

Principles of Marketing  
MKG 300  
Section 009

# **PERSONAL PRODUCT:**

## **RECOGNITION AND EXPLANATION**

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# **EXECUTIVE SUMMARY**

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For both personal betterment, and as a part of Step One of the Principles of Marketing (MKG 300) project, I took a total of 13 personality assessments. The results of each looked at a number of different traits thorough varying methods. By analyzing how each reported characteristic affected and interrelated to the others, I was able to see some of the larger trends of behavior and thinking that make up my personality. This helped me learn about my overall thought process and the many personality factors that merge to create my persona. With this knowledge, I can determine how to optimize my marketability to potential employers by focusing on my strengths and positive characteristics. Offering a detailed summary of these characteristics and being able to discuss them intelligently will save employers research time, decrease hiring risks, and greatly improve my chances of future employment.

# **MISSION STATEMENT**

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“By perceiving the potential in the world around me, I plan to use my strengths in creativity and my appreciation for theory to bring about innovation in thinking. Appreciation for knowledge and learning, coupled with my desire for facilitating understanding, drives me to foster curiosity and critical thinking everywhere I go. It is my belief that this methodology allows for a progress-based mindset that thrives on possibilities of today and the promise of a better tomorrow.”

# **TABLE OF CONTENTS**

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<b>Executive Summary .....</b>	<b>i</b>
<b>Mission Statement.....</b>	<b>ii</b>
<b>Table of Contents .....</b>	<b>iii</b>
<b>Introduction .....</b>	<b>1</b>
<b>Assessments .....</b>	<b>2</b>
Myers-Briggs Type Indicator Form Q.....	2
System of Interactive Guidance and Patterns (SIGI) .....	5
Now, Discover Your Strengths .....	7
The Big Five .....	10
International Personality Item Pool (IPIP).....	12
Job Asset and Strengths Profiler (JASPER).....	13
The Princeton Review Career Quiz.....	14
Quest .....	15
Motivational Appraisal of Personal Potential (MAPP) .....	16
TypeFocus Careers .....	18
Political Compass.....	20
Scale of Creative Attributes and Behaviors.....	22
Achievement Goal Scale .....	24
<b>Conclusion .....</b>	<b>26</b>
<b>Bibliography.....</b>	<b>27</b>

# INTRODUCTION

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This exercise will help determine what facets of my personality and rationale are the most dominant aspects of my thought process. By understanding how these traits interrelate and interact with each other, it will be possible for me to better know where I fit into the world.

## Background

Every person has their own unique personality, and different types of people interconnect differently as they go about their workdays. Employers are more and more frequently turning to personality-based analysis methods to determine candidates for hiring. Because psychological research has been validated for personality matchups, types can be compared to see who will work best together. This not only helps avoid bad feelings in the workplace, but also ensures that workers will be more apt to collaborate and make progress.

## Method

To determine my characteristics, I took a number of personality assessments and tests. With each additional test, I gained more insight into myself and was increasingly able to vouch for the accuracy of the qualities reported.

The tests I took included:

- **Myers-Briggs Type Indicator Form Q**
- **System of Interactive Guidance and Patterns (SIGI)**
- **Now, Discover Your Strengths**
- **The Big Five**
- **International Personality Item Pool (IPIP)**
- **Job Asset and Strengths Profiler (JASPER)**
- **The Princeton Review Career Quiz**
- **Quest**
- **Motivational Appraisal of Personal Potential (MAPP)**
- **TypeFocus Careers**
- **Political Compass**
- **Scale of Creative Attributes and Behavior**
- **Achievement Goal Scale**

# ASSESSMENTS

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## Myers-Briggs Type Indicator Form Q

### Methodology

The results of the **Myers-Briggs** test are based on preferences between four areas: inward and outward mentality (*Introversion* and *Extraversion*); results-based and concept-based thought processes (*Sensing* and *Intuition*); emotional and detached decision-making (*Feeling* and *Thinking*); and decisiveness and flexibility (*Judging* and *Perceiving*). Your thoughts are measured by numerous absolute questions (this one or that one) and abstract word choices.

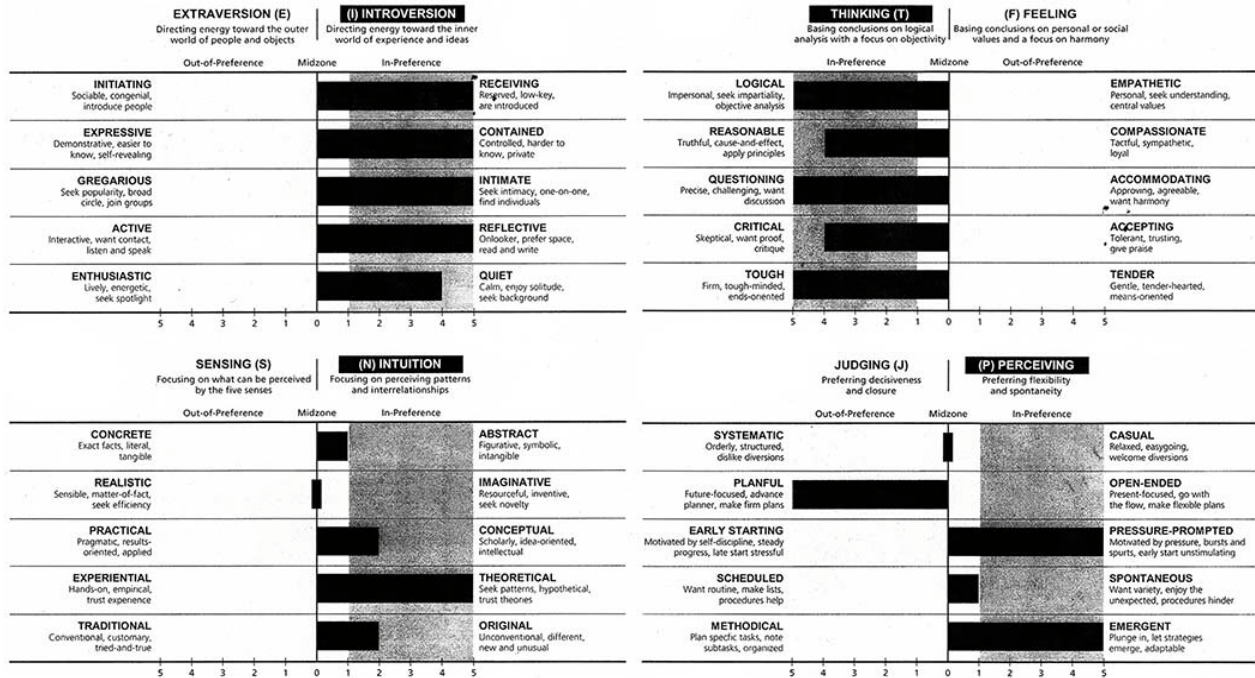
The test does not measure ability, but focuses on classifying a preference for each of the four areas. The areas combine to make 16 different overall personality types possible, which are then described in detail in the results. These very specific categories allow personal behaviors to be targeted and pinpointed more accurately to specifically to describe the respondent.

### Initial Reaction

I like to leave my choices open, so the word association part of this test was particularly difficult for me. My results only confirmed this. Sometimes, I had an equal attraction to both words; other times, I had no preference. I felt that this section was useful in eliciting somewhat unbiased answers, because negative and positive connotations are greatly reduced by using single words rather than sentences.

After interpreting the results, I fear that my knowledge of psychology, although limited, will combine with knowledge of the scoring methods to shift the results of future tests. When I over-analyze the questions, I sometimes feel that I can understand how the questions will contribute to the overall analysis. This might lead me to answer questions in certain ways to skew the results toward what I want to be like, rather than who I really am. This quality is easily explained by my preference for intuition and thinking (see below).

**Results**



**Applied Analysis**

Introversion/Extraversion

I am very much an introvert and suspect that I will remain this way. Introverts have much insight to offer, because we sit back and notice the things that other people do not. I really do not thrive or even get close to enjoying being around lots of people, and realize that most people see this as a problem. The reality is, however, that this means that I am very highly independent and can go about entire projects on my own.

Intuition/Sensing

Theories and abstract reasoning have always held my interest more than real world information. For me, learning is a way of life and I would gladly stay in college or some form of education for the rest of my years. Whenever I go about learning a new concept, I insist on learning as much as I can about how the process works. Sometimes I do this to the point that I spend more time learning and thinking about the infinite possibilities of an event than I do actually using that knowledge. This makes me good at coming up with new strategies and concepts.

The best thing that comes from this quality is my ability to absorb and retain information. This also makes me highly suited to help other people work toward doing the very same thing. Without extraversion, I know that me being a vocal proponent for things is unlikely, but luckily, my influence can be extended by helping others realize new ideas and concepts.

### Thinking/Feeling

Reason and logic rule my life, and some scoff at my lack of “emotion,” but I feel that without some kind of way of adhering to standards, sometimes interests that shouldn’t become priorities end up doing so. This way of thinking does not mean that I do not have feelings, but rather that I keep a level head in dealing with all problems and situations that arise. This makes me a key player in times of crisis, because I can deal with large amounts of stress very easily.

I am also very consistent in my positions because of this. I am not easily swayed toward a cause without the proper background information. My skepticism combines with my love for theories and concepts forces me to find out as much as possible before I even consider changing my mind. This prevents mistakes and avoids risk that could cause problems in the future.

### Perceiving/Judging

My preference for freedom and individuality is further reinforced by my dislike of formality and restrictions. I respond best when the pressure is on and do not like to set up rules for how I am going to do something. My reasoning behind this is that whenever a strict path is followed, opportunities that could be helpful or revolutionary can occasionally be missed. I like to leave as many options open as I can, and though it makes me very indecisive, it also means that I usually stumble upon a great new idea frequently.

My thinking traits do affect this area though, because I plan large goals and set standards for what I want to accomplish. I usually can see the larger effects and outcomes of most actions. By formulating this advance strategy, my perceiving side is supplied with the flexibility to that my informality desires.

## System of Interactive Guidance and Patterns (SIGI)

### Methodology

The **SIGI** test determines personal values, interests, personality, and skills based on a series of questions about favorable situations. The questions inquire which of the two options presented you prefer most. This test drills down your interests effectively, because you are forced to choose which option you value most. By avoiding the ambiguity of ratings scales, **SIGI** forces you to eliminate your lesser preferences. The results are then charted based on each specific values' importance to you, allowing for a visually, relative analysis of preferences.

### Initial Reaction

While I do not usually like this kind of black-and-white thinking, I can see how it would be useful to get precise, absolute results. The detailed questions provided me with too much information about how they would influence the results. The problem with SIGI was that answering most of the questions seemed more like simply selecting the traits that would be reported to you.

### Results

Interests	FAQs	Pairs	Card Game	QikPik	FastStart
Arts & Humanities					
Business					
Education					
Engineering					
Health					
Science, Math & Agriculture					
Social & Behavioral Sciences					
Trades & Technology					
Interest Level Ratings: x - None    L - Low    M - Medium    H - High					

Values	FAQs	Pairs	Card Game	QikPik	FastStart
Contribution to Society					
High Income					
Independence					
Leadership					
Leisure					
Prestige					
Security					
Variety					
Ratings: 1 - Not Important    2 - Desirable    3 - Very Important    E - Essential					

### Applied Analysis

**SIGI** shows that my interests lie more in theoretical applications of concepts than in practical uses. It is actually quite accurate as to the specific types, because I am currently studying design and enjoy helping others learn. I also wanted to be an engineer/scientist of some type when I was in high school.

My values in **SIGI** are more about personal achievement than gaining recognition for my actions. I have no desire to win the love of the public, and would be fine working behind the scenes of nearly any job. It is important to me to make a difference in the world, so I am always trying to help people in some way. This value was instilled in me by my parents who always taught me to

## **ASSESSMENTS**

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use my intelligence to help others who were not as gifted. I also value my independence and privacy highly, as seen in my pronounced introversion.

### Now, Discover Your Strengths

#### Methodology

The **Strengths** test uses answers to immediate response questions to classify you into five of 34 groups. The strengths groups signify positive traits that you already have, in hopes of persuading you to capitalize on those strengths. Focusing on weaknesses only holds a person back according to the authors' logic, so improving in what you are good at should be prioritized.

#### Initial Reaction

This test seemed sketchy to me. The questions seemed much too general, and reading about the different personality types in the accompanying book, my thoughts were mostly confirmed. The categories presented as results, though they were somewhat applicable to me, were very generalized and thus could be somewhat inaccurate and misleading. The quotes provided seemed pointless, and their space could have been put to much better use (i.e. more strength discussion).

#### Results

##### Context

People who are especially talented in the Context theme enjoy thinking about the past. They understand the present by researching its history.

You likely research topics quite thoroughly before you draw any conclusions. Driven by your talents, you examine the past. You discover why things happened. This permits you to foresee the future. You study humankind's story to identify subtle nuances, recurring sequences of events, and predictable human behavior. Generating clever, resourceful, inventive, and original alternatives, you can offer solutions to age-old problems.

##### Ideation

People who are especially talented in the Ideation theme are fascinated by ideas. They are able to find connections between seemingly disparate phenomena.

Bursting with creativity, you approach assignments, tasks, projects, opportunities, or problems. You like to take the innovative path rather than follow the traditional and tried-and-true ways of doing things. By nature, you are able to concentrate for hours at a time. You examine new information to deepen your understanding of various subjects. When you explore topics, customarily you generate fresh ideas. Acquiring knowledge and skills each day adds zest to your life.

##### Learner

People who are especially talented in the Learner theme have a great desire to learn and want to continuously improve. In particular, the process of learning, rather than the outcome, excites them.

Instinctively, you probably are a solo performer. You are determined to broaden your knowledge and acquire new skills. You are repeatedly drawn into the process of education. Chances are good that you generally rely on reason to determine how an event, decision, or condition led to an outcome. You usually desire to understand how things converge to produce the final result. Because of your strengths, you constantly investigate the "hows" and "whys" of a given situation.

### Achiever

People who are especially talented in the Achiever theme have a great deal of stamina and work hard. They take great satisfaction from being busy and productive.

Chances are good that you often go out of your way to stay informed about newsworthy topics. Numerous people probably count on you to tell them about information updates, due dates, meeting changes, or special assignments. Because of your strengths, you accomplish more whenever you spend time thinking about what you need to perfect or upgrade. By nature, you possess the physical and mental endurance to withstand hardships as well as stress. Characteristically you work harder and longer than most people are capable of doing. It is very likely that you work diligently to invent alternative courses of action.

### Intellection

People who are especially talented in the Intellection theme are characterized by their intellectual activity. They are introspective and appreciate intellectual discussions.

Instinctively, you stay in dialogue with intelligent people to bring to the surface evidence that explains the current state of affairs. You probably choose to converse with individuals who talk about ideas. You are apt to avoid those who gossip or complain. As you amass knowledge and tangible proof, you are likely to enliven the discussion with your valuable insights and ideas. Chances are good that you derive immense pleasure from work that requires intense, thorough, and careful consideration of the facts.

## Applied Analysis

### Context

I love history and this trait describes me perfectly. To me, looking back at what has happened before is one of the best indicators of what is going to happen again. Whenever I begin working on learning a skill or completing an objective, I always make some effort to see what has come before. This way, I am able to analyze the current situation and see how progress was made over time. (At one point, I was even considering a history minor.)

### Ideation

No matter where I go, I am always able to find connections between things. Ideas are everywhere, and by grasping and utilizing them, we can advance our knowledge. I always try to find new ways to go about doing things, because though I deeply respect history, there is no sense in doing something the same way forever. This task has led me to my current field of computer design, because there are always new possibilities just a few clicks away.

### Learner

## **ASSESSMENTS**

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I am constantly reading something. But unlike most, I enjoy reading non-fiction books. I still appreciate novels and great literature, but I enjoy spending all of my available free time learning something new. I am always in a state of constant self-improvement and like it that way. Learning new skills gives me an advantage in the constantly changing world. Sometimes I find myself reading encyclopedia entries and articles online late into the night. I am very curious about nearly everything. I have even considered taking overload classes at college, just because I thought the subject sounded interested.

### *Achiever*

As the results say, I enjoy being constantly busy, as long as I see it as an important purpose. I always do the absolute best work that I can, and almost everyone that knows me will tell you that I am sometimes an unhealthy perfectionist.

### *Intellection*

Though it is rare for me to have an intellectual discussion with others due to my high levels of introversion, I am constantly thinking about things in my head. I am always either taking what I know and applying it to my surroundings, or attempting to figure out why I do not know about or understand something. My favorite classes in college have been small discussion classes, because of the unique dialogue that has been aroused.

## The Big Five

### Methodology

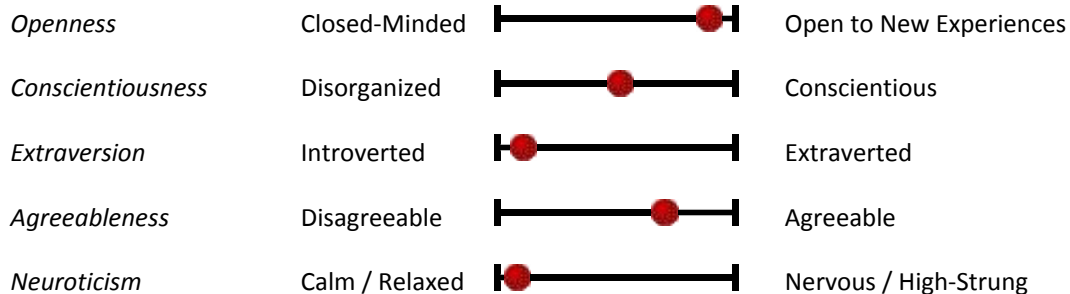
The **Big Five** are a group of five personality dimensions that are the basis of this test's results. The results are split much like the **Myers-Briggs** test: the five traits each describe a single spectrum within which you are classified. Dimensions included: *Openness* (like or dislike of new ideas); *Conscientiousness* (organization level); *Extraversion* (your social preferences); *Agreeableness* (temperament); and *Neuroticism* (stress-coping methods).

The test used 48 questions about how strongly you would describe your adherence to the prompt. The answers were rated on a scale of one to five or the level at which you agree with the statement. This helped to provide a smooth gradation of answer possibilities rather than using a stark and divisive contrast method.

### Initial Reaction

The way that the questions were answered seemed very fair, and gave me a chance to specifically describe my persona. I also liked that I was not forced to choose one side of a question, as I am usually indifferent and/or indecisive about some issues.

### Results



### Applied Analysis

#### Openness

I am definitely a supporter of any new methods that I can learn. This not only comes from an intellectual desire, but also from a desire to advance. The only way we can move forward in life is by constantly applying new ideas. I often think of solutions to different problems, and I even when I do not take the time to implement most of them, I am still satisfied.

#### Conscientiousness

The test was right that I was balanced in my neatness abilities, because while I am a perfectionist about little things, I keep a *very* messy room. The files on my computer are very well organized and I have kept digital records of nearly all of the work that I have done since high school.

### Extraversion

Introversion seems to be a recurring trend in my personality, but as I have discussed before, it is absolutely not a bad or negative thing.

See – **Myers-Briggs Type Indicator Form Q** – Page 3

### Agreeableness

I tend to be a very friendly person, and can get along with nearly anyone. It is possible for me to put aside my introversion for short bursts. I do not get angry or annoyed very easily, and I never hold grudges, so I get along with most people just fine.

### Neuroticism

Though I dislike criticizing others, I sometimes have a little disrespect for people who are unable to cope with the pressures around them. I fill every moment of my day and have regularly taken 21-24 credit hours before without having a mental breakdown. If people could learn to deal with stress and learn how to just relax, we would be a much more productive society, instead of one hung up on deadlines and always in a hurry.

## International Personality Item Pool (IPIP)

### Methodology

This test was an offshoot of the **Big Five** test, and was *much* longer and in-depth. There were 300 questions total, and all were all answered similarly to the Big Five method. The categories were similar in name to their **Big Five** counterparts, but provided very detailed analysis of the characteristics. Questions were based on what you actually do and feel, rather than the **Big Five's** approach to how certain actions and traits describe you.

The results were scored in an unusual way – a peer-based scale. My answers were compared with others in my gender and age group: the classification of preference was based on being in either the bottom 30 percent, middle 40 percent, or top 30 percent of this group. This allows a respondent to see how they relate to the people who are usually immediately around them.

### Initial Reaction

About halfway though taking the test, I realized that this test would likely be among the longest and most detailed of all of the tests. I liked the approach of asking about events and feelings in the real world, because this means that the test measures more of how you *are* instead of how you *could be*.

### Results

<i>Extraversion</i>	<i>Agreeableness</i>	<i>Conscientiousness</i>	<i>Neuroticism</i>	<i>Openness</i>
Extraversion.....6	Agreeableness.....72	Conscientiousness.....55	Neuroticism.....6	Openness to experience..62
Friendliness.....1	Trust.....78	Self-Efficacy.....91	Anxiety.....7	Imagination.....41
Gregariousness.....0	Morality.....67	Orderliness.....14	Anger.....1	Artistic Interests.....28
Assertiveness.....3	Altruism.....47	Dutifulness.....37	Depression.....11	Emotionality.....3
Activity Level.....76	Cooperation.....99	Achievement-Striving...90	Self-Consciousness.33	Adventurousness.....90
Excitement Seeking...8	Modesty.....34	Self-Discipline.....23	Immoderation.....28	Intellect.....90
Cheerfulness.....67	Sympathy.....27	Cautiousness.....74	Vulnerability.....22	Liberalism.....87

Your score on Extraversion is low, indicating you are introverted, reserved, and quiet. You enjoy solitude and solitary activities. Your socializing tends to be restricted to a few close friends.

Your high level of Agreeableness indicates a strong interest in others' needs and well-being. You are pleasant, sympathetic, and cooperative.

Your score on Conscientiousness is average. This means you are reasonably reliable, organized, and self-controlled.

Your score on Neuroticism is low, indicating that you are exceptionally calm, composed and unflappable. You do not react with intense emotions, even to situations that most people would describe as stressful.

Your score on Openness to Experience is average, indicating you enjoy tradition but are willing to try new things. Your thinking is neither simple nor complex. To others you appear to be a well-educated person but not an intellectual.

### Applied Analysis

These results further confirmed the results of **The Big Five** test

See – **The Big Five** – Page 10

# Job Asset and Strengths Profiler (JASPER)

## Methodology

The **JASPER** test was a very interactive way of defining what personality is like. Sometimes words would fly across the screen, requiring decisive clicking to be able to choose the traits that mattered to you before they were gone. On other questions and description relations, colorful sliders showed how you stood and provided a good visual metaphor for how strongly or weakly you fit a description.

The test categorizes people into one of nine different strengths groups, and then gives short and to the point information about daily interactions. **JASPER** also reported the kinds of environment necessary for each particular type to enjoy their jobs.

## Initial Reaction

**JASPER** was a fun test to take and therefore took my mind away from thinking about how the answers would play into the results. This is an excellent way for people like me to get accurate results, but I fear that some of the percentages of types may be exaggerated due to this. Some people might be too distracted with all of the motion and interactivity to answer accurately in time. This could lead to aimless answering and may produce false positives for people who are unable to keep up.

## Results

<b>Type 1 (Thinker)</b>	<b>Unique Strengths</b>	<b>What you want out of work:</b> To quietly do your work in a thoughtful way without rocking the boat too much.
	<b>D Diplomatic</b>	<b>Your colleagues think of you as:</b> Introspective, somewhat reserved but easy to get along with.
	<b>C Composed</b>	<b>What you have to offer:</b> A steady worker who thinks things through before acting.
	<b>M Multi-Tasking</b>	
	<b>I Independent</b>	

## Applied Analysis

The results may be biased, as mentioned above, but I think that this pretty much describes me. I usually try to avoid tension and fights and am always the mediator in a fight, so diplomatic fits well. I am composed because I rarely get into heated arguments and always keep an even, pleasant temperament. I am also very good multi-tasker, as evidenced by my heavy computer use. I am also very independent, as established in **SIGI**.

See – **System of Interactive Guidance and Patterns (SIGI)** – Page 5

# The Princeton Review Career Quiz

## Methodology

The basis for this quiz is choosing which of the two presented jobs is more appealing. After 24 job preference questions, the common characteristics of each occupation are combined to make general statements about the respondent's personality.

The results are split into two color-coded parts: the *Interest Color*, or the type of jobs you find appealing, and the *Usual Style Color*, or how you act while doing a job.

## Initial Reaction

As I have stated before, I do not feel that these kinds of direct answer tests produce completely dependable results. It is very hard to remove or restrict mental associations with certain jobs, and the questioning style might as well be asking which job you would dislike the least.

## Results

### *Interest Color: Blue*

People with blue interests like job responsibilities and occupations that involve creative, humanistic, thoughtful, and quiet types of activities. Blue interests include abstracting, theorizing, designing, writing, reflecting, and originating, which often lead to work in editing, teaching, composing, inventing, mediating, clergy, and writing.

### *Usual Style: Yellow*

People with yellow styles perform their job responsibilities in a manner that is orderly and planned to meet a known schedule. They prefer to work where things get done with a minimum of interpretation and unexpected change. People with a yellow style tend to be orderly, cautious, structured, loyal, systematic, solitary, methodical, and organized, and usually thrive in a research-oriented, predictable, established, controlled, measurable, orderly environment. You will want to choose a work environment or career path in which your style is welcomed and produces results.

## Applied Analysis

The creative and abstract parts of the interest section are accurate. I am combining these two features by majoring and pursuing a career in digital imaging, which allows me to design abstract things, while pondering the technical difficulties at the same time.

I do not like schedules and I like interpretation and change, so the "usual style" does not apply to me, and is likely a result of the problems discussed in the initial reaction. The **Myers-Briggs** test better described my preference for perceiving rather than judging.

See – **Myers-Briggs Type Indicator Form Q**– Page 3

### Quest

#### Methodology

**Quest** used 98 seemingly random questions to determine what kind of jobs would be most applicable to certain personality tests. The answers were either yes or no, or like or dislike, which was the basis for selecting enjoyable activity categories. With these categories selected, it was possible for **Quest** to suggest classes and majors at colleges. A long list of specialized possible careers was also generated to assist in choosing what to study in post-secondary education.

#### Initial Reaction

I very much disliked **Quest's** way of forcing a yes or no choice between two different preferences. I enjoy a wide variety of things, and very often I was in a state of dissonance about which to choose. The problem of positive and negative connotations is also a possible occurrence during the test, because the extreme distance between choices made it hard to relate some items together.

#### Results

Learning, exploring, science - **12**  
Athletics, nature, physical work - **12**  
Leading, organizing, developing projects - **8**  
Arts, creativity, culture - **8**  
Paying attention to details, office work, following directions - **7**  
Helping, teaching, working with people - **5**

#### Applied Analysis

**Quest** failed terribly to analyze what I am looking for in a job. While I have some interest in science and learning, they should be at least tied in points with arts and creativity. I have virtually no interest in sports or working outdoors, though I do enjoy camping as a hobby. The questions in this survey are too absolute to allow for accurate answers. **SIGI** did a much better job at determining what kind of careers interest me.

See – **System of Interactive Guidance and Patterns (SIGI)** – Page 5

## Motivational Appraisal of Personal Potential (MAPP)

### Methodology

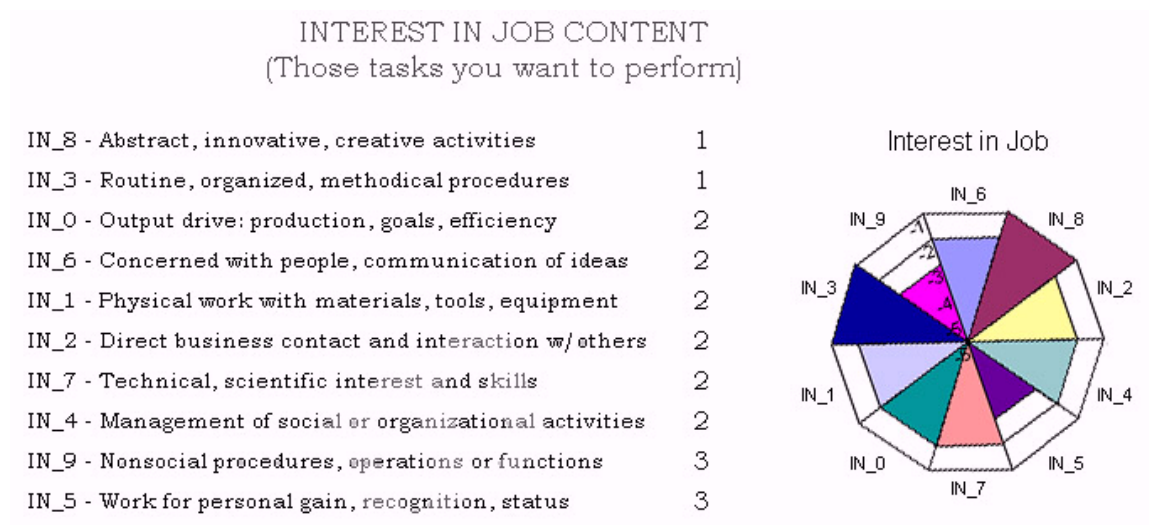
**MAPP** attempts to classify a person’s interest, motivation, and potential in general work areas. The results do not explicitly tell what kind of jobs are best for you, but focuses on how you relate to these certain kinds of areas. The test’s questions present three types of job activities and ask you to rate the best and worst of the group.

**MAPP’s** results are split into nine trait areas: *Interest* (tasks you want to perform); *Temperament* (how you prefer to perform jobs); *Aptitude* (expression for performance of jobs); *People* (priority of interpersonal relations preferences); *Things* (how you relate to things); *Data* (priorities for working with data); *Reasoning* (decision making); *Mathematical Ability* (how you apply math); and *Language Capacity* (reaction and relation to language).

### Initial Reaction

This seemed like a reasonable way to decide between what you would like to do. The choice of good and bad between three things was much easier for me than two. I feel like this kind of decision-making will produce more accurate results for me than other absolute choices, like **Quest** and **The Princeton Review** forced me to make.

### Results



### Applied Analysis

While interest #8 is spot on about me being abstract and innovative, interest #3 is not like me at all. I do not enjoy anything being routine, and I definitely do not like following procedures. That goes against the whole concept of being innovative.

## **ASSESSMENTS**

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See – **The Big Five** – Page 10 – and – **International Personality Item Pool (IPIP)** – Page 12

### TypeFocus Careers

#### Methodology

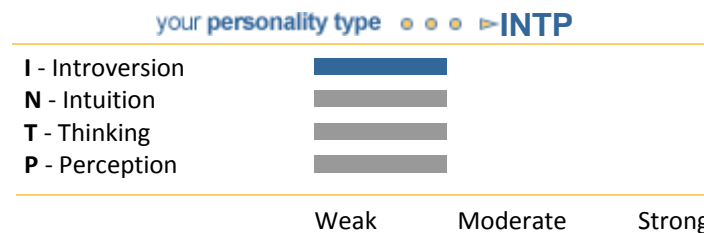
The test involved 66 questions and resembled **Myers-Briggs** test both in questions and in results. The questions asked which of two statements better completed sentences. There were also word association questions, which further reminded me of **Myers-Briggs**.

Results are divided into the same 16 categories as the **Myers-Briggs** test. The key difference between the two was the primary trait. Though it did combine the four different areas for part of the results, **TypeFocus** also isolates the trait that you scored the highest for and bases an additional analysis on this factor.

#### Initial Reaction

**TypeFocus** did seem a lot like the **Myers-Briggs** test, but I did not get the same feeling for the thought put into each question. On the official **Myers-Briggs**, each word pair in the association part had subtle differences that seemed covert. **TypeFocus** used more straightforward words, which again made me think about how the answers would play into the results. I could not detect this feeling that often while taking Myers-Briggs.

#### Results



**If you are an Introvert**, you prefer your energy to flow inwards, and your attention is naturally drawn to the **inner world of understanding**. Because you focus inwards, you tend to become more thoughtful, and your interests are deeper.

Introverts tend to keep their thoughts to themselves.

**Analogy:** rock tossed into a pond - hitting once and sinking deeply.

**Common Qualities of Introverts:**

- Attracted to in-depth analysis
- Like to think, sometimes without talking
- Like to understand

**Keyword:** Inner-directed

#### Applied Analysis

These results further confirmed the results of **Myers-Briggs** test exactly. This means that I can reasonably say that I will exhibit this kind of personality on most tests based on this method.

## ASSESSMENTS

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See – Myers-Briggs Type Indicator Form Q – Page 3

### Political Compass

#### Methodology

The **Political Compass** test is not traditionally a business-focused evaluation, but I feel that it may say something about someone's leadership/managerial style. The test asks roughly 50 questions about current political issues and general, timeless ones as well. The results locate your position on the political spectrum. This position can be used in the business world to determine how a person would lead an organization, or what they would base some of the pseudo-political office decisions.

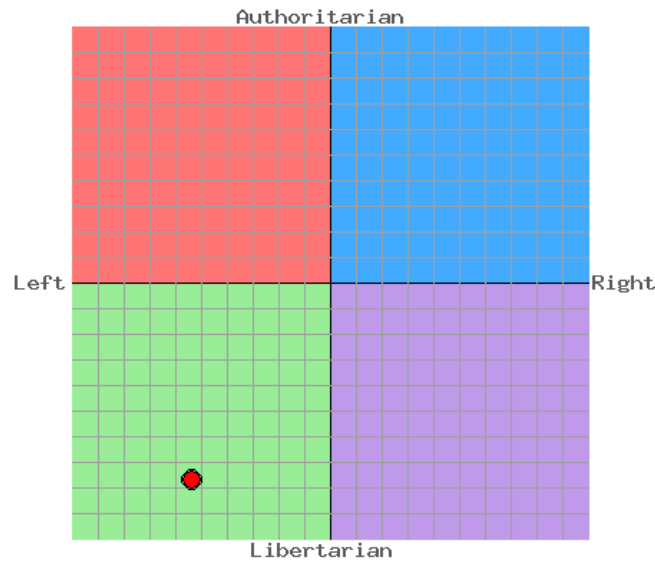
The test graphs your result on a coordinate plane with two characteristics on opposite sides of each axis. Economic and social policy issues are plotted along the x-axis, with *liberalism* on the left side and *conservatism* on the right side. Ideas of government involvement are along the y-axis. *Libertarianism* is near the bottom and *authoritarianism* is placed at the top. These labels do not specifically indicate any political party, but rather political idealisms.

It can roughly extrapolated that a leader/manager with liberal traits would lean toward spending and investing to advance the business's profit, while a conservative would avoid spending money to result in lower expenses and a higher profit. A libertarian-thinking leader might allow his employees freedom and individual responsibility, while an authoritarian may favor corporatism and a structured hierarchy.

#### Initial Reaction

This was the one test in which I could predict my results before I took it. The questions were not meant to discover hidden factors in a person's personality, but rather to gain insight on where they stand on certain issues. There were four strengths of answers on the test, ranging from strongly agree to strongly disagree. This allows people with moderate ideas to participate, though I am far from moderate.

## Results



## Applied Analysis

This test was not hard to figure me out by, because of several factors. I am very liberal because I believe in innovation and am open-minded. I would also invest heavily in my own company, because I know that the key to success is innovation and adapting to meet current needs.

I would favor a hands-off approach, much libertarianism, because of the sense of individual responsibility everyone would feel. Employees under me would have just as much freedom as I would allow myself. In everyday life, I see everyone equally and believe that all deserve fair treatment.

The libertarian side also comes from my affinity for theoretical thinking. Libertarianism has never been officially proven on a large scale, but in theory, it would work perfectly. My intuition and personality from **Myers-Briggs** confirms this as well.

See – **Myers-Briggs** Type Indicator Form Q – Page 3

### Scale of Creative Attributes and Behaviors

#### Methodology

This test was part of a larger Ball State University Honors College survey about giftedness and development, entitled The Psychological Development of Students with Gifts and Talents. The results have not fully been tallied yet, but I was able to obtain partial results for certain sections.

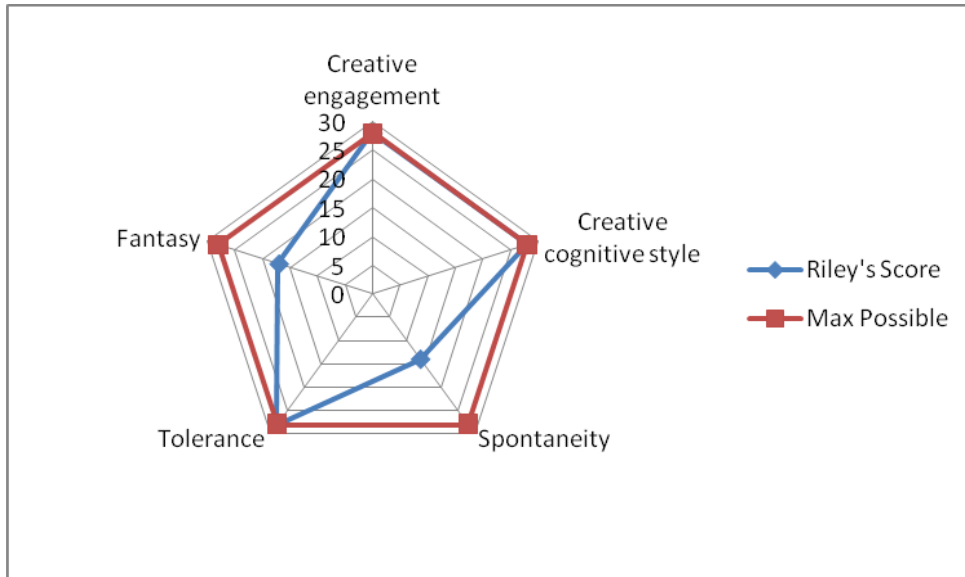
Questions about the relevance of certain traits and behaviors were asked on a scale of nine: with “doesn’t apply” at one and “applies completely” at nine.

This part of the test measured traits solely on a numbered scale. Official interpretation of the results has not come in yet, but a general understanding can be derived from the graphs. Result meanings will be further described below.

#### Initial Reaction

I took this survey on the first day that it was available, and I began it with no intention of using it to analyze my personality. As I proceeded and realized that it was an excellent assessment, I knew that I should try to get some form of my score to use.

#### Results



#### Applied Analysis

The results, though vague, can say a few things. I am extremely tolerant and will not stand for any kind of discrimination. This stems from my thinking personality as evidenced by **Myers-Briggs**. I am also very creative, yet grounded between fantasy and reality.

## ASSESSMENTS

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See – Myers-Briggs Type Indicator Form Q – Page 3

## Achievement Goal Scale

### Methodology

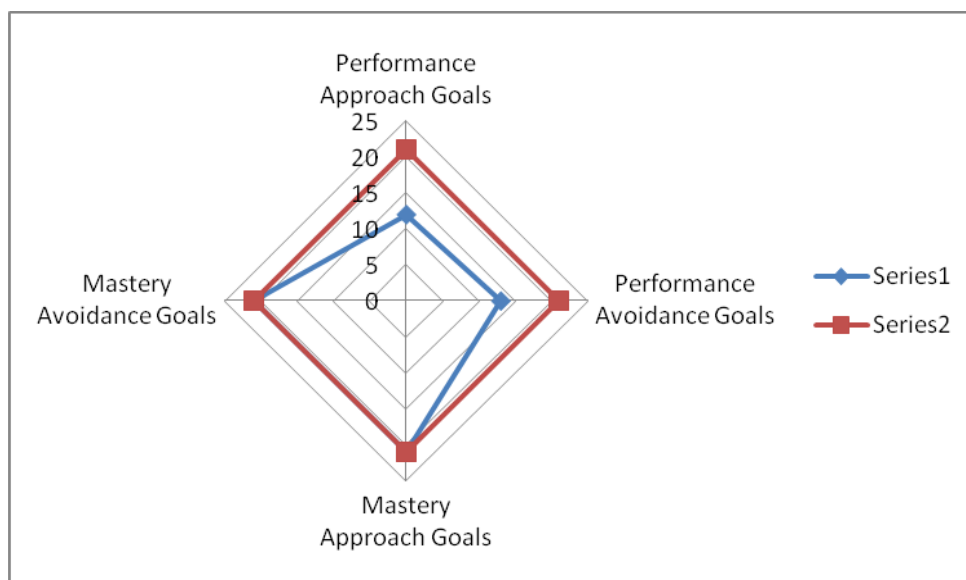
This test was part of a larger Ball State University Honors College survey about giftedness and development. The results have not fully been tallied yet, but I was able to obtain partial results for certain sections.

Questions about the how I approached different situations that involved learning, achievement, and advancement. Official interpretation of the results has not come in yet, but a general understanding can be derived from the graphs. Result meanings will be further described below.

### Initial Reaction

See – **Scale of Creative Attributes and Behaviors** – Page 23

### Results



### Applied Analysis

Performance Goals apply to how strongly I approach goals based on the recognition that I will receive for their success. This shows that I undertake projects and challenges for the sake of success and personal accomplishment, rather than in an attempt to gain praise. This correlates with **SIGI's** reporting of a low desire for prestige.

See – **System of Interactive Guidance and Patterns (SIGI)** – Page 5

Mastery Goals show how likely I am to pursue projects that require mastery of certain concepts. This is supported by my learning strength reported by **Now, Discover Your Strengths**.

## ASSESSMENTS

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See – Now, Discover Your Strengths – Page 8

# CONCLUSION

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As a result of completing these assessments, I have become much more aware of who I am and what I have to offer. I now know some of my strengths and weaknesses and will begin attempting to emphasize their meanings into my everyday life.

I am not completely sure, however, that I will be able eliminate dealing with or thinking about weaknesses that the tests identified. One of the traits that was identified by a majority of the examinations was a desire for more knowledge to satisfy a progressive-thinking mind. I do not exactly see these areas as weaknesses, but rather as parts of myself that I have neglected attention. My drive for perfection and improvement will be taking over shortly, as I begin attempting to be better myself in lacking areas.

It will be interesting to see if the results that I have received will remain constant over the years, because of my quest for improvement of any situation. This is not a pursuit meant merely to bring about change; that would be a waste of time and thought. I desire to make both my life and the world around me better through the use of new ideas and innovation. And if my results prove anything, I will definitely not stop until I feel that this success has been reached.

# **BIBLIOGRAPHY**

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<http://www.myersbriggs.org/>

## **System of Interactive Guidance and Patterns (SIGI)**

<http://www.bsu.edu/counselingcenter/>

## **Now, Discover Your Strengths**

<http://www.strengthsfinder.com/>

*Strengths Finder 2.0* by Tom Rath ISBN 978-1-59562-015-6

## **The Big Five**

<http://www.outofservice.com/bigfive/>

## **International Personality Item Pool (IPIP)**

<http://www.personalitytest.net/ipip/ipipneo1.htm>

## **Job Asset and Strengths Profiler (JASPER)**

<http://web.tickle.com/jasper/>

## **The Princeton Review Career Quiz**

[http://www.princetonreview.com/cte/quiz/career\\_quiz1.asp](http://www.princetonreview.com/cte/quiz/career_quiz1.asp)

## **Quest**

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## **TypeFocus Careers**

[http://www.typefocus.com/s\\_complimentary.html](http://www.typefocus.com/s_complimentary.html)

## **Political Compass**

<http://www.politicalcompass.org/>

## **Scale of Creative Attributes and Behavior Achievement Goal Scale**

The Psychological Development of Students with Gifts and Talents  
Conducted by Dr. Tracy L. Cross and Dr. Kristie Speirs Neumeister