to do.

I can define this value as saying what’s on your mind and not keeping anything that is bothering you from your co workers or anyone you surround yourself with. I also value standing by what you believe in such as upholding your morals. This value is of high importance to me because a person without honesty or integrity is someone who can’t be trusted and you have to be able to trust everyone that you surround yourself with on a daily basis.

**CAREER POSSIBILITIES: Top Values**

**Overview**

**Affiliation**

I can define this value as loving to be a part of a prestigious group that looks for the success of the whole as being just as important as the success of the individual. The people you choose to work with and be around says a lot about who you are. To me it is very important to surround yourself with people you respect and want to be around. This can make you a better person in itself which interests me.

**Cooperation**

I can define this value as being able to work well with others no matter if they agree or disagree with your ideas, being able to incorporate everyone’s ideas creates a good work environment and better ideas. I like to be able to get along with my co workers and coming to a conclusion that is best for the group and fits everyone’s needs. I’m a people person so working well with others is something I value as a person and love to do.

**Honesty and Integrity**

I can define this value as saying what’s on your mind and not keeping anything that is bothering you from your co workers or anyone you surround yourself with. I also value standing by what you believe in such as upholding your morals. This value is of high importance to me because a person without honesty or integrity is someone who can’t be trusted and you have to be able to trust everyone that you surround yourself with on a daily basis.

Ex: Cooperation

**S:** My junior year in high school I took a marketing class. In this class you are required to participate in DECA which is a world-wide team-based competition where you and a partner are presented with a situation and it is up to you two to come up with a solution to this problem in 15-20 minutes and present it to a panel of judges.

**T:** We had one week until the competition was being held so I had to find a partner that would compete with me in my marketing class that I could have a chance to do well with.

**A:** So me and my friend decided to be partners because we usually worked well with each other in the past and we both have great teamwork skills especially when we played sports together in the past. We went into the competition expecting nothing in return by just going through the motions because we had to do it. But we still went into the competition and tried our best.

**R:** Me and my partner had different ideas on how to tackle this problem they gave to us and had some issues at first. We then talked out our differences and came to a mutual conclusion on our final solution. After the competition was over we were shocked to hear that we made it to the state conference even though we had never done this before. The judges liked how me and my friend presented our ideas to them and liked our team chemistry. And because we liked the competition so much and thought we worked so well together, we did it again our senior year but this time in sports marketing and we ended up making it back to the state conference by advancing at the district conference for a second straight year. Me and my partner had our differences but we came to a consensus that made both of us happy every time we competed which shows how cooperating can make your team go farther than arguing.
ESFJ: Guardian, Provider

Common Traits of ESJs:

- Dependable
- Hard-working
- Make Stabilizing Leaders
- Humble
- Seek Security

Hard-working

This trait fits with who I am because I have worked for everything, I have never got handed anything in my life. I work as hard as I can because I know no one will give it to me for free which has made me grow as a student and man. I do everything to my full capabilities without question and immensely respect others who do the same.

S: Right when I got into high school my mom told me that she might not have enough money to send me off to college. So she would need some financial help from me if I wanted to go to a top tier institution.

T: I was young but I knew already that going to a notable college would be very beneficial to my future so I started looking for jobs that a freshman in high school could work.

A: My friend's dad own's a carwash and I asked if I could work there even though I was young. He was hesitant but ended up giving me a job to start handing out flyers. That soon turned into me actually washing cars and then becoming one of the lot leaders as I got older. Which over time made me more money as I kept getting promoted.

R: After working there for four years on and off, I made well over enough money to help my mom pay for me to attend a good college. That is why I ended up at the Kelley School of Business at Indiana University which made all of that work well worth it.

Make Stabilizing Leaders

This trait fits with who I am because throughout my life I have been put into leadership positions and have loved every second of it. I take advantage of being the leader of a group because I love organizing and orchestrating others. I like to hear my co workers ideas and love the challenge of incorporating everyone’s ideas so we can be successful together as a group.

S: It was the summer from when I graduated high school to me going off to college. I realized that there was nothing to do and I was starting to get very bored because all I would do was work and then just hangout after awhile it got to me.

T: My uncle was going to coach my ten year old cousin's basketball team for the summer but he got too busy to do it. So my uncle asked me to do it since I was taking less hours/days at work and I love the game of basketball. He said it didn't pay but if I were interested I should let him know before the summer season starts.

A: After a little thinking I decided to take the coaching job. I did it because my cousin and his team wouldn't have been able to play if I didn't coach and because I thought it would be a good experience. I had practice with them after I got off of my shift and then our games were on the weekend which I had off. I taught them the fundamentals of basketball, how to play as a team, worked on their shots and made some plays for them to run.

R: Our team made it to the championship game but came out losing that game. Yes, we were all sad but I was proud that I took a leadership role and helped lead these kids to a successful season. It made me more open to future leadership roles and doing something for the betterment of others around me.
<table>
<thead>
<tr>
<th>Major</th>
<th>Description</th>
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<tbody>
<tr>
<td>Accounting</td>
<td>The process of systematically recording, reporting, and analyzing financial transactions and statements of a business</td>
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<tr>
<td>Economic Consulting</td>
<td>Problem solving in decision making in the United States and abroad due to government rules, regulations, and policies</td>
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<tr>
<td>Entrepreneurship &amp; Corporate Innovation</td>
<td>Creating and managing small and medium sized businesses</td>
</tr>
<tr>
<td>Finance</td>
<td>Managing and/or analyzing large amounts of money that include loans, stocks, bonds, and other investments</td>
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<tr>
<td>Information Systems</td>
<td>Understanding computers and systems for operating and managing them so that they can be implemented into everyday businesses</td>
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<tr>
<td>Management</td>
<td>Skills to become a successful manager for management of any type of organization that interests them such as businesses, hospitals, governments, etc.</td>
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<tr>
<td>Career Possibility</td>
<td>Description</td>
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<td>------------------------------------------</td>
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<tr>
<td>Marketing</td>
<td>• Creating a product or service, promoting it, giving it a price, and figuring out where to sell this product or service to distribute it effectively to consumers</td>
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<tr>
<td>Professional Sales</td>
<td>• Becoming a successful sales representative by becoming a people person and learning sales strategies to sell products and services to other businesses</td>
</tr>
<tr>
<td>Supply Chain Management</td>
<td>• The management of the flow of goods and services throughout an organization</td>
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### CAREER POSSIBILITIES: KSB Majors Overview

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<tr>
<th>Major</th>
<th>Description</th>
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<tbody>
<tr>
<td>Business Analytics (co-major)</td>
<td>- Help analyze data more effectively and efficiently to improve decision-making to gain a competitive advantage</td>
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<tr>
<td>Digital &amp; Social Media Business Applications (co-major)</td>
<td>- Become more familiar with online platforms as well as make better business decisions when applying these platforms such as legal issue</td>
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<tr>
<td>International Business (co-major)</td>
<td>- To learn the trends of how foreign nations operate their businesses differed from the United States</td>
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<tr>
<td>Law, Ethics, and Decision Making (co-major)</td>
<td>- Learning the basics of business laws and ethics and how dispute these laws and ethics</td>
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<tr>
<td>Sustainable Business (co-major)</td>
<td>- Keeps a business running smoothly by increasing profits, promoting stable and healthy communities</td>
</tr>
<tr>
<td>Technology Management (co-major)</td>
<td>- Increase understanding of how to manage business systems and implement them in the roles that they play for businesses</td>
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**Nicholas Fischer**

**CAREER POSSIBILITIES: In-Depth Major**

**Fit**

*Management* would be a good fit for me because I am a natural born leader. One of my interests is enterprise control which would put me in a position to create business strategies and have the power to ensure that they be carried out by those who I would manage. My number one aptitude was management as well so Guardians like me show that our most valuable talent is management in the workplace. All three of my top skills are what makes a great manager; listening skills, comfort with differences, and recognition of opportunity so I want the opportunity to have more responsibility in the workplace. All of my values, interests, and personality traits have a part in being successful in this field which is why I think it fits me to hopefully be a major I can study in the future.

**Unique to Kelley**

According to the Kelley website there are many prestigious companies that offer internships for this major such as Deloitte Consulting LLP as well as KPMG LLP which is unique to Kelley and what a top business school has to offer. Another thing Kelley offers that makes it unique is the Management Consulting Workshop that helps prepare students to get jobs in the consulting world. Many students get jobs with consulting firms where the average starting salary ranges from $60,000 and $90,000 which is very high for starting salaries just after graduation.

**Career Options**

**Management Consultant:** This career involves providing strategic services which assist organizations in improving productivity and overall performance which is a good fit because I enjoy problem solving as well as managing others to carry out my plans.

- **Strengths of fit:** Management, creative production, enterprise control, quantitative analysis, supervision, counseling, cooperation
- **Challenges of fit:** Could take things too personally at times on the job, tend to hold unrealistic expectations of others, stubbornly conservative

**Project Manager:** In charge of specific projects within a company. Job is to plan, budget, oversee, and document all aspects of the project you were assigned to head. This is a good fit because I am a good leader and am an extremely hard worker that loves a challenge.

- **Strengths of fit:** Enterprise control, quantitative analysis, theory development and research, listening skills, comfort with differences, accept authority easily, management
- **Challenges of fit:** need for contact with others makes it hard to accomplish solitary work, work suffers when personal relationships with colleagues are not harmonious, unrealistic expectations at times
**CAREER POSSIBILITIES: In-Depth Major**

**Fit**

*Professional Sales* would be a good fit for me because I am a people person and have a lot of values and traits that interest me in this major. My key skills are listening and comfort with differences which helps in this field by making sure the person I’m trying to sell to is being heard with what they are looking for in a product or service. As well as if there are any differences that come up I will be able to work them out effectively without conflict. I also have an interest where I am creative so I like to come up with ideas for products and services that I can pitch well so I can sell at a high rate. These examples help illustrate my love for people and how I am able to effectively talk to people and make sure that they can trust me with selling them a product or service.

**Unique to Kelley**

Within this major you can focus on certain fields such as consumer goods, industrial products, business products, services sales, and health care products sales that all offer job opportunities from top companies in their respective fields such as Proctor & Gamble and IBM to just name a few. You can also apply to be apart of the sales club at the Kelley school of Business that will help you develop into a top-tier professional salesperson that companies will look for. Professional sales also has a wide range of study abroad programs that other universities don’t offer so you can add to your sales repertoire by learning from foreign nations.

**Career Options**

*Consumer Goods and Services Representative*: This career involves the selling of household goods, food, clothes, electronics, and specialty items to retail customers. This is a good fit because I like to sell things and selling typical items to wholesale customers would be fun on a larger scale.

- **Strengths of fit**: creative production, listening skills, comfort with differences, cooperation, excel at work that requires maintaining personal relationships, add a personal touch to my workplace, talent for handling irate and difficult people
- **Challenges of fit**: work suffers when personal relationships with my colleagues are not harmonious, stubbornly conservative, sometimes hold unrealistic expectations

*Business Goods and Services Representative*: Sells products such as copying equipment, computers, paper products, office supplies, telecommunications equipment, energy, insurance, and furniture to businesses. This is a good fit for me because I like to sell products, especially office necessities to big corporate companies which will make me have to work harder but overall make me become a better salesman.

- **Strengths of fit**: cooperation, creative production, listening skills, comfort with differences, very loyal to both people and organizations, honest
- **Challenges of fit**: stubbornly conservative, tend to take things personally, a need to have great relationships with everyone
CAREER POSSIBILITIES: In-Depth Major

Fit
Marketing would be a good fit for me because I love to think about creative ideas and share them with others. One of my interests is creative production which means I love to brainstorm creative ideas about products and services especially with others so we can create something incredible to sell. Also if I work in a team to come up with a product or service I can do that well with my listening of their ideas and can settle disputes the team might have with my key skills. Researching and creating theories for the market and the potential buyers also interests me so I can figure out the best possible way to market this new product.

Unique to Kelley
Starting salaries range from anywhere in between $50,000 and $70,000 for a marketing major out of Kelley. Different clubs and organizations that you can apply for are the Global Sales Leadership Society which strives to produce well-rounded individuals who can thrive and adapt to any situation. And you can apply for the undergraduate marketing club that the university offers for students to get involved in marketing right away and develop a foundation for the major that usually incorporates Freshman and Sophomores. The Kelley website also says that this major has a world renown marketing team of teachers that makes it stand out from other schools.

Career Options
Advertising: This career involves others to rely on you for strategic ideas to reach target consumers. I like to come up with different ideas on how to attract future consumers to a product or service as well as entice loyal consumers to stay with our product or service. Trying to find out what they are looking for and hopefully giving them what they want is pleasing to me.

• Strengths of fit: creative production, enterprise control, quantitative analysis, theory development and research, listening skills, recognition of opportunity, supervision, influencing others

• Challenges of fit: avoid dealing with areas of conflict, become sensitive to criticism, stubbornly conservative

Marketing Research: Collect, analyze, and interpret data for managerial decisions. Help launch new products, help with pricing decisions, with other brand related opportunities. This career is fit for me because it incorporates everything that I love about the major of marketing. I thrive on coming up with new product ideas and figuring out what we should do with this product and how we should present it to the public for them to purchase.

• Strengths of fit: creative production, quantitative analysis, theory development and research, listening skills, cooperation, committed to pulling own weight

• Challenges of fit: stubbornly conservative, being somewhat indirect with communicating, hold somewhat unrealistic expectations
CAREER POSSIBILITIES: Interests Chart

**Interests**
1. Creative Production
2. Enterprise Control
3. Quantitative Analysis

**Underlying Themes**
- Entrepreneurship
- Energy and Passion
- Creativity
- Managing
- Intellectual Challenge
- Teamwork

**Career Themes**
- Entrepreneurial in nature
- Make a difference/impact
- Ability to pursue outside interests
- Team management responsibility or opportunity for it
- I can develop an expertise in a topic

**Industries**
- Business Service Sector
- Finance & Insurance
- Non-profit Institutions
- Retail Sector
- Real Estate

**Companies**
- Apple
- Goldman Sachs
- JP Morgan
- Simon Property Group
- Target

**Major / Function**
1. Advertising Account Management
2. Marketing and Marketing Management
3. Investment Management
4. Project Management
5. Entrepreneurship
CAREER POSSIBILITIES: Skills Analysis

Career Leader My Key Skills:
1) Recognition of Opportunity
2) Listening Skills
3) Comfort with Differences

Keirsey – Aptitudes, Favorite Activities, About You, Things You’re Good At, Leadership Traits, etc.:
1) Management
2) Counseling
3) Committed to Pulling Own Weight
4) Working with Others
5) Encouraging
6) Secure and Stable Work Environment

Analysis:
There are more comparisons between these parts of the reports than the past parts. One of my skills is the recognition of opportunity and one of my aptitudes is management so when there is an opportunity to move up in the workplace I will take advantage of it and move to a management position like I have done in the past. If I’m ever put in this situation it is good to have listening skills so I can hear what my co-workers have to say which is my second key skill. If my co-workers have any disputes with me or another co-worker I can help out by comforting everyone’s differences which is my third key skill. All of my key skills link to my number one aptitude of being in a management role as well as counseling, working with others, encouraging, and creating a secure and stable work environment. The way I recognize opportunity and achieve this opportunity is through pulling my own weight and working hard which is my last Keirsey trait that sets me apart. The main theme to take away from this analysis is that I not only can get to a managerial position if I continue to work hard but also do a good job at being in management with all of my skills and traits pointing to this career path.

Opportunities:
• Be an intermediary or therapist of some sort
• Help international students in my dorm get accustomed to the United States
• Apply for the empty position of dorm president of Teter
Comfort with Differences

I can define this skill as being able to relate to your co-workers and their ideas no matter what the difference is because we are all different than each other. This is an important skill to have because if you are hard-headed you will not move in a forward direction and hurt yourself as well as the entire group. I realized this early on in my education which is what made me good at this skill. Understanding where people come from and their different cultures and backgrounds is a big part in having a successful team, everyone has something to offer so being accepting of differences is important.

Listening Skills

I can define this skill as simply as listening to other people where they know you are paying attention to them. I have leveraged this skill throughout my life by knowing how it feels to talk to someone and feel like you're being ignored and that your ideas don't matter. So I have always started to make sure someone is being heard so that they will respect you for listening and will hopefully give you the same courtesy and listen to your ideas so that you can come up with a better idea together.

Recognition of Opportunity

I can define this skill as seeing an open opportunity that you want and taking action by going after it whether you get it or not, you still tried and saw the opportunity. Taking advantage of this will soon pay off if it doesn't pay off the first couple of times you should still go for it. I have taken many opportunities that I thought I wouldn't get and ended up getting. I always thrived on being an underdog and going after opportunities. I just believed in myself and went for every chance that was put in front of me, whether I got it or not I'm glad I went for it.

Ex: Recognition of Opportunity:

S: My junior year of high school during football season I was a back up outside linebacker to a senior who was All-State the year before. There was a small chance that I would get any playing time the whole year so I was bummed out that I wouldn't play varsity that year. My coach told me that they need me to be his back up just in case anything happens so I couldn't change positions to have a chance at playing.

T: I was told to practice with the senior so I could become better by practicing with him and start my senior year the following year. My coach saw that I was feeling down about the situation he put me in but I dealt with it and did what he told me to do because I trusted him.

A: So I practiced with the senior up to the fourth game of the season until he tore his ACL and was out for the rest of the year, so they put me in as his replacement. Because I stayed and practiced as hard as I could even though I had no motivation, I was good enough for them to put me in.

R: I played the rest of the year as the starting outside linebacker on varsity and played very well because I stayed with the program and took advantage of the senior getting hurt by practicing harder than I did before so I could fill his shoes as best as I could. We ended up making it to the second round of the playoffs which was tied for the best that our school had ever done.