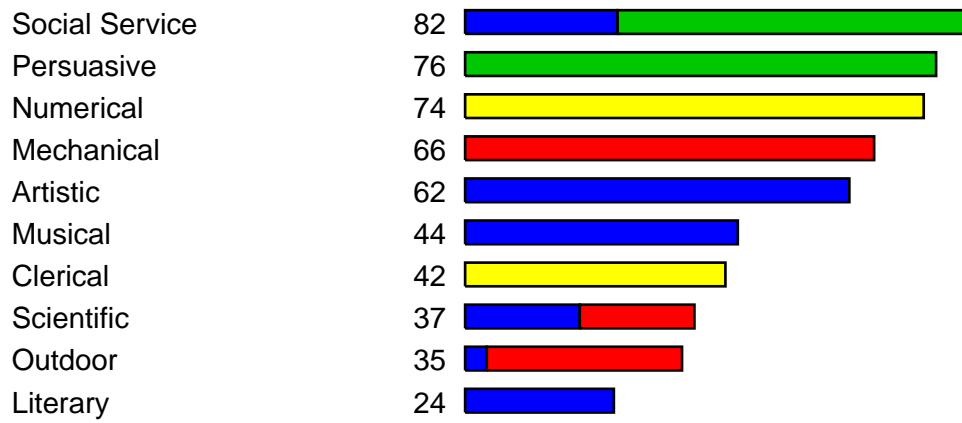


Areas of Interest

The numbers listed below indicate percentile rank in broad occupational areas and give a good indication of the individual's occupational interest.



Persuasive - Persuasive interactions with others. Motivating others to accept ideas, actions or opinions through means of persuasion, reasoning or argument.

Social Service - Organized assistance and services to support and advance social conditions of the individual and community through social programs, agencies and organized religious involvement.

Scientific - Involvement in professions or avocations that assist others through research. Occupations in health services, technology and medical paraprofessionals, nutritional or pharmaceutical services involving scientific interests.

Mechanical - Hands-on work with a broad range of technical responsibilities from power-driven machine operations to high tech electronics. Interests may include design, maintenance, operation or repair of motors and machinery, power-driven or automated.

Outdoor - Hands-on work in an outdoor or natural environment. These activities can include physical or mental exertion outside of office confines. Some individuals score high because of environmental concerns.

Numerical - Combining numbers analytically and factually to arrive at practical, quantitative conclusions. Utilizing numbers in business bookkeeping, accounting and tax procedures.

Clerical - Being involved in administrative positions including recording, data processing, numeric detail and personnel functions that require predictable results and specific controls.

Artistic - Creating imaginative works of aesthetic value, expressing ideas artistically. Working or performing in the visual arts.

Literary - Creative interest in writing and in sophisticated language skills. Indicates appreciation for abstract ideas conveyed in various mediums and materials.

Musical - Involvement with music in its many forms. Interests may include melodies, compositions, attending concerts, supporting the musical arts, or simply appreciating music. Professional musicians would be expected to have a high degree of this interest.

Your Strengths And Needs

The key factors that determine your life direction

In personal relationships, work challenges, organizing, decision making and more, here's how you deal with everyday life. The following information can provide insights to deepen your understanding of how these factors operate in all your relational areas.

You gain knowledge about your usual style, considered your most effective style or your natural strengths. Very importantly, you also see how your needs determine your ideal work environment and your possible reactions when these needs are not met.

The Birkman Method[®] **Strengths and Needs Report** develops your own personal profile and guide to show you the most effective way to deal with:

- Relating to individuals, groups (and feelings)
- Handling schedules, systems, procedures, details
- Resolving conflict, authority issues and personal independence
- Decision making, inclination toward action, patience
- Risk taking, incentives, security
- Work place intensities, personal life commitments

These areas and others on the Strengths and Needs Report are designed in both verbal and graphic forms (represented by 3 shaded bars) to provide information on your usual style, what you need in your ideal environment and which behaviors to try to avoid. An example of the first bar, Usual Style, is shown below.

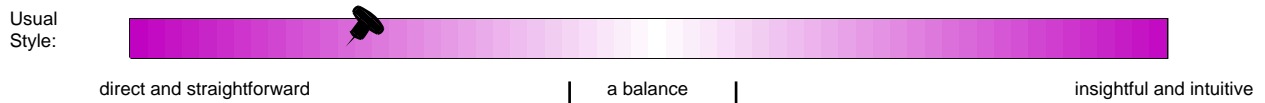


Each of the three bars symbolizes a range of behaviors that increase in intensity as those particular behaviors move toward either end of the bar. The lightly shaded mid- range on the bar denotes behavior that is less intense and not as easily recognized. The thumbtack pinpoints your individual score on this spectrum.

Your Personal Strengths and Needs

One-on-One Relationships

The Birkman word for this is **Esteem**



Your natural tendency is to be direct and straightforward in your personal relationships. Objectivity and frankness are among the considerable assets resulting from your ability to minimize self-conscious feelings.

STRENGTHS

- unevasive
- matter-of-fact
- frank and open



NEED: In the same way, you are most comfortable when others are frank and direct toward you. When being praised, you need to feel that the compliment is genuine and free of sentiment.

CAUSES OF STRESS: In the presence of shyness or evasiveness you are likely to feel uncomfortable. You do not respond well to subtlety from others, making it sometimes difficult for you to recognize their personal needs and feelings.



POSSIBLE REACTIONS WHEN NEEDS ARE NOT MET:

- reduced concern for others
- detachment
- tactless statements

Your Personal Strengths and Needs

Social Relationships

The Birkman word for this is **Acceptance**



Among your considerable assets is your ability to think and reason independently of group pressure while at the same time recognizing the importance of group dynamics. As appropriate, you are able to be either independent or involved.

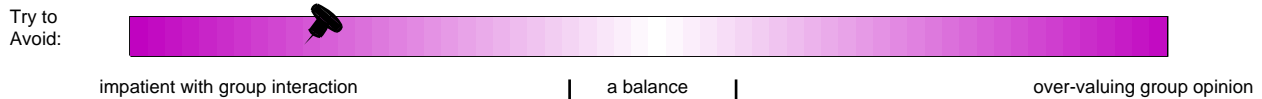
STRENGTHS

- balances group and private activities
- able to be alone
- able to be with others



NEED: In order for you to be really comfortable in group settings, it is important that you have plenty of time to yourself, with relief from constant social pressure. It is easiest for you to participate in groups when you identify strongly with their cause.

CAUSES OF STRESS: Without this identity of cause, or when the pressure to participate in group efforts becomes prolonged or intense, you are likely to feel impatient, perhaps even that time spent with the group is wasted.



POSSIBLE REACTIONS WHEN NEEDS ARE NOT MET:

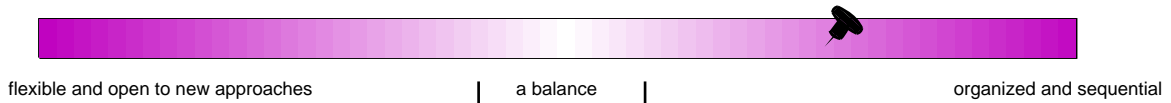
- withdrawal
- impatience
- tendency to ignore groups

Your Personal Strengths and Needs

Organizing

The Birkman word for this is **Structure**

Usual
Style:

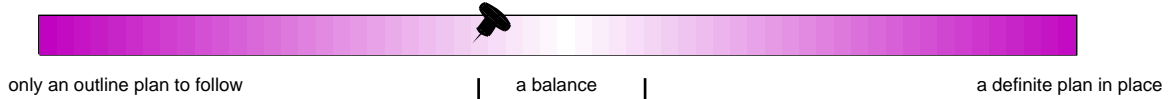


Focusing your attention on methods and procedures, you place great value on policies which have been tried and proven. You recognize the importance of attending to detail, being generally careful and thorough.

STRENGTHS

- systematic
- detail-oriented
- procedure-minded

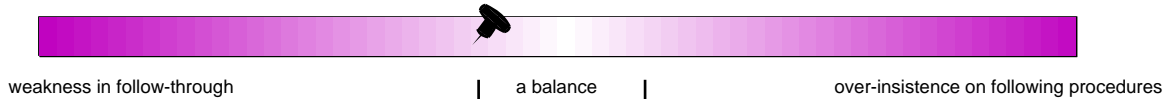
Will
Need:



NEED: Your activities should involve a balance of familiar and predictable situations with opportunities for expression of your initiative. In any case, it is important for you to maintain a sense of control.

CAUSES OF STRESS: When pushed to change your plan of action, you may experience more pressure than other people. Also, too much attention to details can cause you to lose sight of the broad objectives.

Try to
Avoid:



POSSIBLE REACTIONS WHEN NEEDS ARE NOT MET:

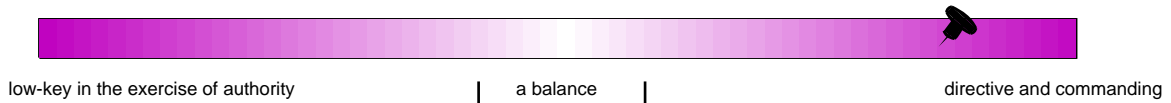
- de-emphasis on system
- over-controlling

Your Personal Strengths and Needs

Authority Relationships

The Birkman word for this is **Authority**

Usual
Style:

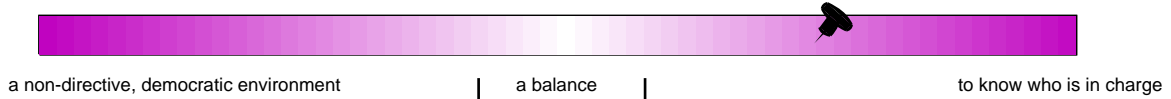


You show a healthy respect for established authority, whether verbal or in the form of formal procedure and control. It is relatively easy for you to take charge and direct activities, and see to it that pre-arranged plans are executed.

STRENGTHS

- self-assertive
- seeks to influence and excel
- enjoys exercising authority

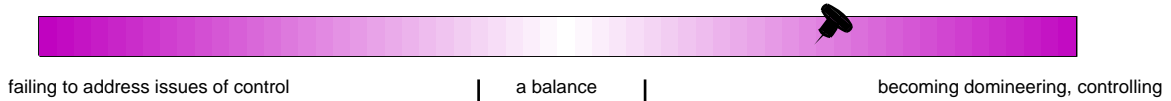
Will
Need:



NEED: From others, you need personal and clear instructions as to what they expect to have done. You respect people who appear to you to be natural authority figures, and expect them to enforce strictly the boundaries of authority.

CAUSES OF STRESS: You can easily lose your respect for those in positions of authority when it seems that they are having difficulty showing strength. Your morale and enthusiasm suffer in these situations.

Try to
Avoid:



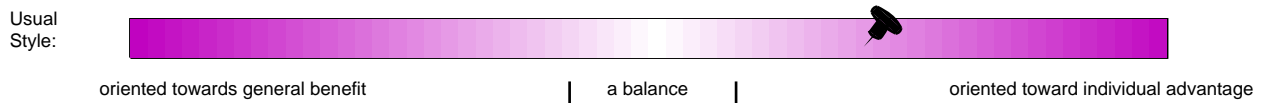
POSSIBLE REACTIONS WHEN NEEDS ARE NOT MET:

- provocative statements
- undue assertiveness
- becoming bossy or domineering

Your Personal Strengths and Needs

Idealism and Realism

The Birkman word for this is *Advantage*



By nature, you think in practical and competitive terms and are alert to methods that give you competitive advantage. You know how to handle people in practical matters and are resourceful in competitive situations.

STRENGTHS

- likes competition
- opportunity-minded
- resourceful



NEED: However, your competitive skills are best put to use in situations that stress teamwork and opportunities to help others. The usefulness of your effort is just as significant to you as winning.

CAUSES OF STRESS: Assuming that others are less competitive than is actually the case can catch you off guard. You have a deep-seated idealism which can on occasion result in disappointment.



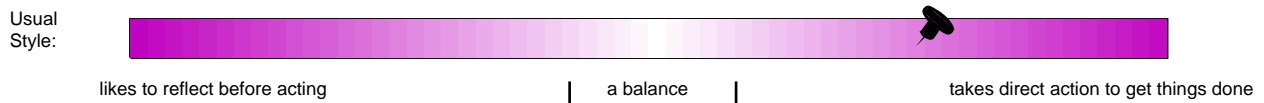
POSSIBLE REACTIONS WHEN NEEDS ARE NOT MET:

- being self-promotional
- becoming distrusting
- underestimating others

Your Personal Strengths and Needs

Reflection and Action

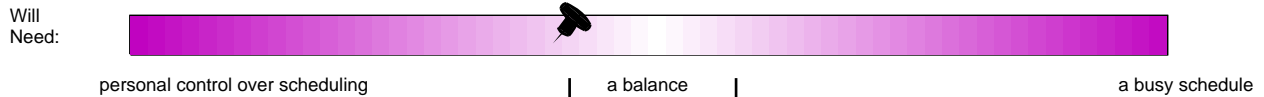
The Birkman word for this is **Activity**



Your high energy level affords you the considerable assets of vigorous and persuasive reasoning and a generally forceful and enthusiastic approach to everything you do. You find it easy to be physically active on a regular basis.

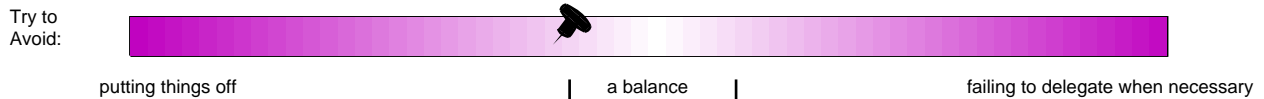
STRENGTHS

- enthusiastic
- energetic
- forceful



NEED: However, you prefer to be in control regarding the spending of your energies. It is best when your environment neither places the demands of a heavy schedule upon you, nor emphasizes thought and reflection to the exclusion of personal action.

CAUSES OF STRESS: External demands on your energies, either physical or mental, are likely to be frustrating to you. When you are denied the opportunity to balance planning with action, your naturally high energy level may result in unexpected fatigue.



POSSIBLE REACTIONS WHEN NEEDS ARE NOT MET:

- edginess
- feeling fatigued

Your Personal Strengths and Needs

Your View of Yourself

The Birkman word for this is **Challenge**



More than most people, you tend to focus on your personal shortcomings rather than your strengths. As a result, you are able to take a great deal of pride in your accomplishments, and respond well to difficult or demanding tasks and goals.

STRENGTHS

- driven
- strong-willed
- high expectations



NEED: You tend to place a lot of conditions on your personal acceptance, so establishing your worth is largely a matter of achievement. Personally challenging situations enhance your strengths.

CAUSES OF STRESS: You are likely too inclined to blame yourself for failure. On occasions you tend to think that renewed personal effort will resolve problems that may not be of your making in the first place.



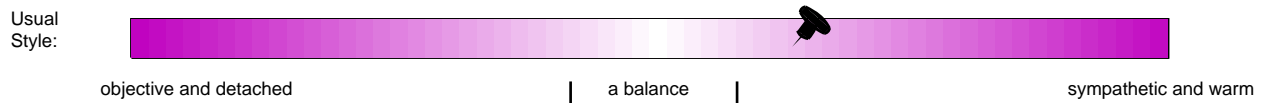
POSSIBLE REACTIONS WHEN NEEDS ARE NOT MET:

- becoming too self-critical
- strong emotional tension
- feelings of inadequacy

Your Personal Strengths and Needs

Dealing with Emotions

The Birkman word for this is *Empathy*



Basically, you prefer to strike a balance between cautious detachment and sincere emotional involvement. But you are able to move freely between those extremes, avoiding excessive emotionalism and complete detachment as well.

STRENGTHS

- objective, yet sympathetic
- warm, yet practical



NEED: You need a similar balance in your surroundings. You are at your best in the presence of people who can combine logic and practicality with a certain amount of sympathy and understanding for personal feelings.

CAUSES OF STRESS: Extremes in other people are likely to put some pressure on your own moderation. Too much emotionalism from others can add to your anxiety and tension; while you may tend to magnify your own problems when others are too detached.



POSSIBLE REACTIONS WHEN NEEDS ARE NOT MET:

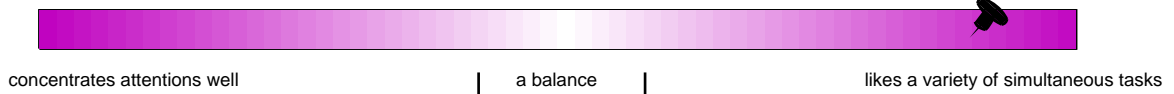
- dejection
- becoming too impersonal
- loss of optimism

Your Personal Strengths and Needs

Dealing with Change

The Birkman word for this is **Change**

Usual
Style:

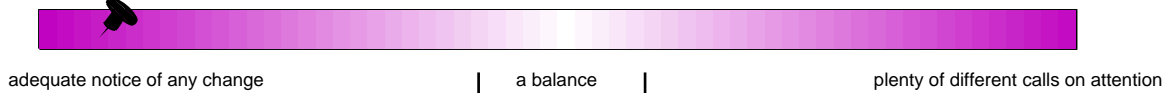


Novelty and adventure stimulate you, as you are always alert to start new things. You find it easy to adapt to changes, and will even effect change from time to time to alleviate boredom.

STRENGTHS

- takes changes in stride
- responsive and attentive
- adaptive

Will
Need:



NEED: However, your environment must allow you the freedom of choice in order for you to get maximum benefit from your strengths. You are at your best in surroundings that encourage individual initiative so that you can determine your own routine.

CAUSES OF STRESS: Changes which are unexpectedly forced upon you may cause you to respond adversely. The flexibility which characterizes your strength may become a handicap under these conditions.

Try to
Avoid:



POSSIBLE REACTIONS WHEN NEEDS ARE NOT MET:

- difficulty controlling restlessness
- concentration problems
- resisting abrupt change

Your Personal Strengths and Needs

Independence

The Birkman word for this is *Freedom*



You have a strong sense of individuality, characterized by your rather independent outlook. You are comfortable in situations that allow you to be spontaneous and self-expressive, and do not need strong approval from others to justify your thoughts and actions.

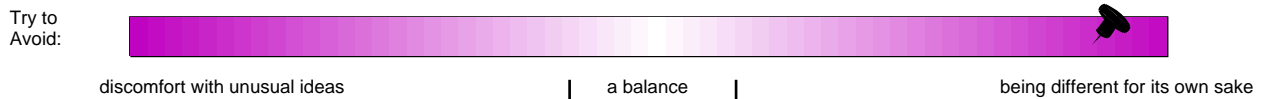
STRENGTHS

- inner sense of freedom
- individualistic
- spontaneous



NEED: The notion that most people share your independent attitudes indicates that you have a greater-than-average need to sense support and encouragement of your personal freedom.

CAUSES OF STRESS: Since you are not necessarily bound by convention and precedent, you can easily over-react to situations which stress these things, becoming individualistic for its own sake and misjudging the thoughts and feelings of others.



POSSIBLE REACTIONS WHEN NEEDS ARE NOT MET:

- unpredictable behavior
- over-emphasis on independence
- too ready to blaze trails

Your Personal Strengths and Needs

Making Decisions

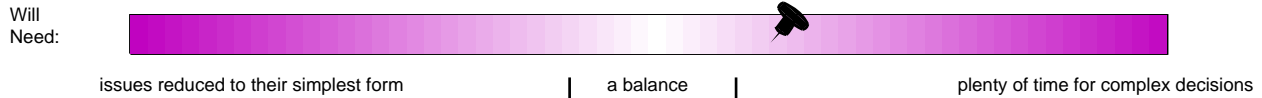
The Birkman word for this is *Thought*



With one eye on the future and one eye on the present, you tend to make decisions in a moderate but effective manner. You are definitely not impulsive, but you also recognize that you don't have to have all the data before you can make a decision.

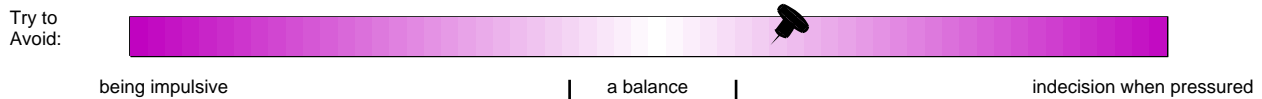
STRENGTHS

- thoughtfully decisive
- considers future and immediate consequences



NEED: The moderate nature of your decision-making style indicates that you can be comfortable handling situations that require quick judgments and decisions, and problems that are more complex, as long as sufficient information is available for consideration.

CAUSES OF STRESS: On pressure assignments which require quick and decisive action, insecurity can make you overly cautious because you want to see all possibilities and consequences. On the other hand, you can become quite impatient waiting on decisions from others.



POSSIBLE REACTIONS WHEN NEEDS ARE NOT MET:

- delaying actions
- becoming too cautious

JOHN Q. PUBLIC:

In *working with others*, he is straightforward; he is primarily independent, and given to a few close, personal relationships.

When *giving or accepting direction*, he is self-assertive. He enjoys debate and active, participative discussion.

As to *competitiveness and stamina*, he is competitive and bottom line oriented; he prefers warm, genuine relationships; he feels defeated and dejected when relationships go awry. He is very strong-willed, demanding, sometimes unconsciously oppositional.

When *organizing or planning*, he questions everything. He won't blindly follow instructions unless the wisdom of doing so is obvious; he must maintain a sense of personal freedom. Cautious and thoughtful but usually comfortable with making decisions. He needs more time and information for important decisions.

Suggestions for coaching JOHN Q. PUBLIC:

Keep communications direct and impersonal. Be as straightforward as possible when giving praise, almost matter-of-fact. *Esteem*

Capitalize on his willingness to play devil's advocate. *Acceptance*

* Keep debates controlled and positive. *Authority*

* Provide a balance of team and individual goals. *Advantage*

Address the positive sides of issues. *Empathy*

* Provide him with difficult tasks, but help set reasonable, reachable goals. *Challenge*

* Freely explain the reasoning in making changes. *Change*

* Steer away from situations that are confining, restrictive or regulated. *Freedom*

Lead with a balance of thoughtfulness and decisiveness but be sure he has time to think about important decisions. *Thought*

* *Particularly significant; may impact other areas*

This Report Prepared For
JOHN Q. PUBLIC
19 March 2008

Career Management Report

A Unique Framework for Career Decisions

The Career Management Report offers an effective way to align personal style, natural aptitudes and individual needs with your profession or career.

The Career Management Report may include:

- 1) Organizational Focus: Professional Strengths
- 2) Job Families/Job Titles or Job Families Only
- 3) Career Narrative

The **Organizational Focus** color bars display your fundamental work orientation, offering you an overall reference as to which classic occupational group has the most or least appeal for you.

Example:



Communicating
Administrating
Planning
Expediting

Job Families/Job Titles select, identify and confirm your professional strengths. Occupational effectiveness is determined by how closely your responses match profiles of a large sampling of employees in twenty job families. Special management scores (purple) are added to the four colors. Sample job titles are provided for each job family, with a direct link to the **U.S. Department of Labor's on-line Occupational Outlook Handbook** for most titles. *International users may wish to choose the Job Families Only option.*

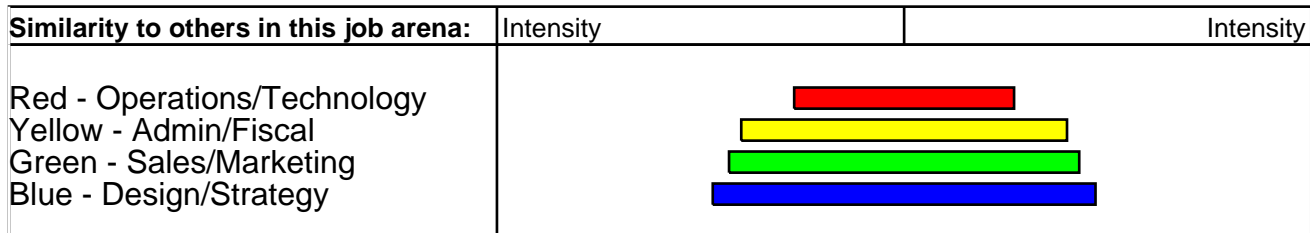
The **Career Narrative** presents a descriptive summary of the information displayed in the Organizational Focus and Job Families/Job Titles Reports. This summary identifies your **career orientation, management style and job strengths**.

Although career decisions should also encompass experience, education and interviews, the Career Management Report provides significant information for aiding in career development and succession planning.

Organizational Focus: Professional Strengths

THE BIRKMAN METHOD[®] provides comprehensive formats for organizational development and self-management. The questionnaire you have already completed affords a variety of Birkman Reports (more than 40 formats) that you can access on demand. This portion of your Birkman Advanced Report is designed as an introduction.

ORGANIZATIONAL FOCUS for : JOHN Q. PUBLIC



Color:	Classic Occupational Group:	Focus:
	Arts , Social Service	Strategy (long-term, innovative)
	Operations, Science	Practicality (short-term, tangible)
	Marketing, Sales	Communication (promotional, "people")
	Finance, Administration	Systems (procedural, "detail")

What is ORGANIZATIONAL FOCUS?

Organizational Focus refers to your fundamental approach to any work situation. Notice that you show some of all four job capabilities. Each color represents a function needed by every organization. Each of the four styles (occupational groups) has value. Successful organizations have a balance of these colors.





Your **longest color bar** (your **bottom line**) is your strongest natural job aptitude. The **second longest color bar** (your **supporting style**) viewed in combination with your bottom-line (strongest) color reveals your first approach to problem solving and tells us a great deal about the way you work toward your goals.

Organizational Focus: Professional Strengths

Why do these colors matter?

The four colors provide a quick summary as to which kinds of job activities will have the greatest or the least appeal for you. Following your natural professional orientation will powerfully impact your chances for career success, as well as your physical and emotional health. Your colors help to define the distinctive strengths you bring to a team and the ways you might best contribute to an organization.

The four colors symbolize the four classic management functions. In addition to job functions, these colors also have a **time orientation**:

Color:	Oriented to:	Emphasis on:
	Future	Creative Planning / Design
	Present	Expediting / Technical
	Present	Communications / Marketing
	Precedent	Fiscal / Administration

The "mixture" of your Organizational Focus color bars:

When you review your Report (shown on previous page) pay close attention to the

- **ranking** (the **order** in which the bars are displayed)
- **magnitude** (proportionate **length** of the bars)

For example, if you have a dominant Green color followed by a supporting style of Red, you will have a very different organizational orientation from someone who has dominant Green followed by a supporting style of Blue.

Similarly, if you have very strong Blue and relatively little Red, Green or Yellow, you will have a distinctly different organizational focus from someone with color bars that are almost equal in magnitude.

If you have shorter bars that are almost equal in length, you will have a general comfort level with each of the styles and will be less intensely focused on one particular job function.

Organizational Focus: Professional Strengths

Relationship between your Organizational Focus colors and the jobs that you may choose:

There is usually a close link between your Organizational Focus colors and the job that you do, or would like to do. A Birkman-trained consultant can explain how you may be quite effective, in a different way, if your job varies from the expected Organizational Focus color.

If you are a Green manager, you may be neither more effective, nor less effective than a Red manager, you simply have a different organizational focus - a focus on the **people who do the job** rather than on the **job that people do**.

Similarly, if you are a computer programmer in a structured programming environment with an Organizational Focus color of Blue, you will likely focus on long-term, more abstract and creative solutions. You may still, however, be a completely effective, structured programmer.

How are Organizational Focus color bars generated?

The four color bars are derived from more than fifty validated scales. Although simple to interpret, the origin of your color bar display is complex. The order in which your colors are "stacked" is based on a synthesis of statistical data that has been collected and developed over more than five decades of occupational research. Your responses were compared to people in 23 job families consisting of 167 wide-ranging national occupational norms.

You are unique.

It's important to remember that you are a dynamic entity with many dimensions. As **THE BIRKMAN METHOD**[®] attempts to "measure the immeasurable", we acknowledge and describe the complex and often seemingly contradictory nature of human behavior. Best of all, we want you to know that whatever your color combination, your natural job strengths are needed. Understanding these strengths is the first step toward self-awareness, which leads to better self-management and better teams.

The Organizational Focus colors are intended to provide a useful starting point for **THE BIRKMAN METHOD**[®] inquiry as to what makes you so memorable and unique.

THE BIRKMAN METHOD[®] is a multi-faceted instrument. Your Organizational Focus is only an introductory step. When you're ready to proceed to a greater degree of the depth and complexity available to you, please contact your Birkman representative or email us at info@birkman.com.

This Report Prepared For:
JOHN Q. PUBLIC

 Date Printed:
 19 MARCH 2008

Job Families/Job Titles

John McKinnon Consulting

Page: 1 of 5

Job Families / Job Titles

Similarity to others in this job	◀ Least Similar	Most Similar ▶	This family includes (but is not limited to) the following jobs:
----------------------------------	-----------------	----------------	--

Accounting



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

[General Accounting](#)
[Tax Accounting](#)
[General Auditing](#)
[Controllers](#)

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.

[Public School Counselors](#)
[Psychologists](#)
[Career Counselors](#)
[Employee Relations Professionals](#)
[College Professors](#)
[Ministers/Priest/Clergy](#)
 Ministry Managers
[Physicians](#)
[Lawyers/Litigation Specialties](#)
[Nursing Managers](#)

Social Service/Counseling



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

[Ministers/Priest/Clergy](#)
 Theologians
[Therapists/Counselors](#)
[Social Workers](#)
 Sociologists
[Psychologists](#)

Consultative Intangible Sales



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

[Stocks and Bonds Sales](#)
[Medical Services Sales](#)
[Bank Marketing](#)

Employee Relations/Training



(continued next page)

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.

[Career Counselors](#)
 Employee Assistance Positions
 Organizational Development Prof.
[HR Training](#)
[Employee Relations Professionals](#)
 Customer Services
[Entertainment Marketing](#)
[Marketing and Advertising](#)
[Industrial Relations](#)
[Public Relations](#)

[More information about US-based jobs listed on this page](#)

[Compensation information about US-based jobs listed on this page](#)

This Report Prepared For:
JOHN Q. PUBLIC







 Date Printed:
 19 MARCH 2008

Job Families/Job Titles

John McKinnon Consulting

Page: 2 of 5

Job Families / Job Titles

Similarity to others in this job	◀ Least Similar	Most Similar ▶	This family includes (but is not limited to) the following jobs:
Employee Relations/Training (continued)			Lobbying Legal Administrators Legal Assistants Consultants to Lawyers Personnel Professionals
Banking & Finance Phases of the banking industry; include banking operations, tellers, financial analysts, loan officers, financial officers.			Banking Operations Bank Tellers Financial Analysts Loan Officers Bank Financial Officers
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.			Sales Engineers Oil and Gas Sales Pharmaceutical Sales Medical Equipment Sales Software Sales Purchasing Agent/Buyer
Artistic Careers Artistic expression; include visual arts, literary/editorial positions, performing artists, architecture, clothing/jewelry, cosmetic sales, art sales, travel agents.			Visual Arts Literary/Editorial Positions Performing Artist/Acting Architecture Art Sales Travel Agents
Administrative Professionals Administering and monitoring administrative systems or procedures; includes benefits administration, internal auditors, credit administration.			Benefits Administration Internal Auditors Credit Administration
Educational Careers Teaching at educational levels; include primary and secondary teachers, religious school teachers, college professors, school counselors, university administrators.			Public Primary School Teachers Religious School Teachers Public Secondary School Teachers College Professors Public School Counselors University Administrator (1) University Administrator (2)

[More information about US-based jobs listed on this page](#)

[Compensation information about US-based jobs listed on this page](#)

Job Families / Job Titles

Similarity to others in this job	◀ Least Similar	Most Similar ▶	This family includes (but is not limited to) the following jobs:
----------------------------------	-----------------	----------------	---

Legal



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

[Lawyers/Litigation Specialties](#)
[Lawyers/Business Specialties](#)

Medical Professions



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

[Nutritionists](#)
[Pharmacists](#)
[Nurses \(1\)](#)
[Nurses \(2\)](#)
[Public Health Administrators](#)
[Clinical Scientists](#)
[Physicians](#)

Direct Intangible Sales



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

[Casualty Insurance Sales](#)
[Life Insurance Sales](#)
[Health Insurance Sales](#)
[Real Estate Sales](#)
[Telecommunications Sales](#)

Science



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

Environmentalists
Environmental Specialists
[Biologists](#)
[Geologists](#)
[Chemists](#)
[Physicists](#)
Nuclear Scientists

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.

[Property Managers](#)
[Hotel, Club & Restaurant Managers \(1\)](#)
[Hotel, Club & Restaurant Managers \(2\)](#)
Tangible Sales Managers
[Intangible Sales Managers](#)
[Insurance Sales Managers](#)
[Bank Managers](#)
[Controllers](#)
[Public School Administrators](#)
[Nursing Home Administrators](#)

Direct Tangible Sales



(continued next page)

[Clothing/Jewelry/Cosmetic Sales](#)
[Merchandise Sales](#)
[Retail Sales](#)

[More information about US-based jobs listed on this page](#)
[Compensation information about US-based jobs listed on this page](#)

Job Families / Job Titles

Similarity to others in this job	◀ Least Similar	Most Similar ▶	This family includes (but is not limited to) the following jobs:
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Direct Tangible Sales



(continued)

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

- [Appliance Sales](#)
- [Furniture Sales](#)
- [Auto Sales](#)

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.

- [Medical Technicians](#)
- Medical Equipment Technicians
- [Computer Operators](#)
- User Assistance
- [Computer Programmers](#)
- Computer Systems Analysts
- Computer Systems Engineers
- Technical Trainers
- [Geophysicists](#)
- [Petroleum Engineers \(1\)](#)
- [Petroleum Engineers \(2\)](#)
- [Oil & Gas Production Engineers](#)
- [Civil Engineers](#)
- [Electrical Engineers](#)
- [Chemical Engineers](#)
- [Mechanical Engineers](#)
- [Industrial Engineers](#)
- Research Engineers
- [Agriculture \(1\)](#)
- [Agriculture \(2\)](#)

Enforcement/Security



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

- [Enlisted Military](#)
- [Firefighters & Paramedics](#)
- [Police](#)

General Administrative



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

- [Receptionists](#)
- [General Office Clerk](#)
- Communications Clerk
- [Secretaries](#)
- Administrative Assistants

Petrochemical



(continued next page)

- [Oil Field Operations](#)
- [Oil Field Drilling Work](#)

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Job Families/Job Titles

John McKinnon Consulting

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Job Families / Job Titles

Similarity to others in this job	◀ Least Similar	Most Similar ▶	This family includes (but is not limited to) the following jobs:
Petrochemical (continued) Petroleum industry; include oil field operations, oil field drilling, chemical plant maintenance, chemical plant operators, chemical plant technicians.			Chemical Plant Maintenance Chemical Plant Operators Chemical Plant Technicians
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.			Operations Managers Manufacturing Managers Construction Managers Petrochemical Plant Managers Telecommunications Managers Utility Company Managers Military Officers Police Department Managers Grocery Store Managers Information Center Managers
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.			Semi-Skilled Construction Semi-Skilled Operations Semi-Skilled Manufacturing Maintenance Work, Operations Electricians Carpenters Machinists Manufacturing Foremen Heavy Equipment Operators Service Work Operations Stationary Engineers Mechanics Utility Field Work Electronics Technicians Drafting Printing Quality Assurance Safety Technicians Technical Trainers
Numerical Administrative Data entry or bookkeeping functions; include data entry clerks, bookkeepers, accounting/billing customer service.			Data Entry Clerks Bookkeepers Accounting/Billing Customer Service

[More information about US-based jobs listed on this page](#)

[Compensation information about US-based jobs listed on this page](#)

CAREER ORIENTATION

Feelings, concepts and people oriented. Prefers supportive functions. Focuses on strategic planning, innovating and creating.

People and communication oriented. Prefers direct communication involving selling, promoting, directing or motivating.

MANAGEMENT STYLES

Prefers to contribute and lead by utilizing personal expertise and knowledge for problem solving. Leading by example.

JOB STRENGTHS

YELLOW

* analyzing, auditing and reporting financial information; designing or implementing fiscal controls