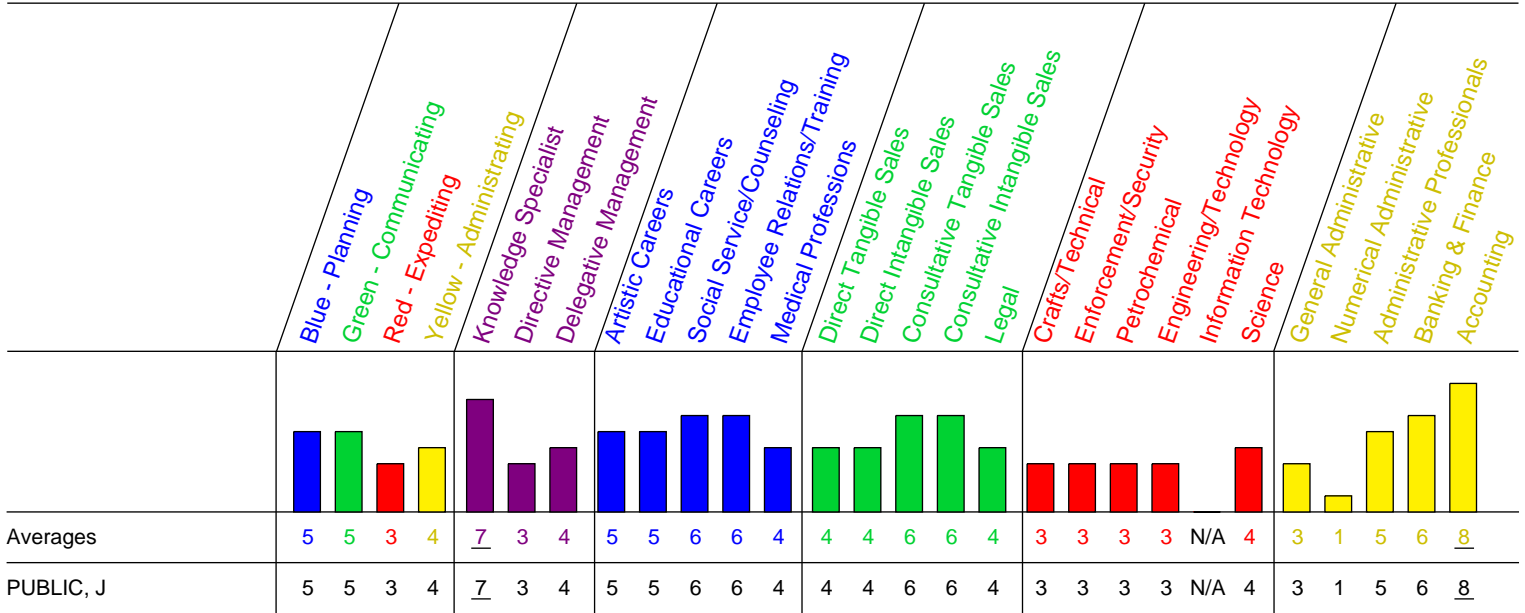




- The four basic behavioral styles i.e. planning, communicating, expediting, and organizing are located on the left side.
- Your leadership styles are noted in purple as: knowledge specialist, directive leader, and delegative leader.
- Your twenty-one career titles designate specific career area(s) for which you may or may not be suited.
- The Career Titles Dictionary provides greater understanding of your behavior styles, leadership style(s) and career titles.

NOTE: (Underlined numbers indicate a significant strength in the corresponding career area)



Career Titles Dictionary

BLUE - Planners are people-oriented and utilize indirect communication - planning, innovating, creating. Artistic, educational, social service, counseling, employee relations / training, creative communication and medical careers. Blues are Planners - to whom ideas matter.

Artistic Careers - Artistic expression; include visual arts, literary/editorial positions, performing artists, architecture, clothing/jewelry, cosmetic sales, art sales, travel agents.

Educational Careers - Teaching at educational levels; include primary and secondary teachers, religious school teachers, college professors, school counselors, university administrators.

Social Service/Counseling - Advising and assisting others with personal problems; include ministers, theologians, therapists/counselors, social workers, sociologists, psychologists.

Employee Relations/Training - Advising and assisting with career development and personnel issues, using creativity to identify and solve problems; include career counselors, employee assistance positions, organizational development professionals, HR training, employee relations, personnel operations, customer service, entertainment marketing, marketing and advertising, industrial relations, lobbying, public relations, legal administrators, legal assistants.

Medical Professions - Specializing in the medical field; include nutritionists, pharmacists, nurses, public health administrators, clinical scientists, physicians.

GREEN - Communicators are people-oriented and utilize direct communication - selling, promoting, directing or motivating. Direct sales, consultative sales, legal careers. Greens are Communicators - prefer influencing others.

Direct Tangible Sales - Selling tangible products directly to the consumer; include merchandise sales, retail sales, appliance sales, furniture sales, auto sales, purchasing agents/buyers.

Direct Intangible Sales - Selling intangible products directly to the consumer; include casualty insurance sales, life insurance sales, health insurance sales, real estate sales.

Consultative Tangible Sales - Marketing and/or sales of tangible products or services; include sales engineers, oil and gas sales, pharmaceutical sales, medical equipment sales, software sales.

Consultative Intangible Sales - Marketing and/or sales of intangible products or services; include stocks and bonds sales, medical services sales, bank marketing.

Legal - Legal specialties; include lawyers specializing in litigation and business issues.

RED - Expeditors are task-oriented, utilize direct communication and prefer solving practical problems. Crafts / technical, enforcement, security, petrochemical, engineering / technology, science careers. Reds are Expeditors - and get things done.

Crafts/Technical - Skilled and semi-skilled workers in construction/ manufacturing/ engineering industries; include semi-skilled positions, maintenance work, electricians, carpenters, machinists, manufacturing foremen, heavy equipment operators, service work operations, stationary engineers, mechanics, utility field work, electronics technicians, and similar positions.

Enforcement/Security - Public service involving a degree of danger and adventure; include enlisted military, firefighters, paramedics and police.

Petrochemical - Petroleum industry; include oil field operations, oil field drilling, chemical plant maintenance, chemical plant operators, chemical plant technicians.

Engineering/Technology - Expertise in engineering, science, or traditional computer applications; include computer operators, computer programmers, systems analysts, geophysicists, engineers, agriculture, medical technicians, medical equipment technicians.

Science - Expertise in various scientific areas; include environmentalists, environmental specialists, biologists, geologists, chemists, physicists, nuclear scientists, mathematicians.

Information Technology - Expertise in traditional computer applications; includes computer operators, computer programmers, systems analysts.

Career Titles Dictionary

YELLOW - Administrators are task-oriented and utilize indirect communication. General administrative, numerical administrative, administrative professionals, banking/ finance, accounting careers. Administrators make things work.

General Administrative - General administrative duties; include receptionists, general office clerks, communication clerks, secretaries, administrative assistants.

Numerical Administrative - Data entry or bookkeeping functions; include data entry clerks, bookkeepers, accounting/billing customer service.

Administrative Professionals - Administering and monitoring administrative systems or procedures; includes benefits administration, internal auditors, credit administration.

Banking & Finance - Phases of the banking industry; include banking operations, tellers, financial analysts, loan officers, financial officers.

Accounting - Analyzing, auditing and reporting financial information; include general accounting, general auditing, controllers.

PURPLE - MANAGEMENT STYLES

Knowledge Specialist - Utilizing personal expertise and knowledge for problem solving. Lead by example. Include professionals and managers who lead professional, educational, and other specialty functions.

Directive Management - Managing and leading through professional expertise and force of personality. Include personal involvement in problem solving, direction and implementation; leads from the front and exercises strong authority. Include managers and executives in action-driven organizations such as construction, engineering, exploration, utilities.

Delegative Management - Managing, leading and accomplishing goals through others by utilizing plans and strategies; arrange resources and assist subordinates and teams in dealing with resource and implementation issues. Include managers and executives in plan-driven organizations.