



identity

the self-perception questionnaire

Careers Feedback Report

Strictly Confidential

Sam Sample

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The
British
Psychological
Society



Introduction

The Careers Feedback Report can help you gain an insight into your preferences, style of learning and which vocations may be best suited to your interests. The results are intended to help guide you towards careers, occupations or educational programmes that you might enjoy rather than providing a prescription of what you should be doing.

This report has been generated based upon your responses to the 'identity' questionnaire i.e. it is a 'self-perception' report. It is important to keep in mind that the report measures your preferences, not your skills or abilities.

There are 4 sections to the report, which are as follows:

Personal Characteristics - providing comprehensive feedback on your reported preferences and typical ways of behaving whilst in a workplace setting. This section also looks at potential strengths and development areas based on your responses, which may be more or less applicable to you.

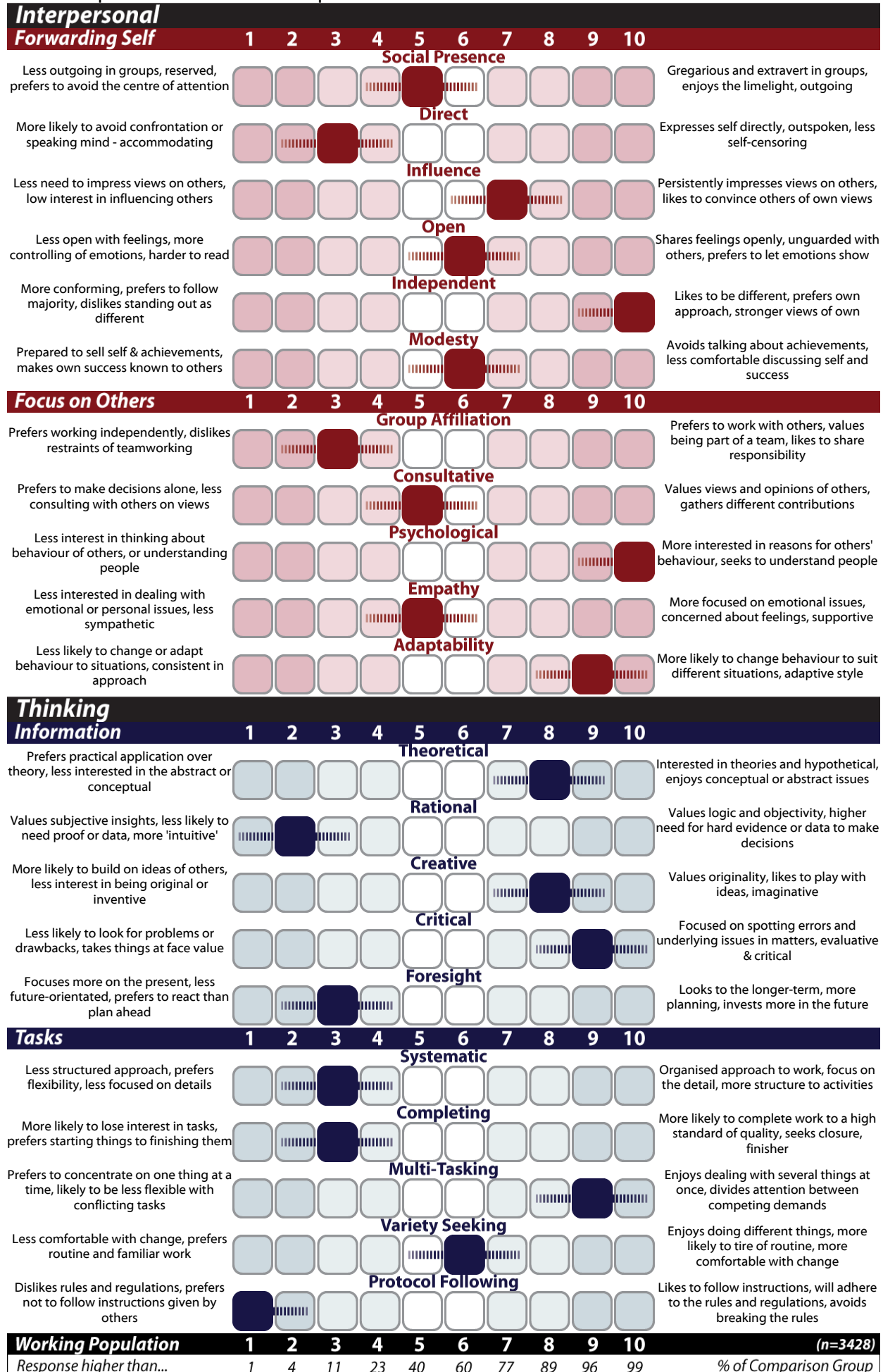
Learning Orientation - identifying how you prefer to learn and how you can make best use of your style.

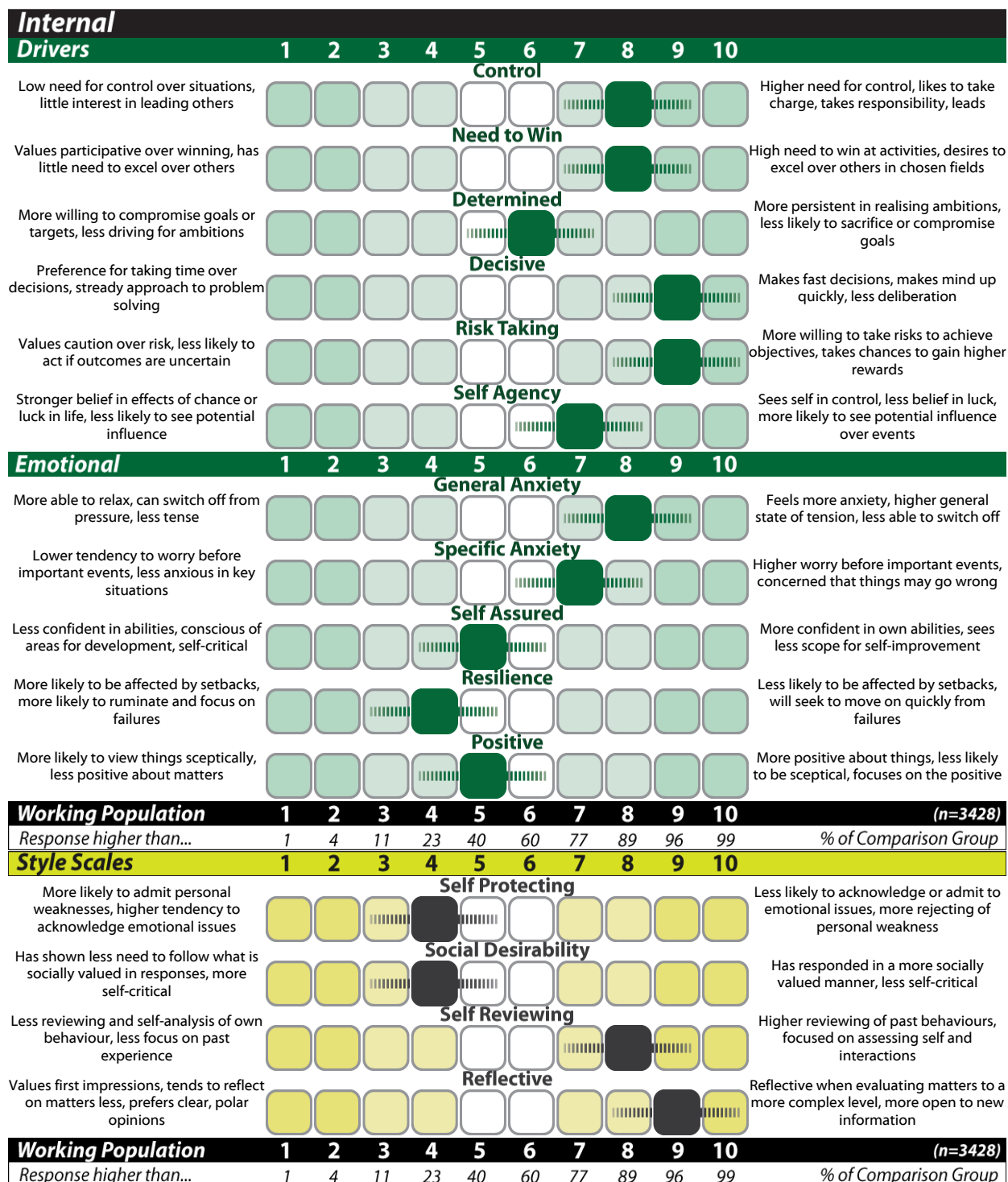
Career Focus - providing information on how your reported work preferences relate to six career / vocational interest areas.

Suggested Vocations - looking at which occupations may be suited to your preferred Career Focus.

The report can be used to facilitate a discussion with a Careers Advisor on which vocations to explore and how to focus your development. The results should be used to support other relevant information and you may also find it useful to review your feedback with people who know you well.

Profile-Respondent Name: Sam Sample





Self-Perception Information - Points to Bear in Mind:

- not a definitive statement about how you behave - just an indicator
- about style and preference, NOT about ability without support from further evidence
- a comparative measure of how you see yourself in relation to the rest of the professional working population
- although broad patterns are likely to be consistent through time, your profile can change with experience and role
- this profile should not be interpreted by anyone who is not trained or professionally supported to do so

Personal Characteristics

Interpersonal

The identity model looks firstly at areas of interpersonal behaviour. The different elements are grouped into two subareas that measure your preferences for forwarding yourself and your preferences for focusing on those around you.

Forwarding Self

Your responses to the questionnaire indicate that you tend to be typically outgoing and to be as comfortable as the next person in the centre of attention. You report to be less direct than most and to often self-censor your contributions, maybe to avoid confrontation or causing offence to others. You will however, present your case when you feel that this is appropriate or important. In terms of influencing, you present yourself as being focused on impressing your views and opinions on others, probably seeking to change views and sell ideas more persistently than most.

With regards to expressing how you feel inside, others will probably find it typically easy to read your feelings about matters, as you report an average degree of openness with your emotions and feelings. Another aspect of how you forward yourself is in terms of independence. Your responses to the questionnaire suggest that you will be much more self-assured in your own opinions, often challenging views and outlooks. More happy than most to be different, you are likely to be more comfortable taking an alternative opinion and may sometimes get frustrated with having to compromise your views to fit in with the team.

You tend to report a typical degree of modesty, and are likely to be as comfortable talking about yourself and your successes as the next person.

Potential Strengths of Your Style

- * You may be seen as accommodating and sensitive to avoiding offending others. You are likely to have a non-threatening style?
- * You will be seen to assert your views and convince others? You are likely to be effective at selling and persuading others?
- * You will be seen as free-minded and able to add value by challenging the norm? You are more likely to take an alternative view to the consensus if you feel this is right?

Potential Drawbacks of Your Style

- * There may be times you over-compromise your valid views to avoid what you perceive as confrontation or offence?
- * You may at times be viewed as over-persistent in pressing your views? Might there be scope to listen more to others' ideas, or encourage these at times?
- * Perhaps having stronger views than others, sometimes you may be seen as hard to influence or occasionally argumentative?

Focus on Others

Your responses to the questionnaire suggest that you have a preference towards individual working, perhaps feeling less effective when sharing responsibility with other team members. You may be better suited to roles where you can work with one or two colleagues that you can get to know well than in jobs which involve a lot of teamwork. You report to take a balanced view on the need for consultation, being as likely to reach decisions alone as you will be to involve others.

With regards to thinking about other people, it is likely that you are much more orientated towards understanding and predicting the behaviour of others. You will probably have a greater insight into different individuals' outlooks and what motivates them. In terms of dealing with others' emotional issues, you will probably be fairly interested in the personal issues of others. You are likely to be as sympathetic and considerate as most in this respect.

The final scale in this section of the profile looks at the extent to which you adapt your behaviour towards different situations or people. You would appear to have a stronger orientation towards changing your behaviour to suit different situations. You are likely to use a broader repertoire of styles and approaches in different settings, valuing flexibility over consistency.

Potential Strengths of Your Style

- * You should be able to work independently, maybe concentrating on a task for a longer period of time, perhaps requiring less support from others?
- * Your insight into others is likely to enhance your understanding of people and improve your interactions? You should be more mindful of the agendas or perspectives of other parties when seeking influence?
- * You are likely to be more flexible and adaptive to different situations and demands? This may make you more effective in conveying the right message to different audiences?

Potential Drawbacks of Your Style

- * You may feel more frustrated by the constraints of teamworking, perhaps due to a preference for getting on with things alone?
- * Generally showing an interest in others is a strength. However depending on strength of your preference here, might there be occasions when you focus overly on others' perspectives when a more results-orientated approach might be more suitable?
- * Although adaptive to different people and able to draw from a wider range of behaviours, at times you may need to be cautious not to be seen as inconsistent in your treatment of different individuals?

Cognitive

'Cognitive' is a broad term that refers to the 'act of thinking'. Here it refers to your preferences in the two areas of using information and approaching tasks.

Information

Your profile suggests firstly that you are focused on the more conceptual or theoretical side of things. This probably means that you are more likely to look at possibilities and hypotheticals than most. The type of information that you prefer to use when making judgements will be much more intuitive and subjective, as you would rather use your overall feel for a situation. You may have less need to logically analyse or quantify things, although you may be competent to do so if the situation demands this approach. Your impressions are also likely to be critically assessed for potential flaws or problems, as you also report to be more evaluative than most.

In terms of creativity and making unusual links between different sources of information, you have reported to be more orientated in this area than most people, seeing yourself as imaginative and valuing originality. You should enjoy working in a more creative role which provides you with the opportunity to explore new ideas and possibilities.

The extent to which you look to the future and plan ahead is also measured by the questionnaire. When compared with the working population, your responses suggest that you will do this less than most. This probably indicates that you have less inclination to plan into the future, and may prefer to take things as they come. You may be more effective and responsive towards emerging issues.

Potential Strengths of Your Approach

- * You are likely to be focused on meeting current demands and be more responsive to immediate issues?
- * You are likely to have a strong intellectual curiosity in theory and abstract concepts?
- * You are able to make decisions in more ambiguous areas, when less objective evidence such as opinions and feelings exist to support action?
- * You are more likely to produce creative and unusual ideas?
- * You are likely to be effective at spotting potential flaws in plans and proposals?

Potential Drawbacks of Your Approach

- * You may miss the practical issues or become immersed at times in interesting theories that may have less relevance?
- * You may over-estimate the value of your subjective impressions at times, when gathering more objective evidence could help support your decisions in some situations?
- * You may at times get over-absorbed in your own creative thoughts and ideas rather than the issue at hand?
- * If you adopt a critical perspective alone, sometimes you may overly focus on the drawbacks and potentially dampen enthusiasm in others?
- * If you are very reactive to events, there may be scope to reduce future problems by looking ahead and planning more over the longer term?

Tasks

Your profile suggests that you have a less structured and systematic approach to your work. You will be less interested in details and prefer just to start work rather than think about the structure beforehand. In terms of finishing pieces of work, you are probably less focused in this area than most. You will be more interested in the conception and starting of work, and will be more likely to lose interest in assignments if they become protracted. This preference may also suggest you can be more flexible than most, being more open to changing direction once embarked on a course of action. When managing work, you probably prefer to have a good deal of things on the go at once, relishing the challenge of prioritising and dealing with many demands on your time. You will probably thrive in a dynamic and demanding environment.

With regards to your need for change, you appear to have a typical motivation towards variety and trying out new roles and work areas. The 'Protocol Following' scale suggests that you are probably less comfortable than most to adhere closely to instructions or guidelines. You may feel stifled in work environments with many formalised rules and regulations.

Potential Strengths of Your Style

- * Your less systematic approach may mean you can be more flexible and see the wider issues?
- * You are likely to be more responsive to fast changing demands and enjoy getting new activities started?
- * You will be effective and energetic in managing a lot of work?
- * You may tend to show more initiative and make your own rules, rather than looking to precedent?

Potential Drawbacks of Your Style

- * Are there ways of becoming more organised and systematic in your approach to work? You may be missing opportunities to better attend to important details or produce plans?
- * You may tend to put things down as quickly as you pick them up? Do you ensure you see projects through to completion?
- * Whilst effective at juggling different demands, do you always give each assignment the due attention and focus it needs for a high quality end-result?
- * You may be more easily stifled by rules and regulations within organisations?

Internal

This part of the profile looks at the more internal aspects of your temperament. The questionnaire measures elements of drive and also relevant emotional indicators.

Drivers

This section looks firstly at your need for control over situations. Your responses suggest that you are more concerned than most to assume personal control over matters and as such may be more likely to take the lead or responsibility at work. In terms of competitiveness and needing to excel over others, you report to having a higher need to 'win' at what you turn your hand to. Recognition and high performance is likely to be important to you personally.

Your responses to this section of the questionnaire indicate a typical level of determination to achieve goals. This indicates that you will probably seek a balance between stretching yourself to attain demanding targets and ensuring that goals are realistic.

The 'Decisive' scale looks at how quickly you like to decide on action. Your responses suggest that you are much less concerned than most with deliberating over information, preferring to act quickly. You are likely to be more comfortable responding rapidly and will jump into decisions quickly. Associated with your higher decisiveness in this respect, you are also more likely to take a risk in pursuit of greater rewards than most. You will probably be more able to act when the outcomes are less certain.

People differ in how much influence they perceive they have over what happens to them and the extent of control that external forces, e.g. luck, have over them. This is measured by the 'Self-Agency' scale. Your responses suggest that you see yourself as being more able to influence events around you. This may mean that you can be more aware of the potential impact you can have over your work and environment. You see your actions as more important in determining your life than do most people.

Potential Strengths of Your Style

- * You may have a stronger potential for leading and taking control of matters?
- * You will be driven to do better than others in what you turn your hand to?
- * You will be more able to think on your feet and act speedily?
- * More risk-taking, you are likely to be more able to initiate change?
- * You may be more proactive in seeking to influence events around you?

Potential Drawbacks of Your Style

- * If you have strong personal drivers to take charge - you may be seen at times as uncomfortable relinquishing control to others?
- * If your competitive drive is mainly towards your personal objectives - you may be seen as less collaborative and more focused on needing to excel over others?
- * Sometimes you may jump into action without sufficiently thinking through the consequences?
- * You may feel frustrated in a culture that does not support taking a chance for gaining bigger returns?
- * You may feel a burden of personal responsibility for events, increasing your stress?

Emotional

In terms of your general levels of anxiety, you report to have more tension and anxiety than others most of the time, probably finding it harder to switch off from your work objectives and relax. You also report a higher level of tension related to specific events. This indicates that you probably suffer from nerves when you feel that you need to do well. In terms of learning for the future, you probably see an average amount of self-improvement possible in your approach. You report to be as self-assured in your abilities as the next person.

You report to be a little more sensitive to setbacks or problems than most. You will tend to reflect more on past failures and take these more personally. This may reflect a greater care and concern to do well. With regards to your general outlook, you will probably take a balanced view between perceiving things positively and adopting a more questioning or sceptical stance.

Potential Strengths of Your Style

- * You are likely to invest a good deal of personal energy and commitment into your work?
- * You may be more focused on possible problems and will be concerned that things go well?
- * You are more likely to consider and learn from mistakes?

Potential Drawbacks of Your Style

- * You may need to take more time-out or manage your levels of tension?
- * Your nerves or worries may sometimes be counterproductive and you might be difficult to be around when approaching key events?
- * You may become pre-occupied with your failures or over-emphasise what has gone wrong? Do you celebrate successes sufficiently?

Style Scales

The style scales provide an indication of some factors that may have influenced the accuracy of your profile:

You responded in a more open and objective fashion about your feelings.

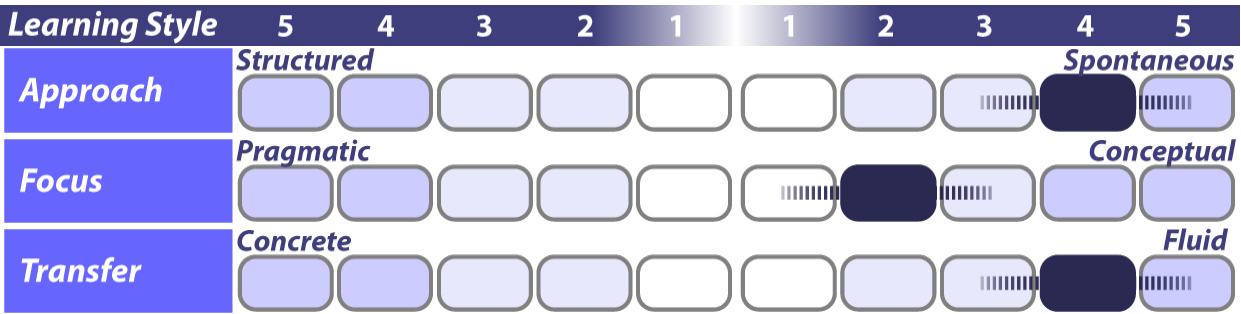
You were probably less concerned than most about presenting yourself in a positive light.

You report a higher degree of self-reviewing behaviour, which indicates that you should be more self-aware of how you come across to others.

Your tendency to reflect on matters suggest that you took a more considered and reflective approach when responding to the questionnaire.

Learning Orientation

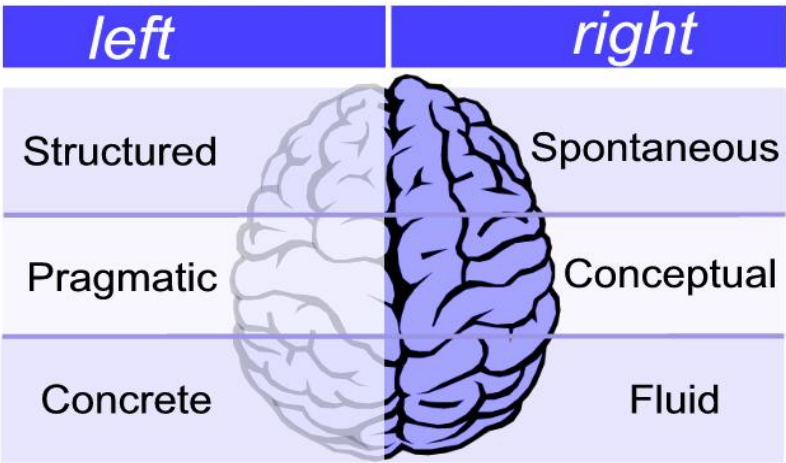
Sam Sample



The diagram below presents preferences in a different way. It is a simpler way of presenting where preferences are, and shows which side of the brain you prefer to use when processing information. In general the left and right sides of the brain process information in different ways. We tend to process information using our dominant side although some individuals are more balanced and adept at using both sides.

The left side of the brain is associated with logical, sequential and linear (part to whole) processing of information.

The right side of the brain is associated with intuitive, random and holistic (whole to part) processing of information.



Exploring Your Reported Preferences

The model explores three key areas, highlighting how you may prefer to go about learning things or doing new things:

- .. Approach to learning: To what extent do you need structure and organisation during learning?
- .. Focus on learning: How interested are you in the underlying concepts and workings?
- .. Transfer of learning: Do you focus on a specific problem, or transfer learning across situations?

Approach: Spontaneous

Your response here indicates a strong preference for a more Spontaneous style. Spontaneous learners get the best out of learning when they are allowed to get stuck in quickly and try things for themselves. They are liable to become impatient and bored if the learning environment is too structured or does not have sufficient 'hands-on activities'. Their attention may also tend to wander and they are likely to need interesting things to keep them focused.

Spontaneous learners are more likely to:

- learn through trial-and-error.
- be happy with less structured approaches to learning.
- be content with 'loose' and brief guidelines and they will be happy to get on with their assignments with minimal guidance.
- need lots of variety in their day-to-day activities and may get bored with routine or repetitive tasks.
- be comfortable to get started on a task without needing to plan it out first; can be impatient with instructions or briefings.
- enjoy spontaneity and are not worried if they do not know what is coming up next.

Focus: Conceptual

Your response here indicates a preference for a more Conceptual style.

Conceptual learners are focused on appreciating and understanding the underlying rationale and theories of things. They enjoy discussing concepts, understanding further possibilities and perhaps building mental models. They tend to prefer to base their decisions on logical deduction, analysis and probably prefer using numbers or other objective types of information. Often they may get engrossed in the details and may not feel comfortable moving on until they are satisfied that they have thought things through quite thoroughly. However, this may mean that on occasions they can appear indecisive or prone to over-analyse things by others.

Conceptual learners are more likely to:

- enjoy understanding how things work from a theoretical perspective - this is an end in itself, and they are more likely to enjoy academic-type thinking.
- spend time thinking about concepts and taking it to a deeper level of understanding, perhaps to appreciate wider possibilities and related subjects or information.
- appreciate the logic and rationale behind proposed procedures.
- be more curious about how the world around them 'works', more likely to ask 'why?' or 'how?' in their mind.
- carefully weigh things up and therefore on occasions may be seen to be indecisive by others.
- occasionally get engrossed in the details of concepts or theories and lose sight of the practical task at hand. Very high scorers can seem to have their 'head in the clouds' at times by more pragmatic people.

Transfer: Fluid

Your response here indicates a strong preference for a more Fluid style.

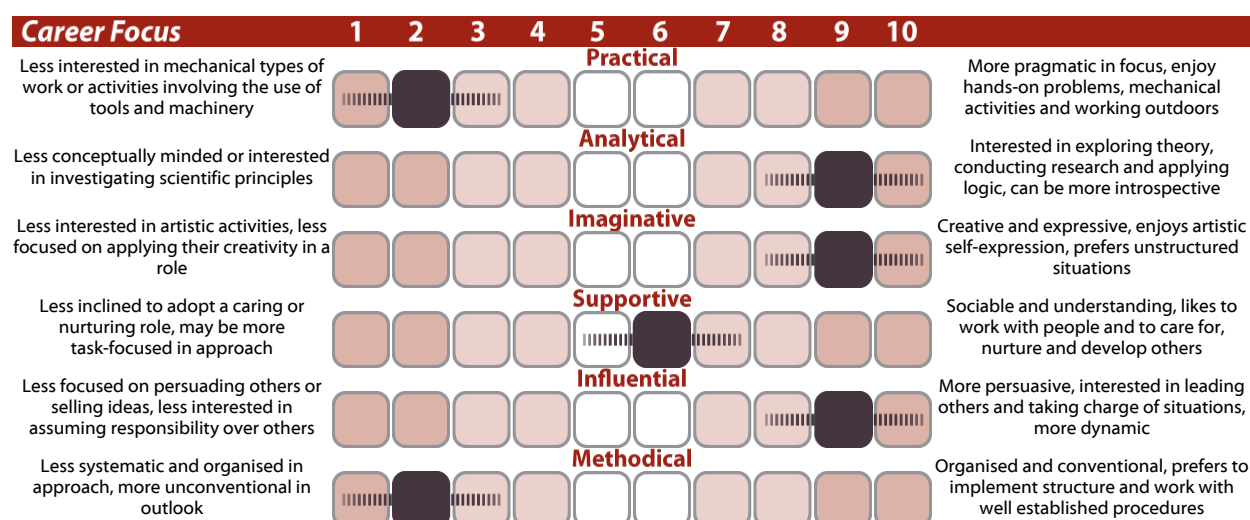
Fluid learners have a facility to apply their learning across a wider range of new situations and experiences. They may feel frustrated in having to follow step-by-step instructions and are happier in environments that allow them to apply their creativity. They like to have opportunities to apply their new found skills and develop new ones. They are therefore more able to adapt and deal with changing circumstances.

Fluid learners may be more likely to:

- enjoy tackling several things at the same time.
- like exploring the links or connections between things.
- automatically consider widening the original application after learning - 'what else can I do with this knowledge?'
- see if it is possible to transfer and adapt learning from one situation to other very different situations.
- boost their learning by drawing on their own previous experiences, perhaps from totally different areas.
- be more able to adapt to changing situations.

Career Focus

Sam Sample



Your highest Career Focus preference(s) are reported below. Please note that it is possible to score highly in more than one Career Focus area and some aspects described may be more or less applicable to you.

Preferred Career Focus:

Imaginative

High scorers are inventive and creative individuals with an interest in activities that allow them to express themselves artistically. Imaginative people are likely to be impulsive and emotional individuals who tend to communicate in an open manner. They value aesthetics and tend to be averse to convention and conformity. Their preferred work environment encourages original and novel thinking in a flexible, unstructured setting. They are likely to feel stifled in roles which involve routine work and where they are unable to apply their creativity.

Influential

High scorers are highly ambitious and adventurous individuals who possess sound interpersonal skills. Highly self-assured, they will often be effective public speakers and forward themselves in a bold manner. They should enjoy activities that enable them to persuade others round to their viewpoint and sell their opinions. Influential individuals should possess a strong drive to attain organisational goals and economic gain. Their preferred environment will allow them to coordinate people or activities, sell ideas and obtain rewards for their success. Activities which involve systematic thinking, routine or conceptual thinking may be of less interest to individuals who have this career focus as their dominant type.

Analytical

Individuals scoring highly on the Analytical scale possess an intellectual and evaluative mind. They will enjoy using their logic to solve highly complex, abstract problems and be effective at probing for the facts and analysing issues from different perspectives. Independent minded and unconventional in their outlook, high scorers are likely to be drawn to ambiguous challenges. Their focus is on observation and thinking through issues rather than acting them out. As more introspective and reflective individuals, they tend to prefer a more autonomous work environment which allows them to concentrate on their interests.

Vocational Suggestions

The following vocational suggestions are based on your highest scoring Career Focus preference(s). It is not intended to be an exhaustive list but rather to provide some ideas for further exploration:

Imaginative

Moderate Skill / Training

- Announcer
- Choral Director
- Craftsman
- Copywriter
- Dancer
- Disc Jockey
- Floral Designer
- Hair Stylist
- Inventor
- Jeweller
- Photographer
- Radio and Television Announcer
- Recreation Officer
- Singer
- Window Dresser
- Writer

Moderate to Higher Skill / Training

- Actor / Actress
- Architect
- Art Gallery Curator
- Art Teacher
- Artist
- Arts Administrator
- Chef
- Choreographer
- Commercial or Industrial Designer
- Composer
- Concept Creator
- Designer
- Director
- Editorial Writer
- Fashion Designer
- Film and Television Editor
- Graphic Designer
- Illustrator
- Interior Designer
- Landscape Gardener
- Marketing Manager
- Musician
- Painter
- Playwright
- Poet
- Potterer / Ceramicist
- Sculptor
- Studio Producer
- Television / Video Camera Operator
- Theatre Manager
- Web Designer

Influential

Moderate Skill / Training

- Amusement or Recreation Attendant
- Apartment Manager
- Auctioneer
- Bartender
- Community Association Manager
- Customer Service Representative
- Entertainer
- Estate Agent
- Flight Attendant
- Food Service Manager
- Gaming Service Worker / Supervisor
- Insurance Sales Agent
- Occupational Health & Safety Officer
- Office Supervisor
- Specialist
- Product Promoter

Moderate to Higher Skill / Training

- Account Manager
- Administrative Services Manager
- Advertising Executive
- Business Manager
- Buyers
- Claims Adjuster
- Editor
- Elected Public Official
- Facility Manager
- Health Services Manager
- Industrial Production Manager
- Information Systems Manager
- Investment Manager
- Journalist
- Labour Relations Specialist
- Lawyer

- Property Manager
- Radio / TV Newscaster
- Real Estate Sales Agent
- Recreation or Fitness Worker
- Reservation or Ticket Agent
- Restaurant Manager
- Retail Assistant
- Sales Representative
- Travel Agent
- Waiter/Waitress
- Wedding Planner
- Management Consultant
- Marketing Manager
- Meeting and Convention Planner
- Newspaper Editor
- Operations Manager
- Public Relations Manager
- Purchasing Manager
- Reporter or News Analyst
- Retail Manager
- Sales Manager
- Senior Executive
- Stock Broker
- Underwriter

Analytical

Moderate Skill / Training

- Agricultural Technician
- Anthropologist
- Chemical Technician
- Computer Administrator
- Conservation Worker
- Database Administrator
- Dental Laboratory Technician
- Emergency Medical Technician
- Environmental Science Technician
- Health Information Technician
- Information Technology Administrator
- Laboratory Technician
- Library Assistant
- Marketing Researcher
- Pharmacy Aid / Technician
- Photographer
- Radiological Technician
- Veterinary Technician

Moderate to Higher Skill / Training

- Aerospace Engineer
- Archaeologist
- Astronomer
- Audiologist
- Biochemist
- Biologist
- Biomedical Engineer
- Botanist
- Chemist
- Chiropractor
- Computer Scientist
- Criminologist
- Dentist
- Doctor
- Economist
- Environmental Health Officer
- Forensic Scientist
- Geneticist
- Geographer
- Geologist
- Geophysicist
- IT Technician
- Librarian
- Mathematician
- Meteorologist
- Network Administrator
- Neurologist
- Oceanographer
- Optometrist
- Pharmacist
- Physicist
- Psychiatrist
- Psychologist
- Science Technician
- Sociologist
- Software Developer
- Speech Pathologist
- Statistician
- Urban / Regional Planner
- Veterinarian
- Website Designer
- Zoologist

Recruitment Tips

The following tips are provided to support you in your search for jobs and careers. These tips and suggestions are based upon your responses to the Identity personality questionnaire:

High Independent: being a more independent minded individual, this indicates you will prefer to work in a more autonomous role and may feel stifled by the restraints of team working. How do the roles you are considering align with your preference in this area?

Low Group Affiliation: you report to prefer to operate more independently and may dislike the restraints of teamworking. Consider whether potential jobs / careers will be matched to your preference for more autonomous working?

Low Rational: you are more likely to use your intuition to make decisions. In terms of weighing up different job opportunities what facts and figures are available that could help you to reach a conclusion?

High Creative: reporting to be an ideas person who values originality, does the role you are considering provide sufficient opportunity for you to apply your creativity?

High Critical: might your highly evaluative outlook mean that you can be a little too critical when weighing up job opportunities? Are you concentrating on the negatives at the expense of expounding the positives?

Low Foresight: you report to be less focused on considering the longer-term consequences of actions and being able to plan ahead. If you have not done already, it may be worth mapping out your career plan over a 5 year time frame. What steps will you need to achieve your ultimate career goal?

Low Systematic: are you missing opportunities to adopt a more planned and structured approach to deciding and formalising your career plan?

Low Completing: reporting to be less focused on deadlines and ensuring closure, how can you complete your job applications in a more timely fashion to avoid doing things at the last minute and creating unnecessary pressure for yourself?

High Multi-Tasking: Does your desire to work flexibly mean that you may lose interest in repetitive tasks or when having to focus on one thing at a time? When evaluating different job options consider how well they suit your work preferences.

Low Protocol Following: your responses suggest you may feel more stifled by needless bureaucracy and protocol. Your desire for autonomy and freedom may conflict with a culture of this type. It may be worth bearing this in mind when evaluating different companies and how well they match your work preferences.

High Control: you are likely to feel most comfortable where you are able to take responsibility for situations and people, rather than following the lead of others. How much scope is there for you to take on responsibility and coordinate activities within the roles you are considering?

High Decisive: might you sometimes be too hasty to commit to a decision without considering the full implications of your actions?

High Risk Taking: how will your tendency to take risks manifest when making job or career related decisions? Have you considered all the potential implications of your preferred direction and factored in all the risks?

High General Anxiety: you report to feel more tense than most people generally. Tension can often be eased by careful management of all your key priorities. If you are about to take on more responsibility, what coping strategies do you have to help you unwind and relax?

What to Do Next..

- After reviewing the vocational suggestions highlight any occupations that you are interested in for further exploration. Some vocations listed will provide a greater match to your interests and work preferences than others.
- The key to a successful career decision is to find out as much as you can about each of the vocations that interest you - via research on the internet, attending recruitment fairs, by discussing options with careers counsellors and speaking with people who work in the job etc. Do some fact-finding on the following:
 - Key tasks and responsibilities, work environment, specific job requirements?
 - Required experience, qualifications and training?
 - What is the typical career path? What are the job prospects and opportunities?
- Think about how your personal characteristics relate to your preferred career focus. Consider what is important to you in your desired work environment. How well do different occupations meet your interests and preferences at work?
- Reflect on your preferred Learning Orientation. What conditions or activities may help you to learn more effectively?
- Everyone has strength and development areas - consider how yours relate to your preferred occupation(s). What activities may help you to build on your strengths and focus your development?
- Once you have identified a preferred career, put together a plan of how you will achieve your aspiration with specific goals, milestones, timescales and ways of measuring progress.
- Keep in mind that successful career planning is not about making one decision but a series of decisions over the course of your lifetime.