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Look at your top **3**  
**Ideal Careers**

- ✓ Your Ideal Careers will help you plan your career goals and action steps.
- ✓ Your Ideal Careers have been identified on the basis of your strength.

The report should be taken as an an indicator or a facilitator and as an ongoing dialogue on career choices and effective career planning in life.

## Here Are Your Top 3 Ideal Careers

### 1 Management & Marketing

Planning, managing, and performing marketing activities to reach organizational objectives. Business Management and Administration careers encompass planning, organizing, directing and evaluating business functions essential to efficient and productive business operations.

- Rural Management • Business Analyst • Human Resource Management
- Event Management • Hospital Management • Finance Management
- Advertising • Retail Management • Marketing Manager
- Market Research • Sales Manager • Public Relations Executive

### 2 Designing & Art

Designing, producing, exhibiting, performing, writing and publishing multi-media content, including visual and performing arts and design, journalism, and entertainment services.

- Radio Jockey • Beautician • Gemologist
- Video Jockey • Photographer • Illustrator
- Writer

### 3 Education & Training

Planning, managing and providing education and training services, and related learning support services.

- Lecturers • Foreign Language Teacher • Special Educators
- Professors • Principal • Librarian
- Translator • Technical Writers • Physical Education Instructor/Coach



## Career Motivators

**Career Motivators**, in the simplest term, are factors that encourage one to perform better at work. It could be anything- Money, Respect, Creativity, Challenge, and Recognition.

Career Motivators may not be same for every person. To one person, money could be of higher priority, to another recognition. Hence, it is very important that one chooses his/her career that has areas of motivational factor. Career Motivators are an important element in choosing a career else one's career after a while may seem boring and uninteresting.

### EXAMPLE

- ✓ To a businessman, profits (money) could be the motivational factor whereas to a politician, seeing the nation's development is the motivational factor.
- ✓ Being in social work career will get you lots of respect from society when compared to being engineer. But being a social worker would mean travel and less comfortable life as one requires to fight and help downtrodden.
- ✓ Being an engineer would mean more stability but would not bag respect as that of social worker. So if you want your career to be more comfortable and predictable then being an engineer would be a better option than being a social worker.



## Top Motivators of Horina

### CHALLENGE

A job that throws difficult circumstances every now and then is the one that will keep you hooked to it. We often hear freshers saying - 'we are looking for a challenging job'. Such folks like jobs where they are required to raise the bar of their work quality regularly. And it is this (challenging) quality of the job that keeps them motivated.

### INTEREST

A job that is of your interest is ideal for you as it will keep you at it, irrespective of hurdles and troubles. This probably is the most basic and natural career motivator. If one likes a job, one will do it well; irrespective of hurdles.

### LEADERSHIP

You want a job that makes you take responsibilities of things and people of your team. This career motivator is for people who like to lead and follow. If they are given a position and job where they can lead people, they do their best to perform good and stay in the job.

## Career Motivator of Horina



## Aptitude Report

It may be true that with hard work and determination, one can perform well in any field. However, having an aptitude for that field can make things much easier. But what is aptitude? In the simplest of terms, Aptitude is nothing but the natural ease of learning something. And if that is there, a career journey can become very easy. Hence, it becomes essential that you know your aptitude and choose a career.

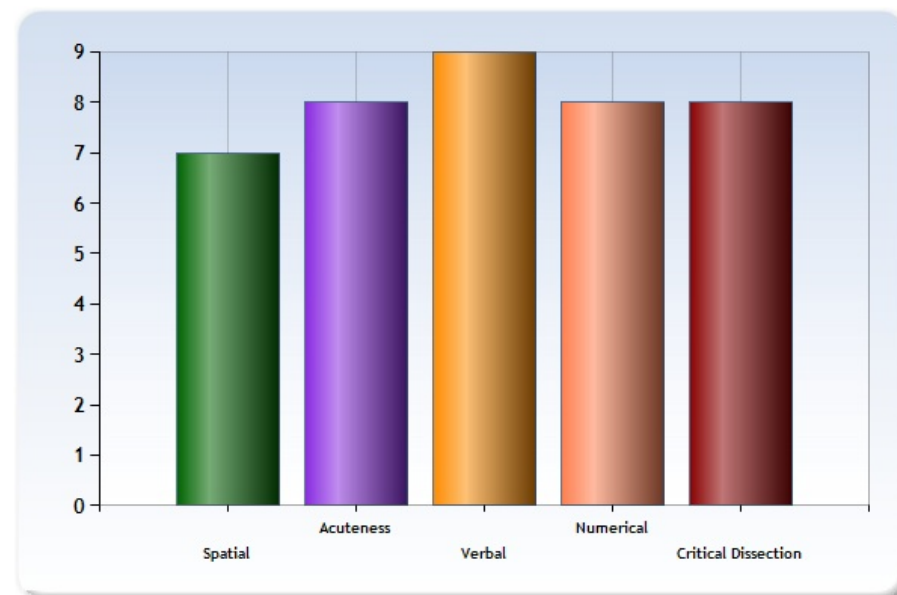
For example, if your verbal communication skills are at VERY GOOD level, which means have high aptitude in that. However, your writing skills or your body language may be at average level or even below average. In such case you need to focus more on the low aptitude areas. This is the advantage of specifically identifying the problem areas. It reduces the amount of effort you need to put on your training for the improvements.

Please find your associated scores for different Aptitude parameters

## Aptitude Parameters of Horina

Aptitude	Description	Score
<b>Verbal Aptitude</b>	<p>It measures the ability of a person to use words in as effective manner as possible. People with this aptitude are good in expression and can easily build good vocabulary.</p> <ul style="list-style-type: none"> <li>• <b>Good Communications</b></li> <li>• <b>Can Easily Express Ideas</b></li> <li>• <b>Has a good vocabulary</b></li> <li>• <b>Likes reading/writing</b></li> </ul>	<b>9</b>
<b>Acuteness Aptitude</b>	<p>It measures how accurately and precisely one can do the given task. Can follow instructions quite effectively. They can attend a task or work in detail very easily.</p> <ul style="list-style-type: none"> <li>• <b>Good Speed and Accuracy</b></li> <li>• <b>Good Observation Power</b></li> <li>• <b>Good Concentration</b></li> <li>• <b>Can do repetitive tasks</b></li> </ul>	<b>8</b>
<b>Critical Dissection</b>	<p>It measures the ability of a person to analyze situations in best possible way. People with this aptitude are also characterized with easy convincing and influencing abilities.</p> <ul style="list-style-type: none"> <li>• <b>Logical and convincing</b></li> <li>• <b>Technical blend of mind</b></li> <li>• <b>Acute sense of analysis</b></li> </ul>	<b>8</b>
<b>Numerical Aptitude</b>	<p>It measures the ability of a person to reason with numbers and to deal intelligently with quantitative measures. People with this aptitude are good in understanding, exploring and manipulating systems.</p> <ul style="list-style-type: none"> <li>• <b>Scientific &amp; Logical thinking</b></li> <li>• <b>Can work alone for long</b></li> <li>• <b>Comfortable with numbers</b></li> <li>• <b>Good quantitative analysis</b></li> </ul>	<b>8</b>
<b>Spatial Aptitude</b>	<p>It measures the ability to visualize a 3D object from a 2D patterns. It suggests having great sense of form and symmetry and being good at imagination.</p> <ul style="list-style-type: none"> <li>• <b>High degree of creativity</b></li> <li>• <b>Technical blend of mind</b></li> <li>• <b>Sound observation power</b></li> <li>• <b>Good at imagination</b></li> </ul>	<b>7</b>

## Aptitude Report of Horina



## Top Interest of Horina

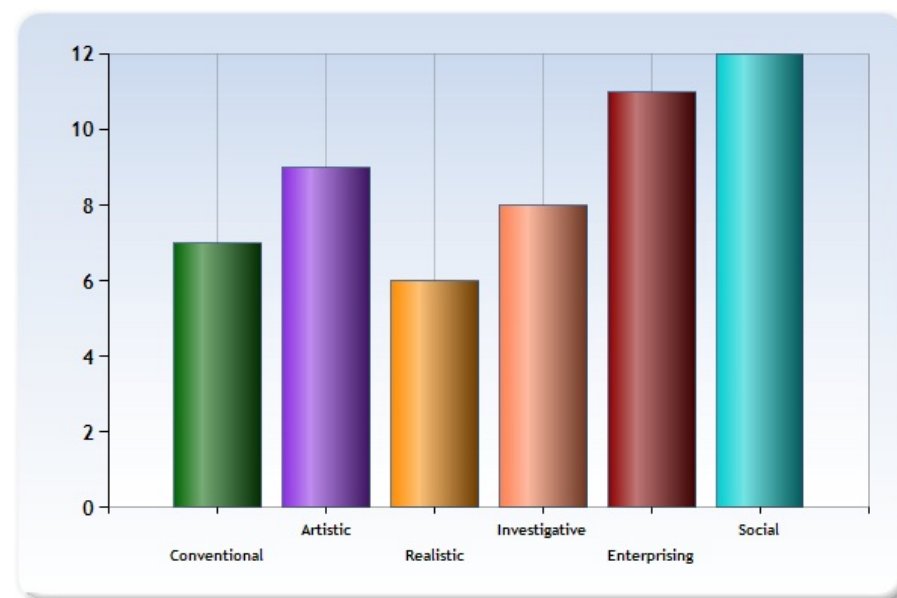
Take a moment to ask, "**What do I enjoy?**"

**"Interests"** are those activities you do for fun or enjoyment, including **what you like to read, the TV shows and movies you like to watch, events you like to attend, and the kind of people you admire and like to be with.**

Interest is important in choosing a career or occupation because interest keeps you motivated and engaged in your work. Since work takes up most of your time during a day and week, if you have no interest in what you are doing, you will most likely become unhappy and unproductive.

THEME	CODE	INTERESTS	VALUES
Social	S	People skills, teamwork, helping community, verbal ability, listening, showing understanding	Cooperation, generosity, service to others
Enterprising	E	Business, politics, leadership, entrepreneurship, managing, persuading, marketing, verbal ability, ability to motivate	Risk taking, status, competition, influence
Artistic	A	Self-expressions, art, appreciation, communication, culture	Beauty, originality, independence, imagination

## Interest Report of Horina



## Personality Report

We all have distinguished personality traits, like a few of us are more analytical in nature, while others may have an artistic bent of mind. One may be good at managing numbers, other may excel at handling people. These qualities in us can have a great impact on the career we choose. Hence, keeping in mind one's personality trait will help in making one's career easy. These inbuilt skills will help shape the career smoothly and the chosen job will not be a big task.

For example, someone who is introvert by nature will find it quite difficult to be in a sales job as the work requires a go-getter attitude. Yet another instance is someone without the sense of language appreciation will not be suitable for an editorial job.

## Personality Type of Horina

### You are Factual + Deliberate + Assertive + Gregarious

You tend to be a commanding organizer. You are energetic, resourceful, achiever, uses resources of people, make things happen and plans ahead. You are calm and controlled, responsible and experienced. You are known as the "System Builder". You have unusual trait combination of imagination and reliability. You are capable of taking critical decisions yourself. You like information and facts. You tend to be composed and have your "feet on the ground".

#### Your Plus Points are:

- ✓ You are Tranquil
- ✓ Your driving Energy
- ✓ Your High Spirit

#### Your Improvement Points are:

- ✓ Your Slowness to React
- ✓ Lack of Imagination
- ✓ Over-Confidence

