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Today I'm going to talk to you about the four pillars of career satisfaction. When you're planning your career, it's really important to all four of these pillars. And so often students never really look at these things. So what is it you need to be paying attention to when you think about what is a good career fit for you, the four things are your strengths, your strengths are the natural inherited talents, you have not your skills. And the reason this is so important is most people don't recognize the strengths they have, it's hard to read the label when you're inside the jar. And also, you don't think your strengths are special, because you've always had these natural talents, you don't even recognize that they are talents that other people don't have. The second thing is around your values. This is the pillar that people most often ignore, you have paper. But if you go into an environment and work for a manager, or in an organizational culture that doesn't align to your values, it is a non starter. Your values are simply what you deem as most important to you. The third pillar that's really important in career satisfaction, are the skills that you enjoy using and are good at, there are people who have skills that they're good at, but they don't enjoy them. And then there are skills that you're not good at. And you also don't enjoy,



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very drained and what we call burnout skills.



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And the skills are simply the competencies that you've developed through experience, these are your learned competencies. The fourth pillar that you need to be thinking about

is how is your personality wired? And how does your personality influence your career interests. So when we start with your stray x, one of the tools that I enjoy using and you can get this yourself at Gallup Strengths Finder calm, it's very inexpensive to take this assessment, it will help you discover what's right with you. And what's really important to know, is only one in 33 million people share the same top five strengths just to help you understand how unique you really are. Now, one of the things you can do with this is answer the question, what are your strengths in an interview, but it doesn't end there. You can use your strengths information. To write your LinkedIn profile summary, you can use your strengths to come up with Star stories, what is the situation, the task, the action I took, and the result, and you can talk about projects that you participated in high school or collaborations or accomplishments from high school as well as college and come up with stories to tell on how you use your strengths. So interviews, LinkedIn profiles, little miniature bullets on your resume, lots of application for discovering your strengths. Now, why is this important? And why should you care? Gallup has found in their research, that when people use their strengths at work, they're up to six times or 600%, more engaged at work. And they define engagement, as up to four and a half hours of the day goes by without you really even noticing it. Because Time flies when you're having fun. So think about a time where you've done something you didn't like and the day lasts forever. And that's what your workdays will feel like if you don't align your strengths to your work. The second piece of information that they discovered in their research is people were three times or 300%, more likely to say I have a good quality of life when they use their strengths at work. Now, why do you suppose that is? Well, you spend a third of your life at work, and a third of your life sleeping. So if you don't align your strengths to your work, there's two thirds of your life kind of in the toilet. So it's so important to know what your strengths are, and intentionally match them to career opportunities. And they've also found that when people use their strengths at work, they tend to experience stress levels at a much lower level, and they tend to be less likely to end up in a job that just doesn't fit them. So, when you're looking at the strengths just at a very high level, there are four different types of strengths. If you have relating strengths, you're good at building connections with people. If you have influencing strengths, you're good at working through people motivating and persuading them think sales, whereas the relating themes, building connections might be better as a manager or as a counselor or as a teacher. You're working one on one with people. So they're both people facing strengths, but they're different. And that one works with people making deeper connections. And one works through people and likes a variety of people to work with. If you have strengths on this right side, the executing and thinking themes, your strengths are mostly inward facing your very internally motivated. So you don't want to work in a role that has a heavy people focus, if you have all executing and thinking themes. People with executing themes are doers. And it explains how they are driven towards results. So if you have a lot of executing themes, you're gonna want to be in a role where you're able to get results. And

then if you have a lot of thinking themes, you're not going to want to be a Dewar. But you're going to want to have a job that mostly has intellectual rigor or mental rigor to it. And so there are strengths in each of these buckets. This is the relating themes, and everyone who has one of these relating theme. those details now, but just know that if you're, if you're



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relating, or if you're a relator, you really want to make sure that people are the focus of your job. And if you're an influencer, you're going to enjoy influencing and persuading people. But also know if you don't have influencing themes in your top five, you will be very exhausted in any type of role that you have to continuously fight for your voice heard, fight for resources, or have to move other people to action. The executing themes, as I mentioned, describe what pushes you towards results. And so everyone with one of these talents is motivated differently. People with achiever are motivated to be busy and productive. People with discipline are motivated to create structure in order, for example, and so you will learn about how you like to pursue results. And if you don't have any executing themes, you're going to hate a job that forces you to be this Dewar or worker bee. That's always having to create sheets, or enter data or Generate Report that'll just make you miserable. And the thinking themes, these people kind of live in their own head, but you have people who generate ideas, or who are futuristic thinkers or who are strategic, or who enjoy learning. And what's really important is to make sure that if you are a thinker, that you are not doing a job that requires you to check your brain at the door, because that will create extreme career dissatisfaction. So it's really worthwhile looking into the strengthsfinder assessment to see what are the natural talents I have, and you'll get so many uses out of a \$20 investment. The next pillar that we talked about, is your preferred skills. And again, these are the skills that you're good at and enjoy doing. And your least preferred skills are what you want to stay away from. So you're trying to go for an 80% 20% rule 80% of your day or more should be spent on your preferred skills, and 20% of your day or less should be spent on things that you do not enjoy doing. Now, realistically, you're never going to find a career. Or I should say I shouldn't say never. But it's unlikely that you're going to find a career that matches your preferred preferred skills. 100% everyone has to do something they don't enjoy. But it should be infrequent. Maybe once a quarter, you have to do it, or only 15 minutes of your day, for example. But what's really cool, and a lot of people don't know is that 85% of skills are transferable from job to job. So if you do find yourself in a career, and you say, this isn't right for me, if you do, redo your resume in a way that you identify your transferable skills, and don't attach the industry or the role to it, but treat the skills as sort of standalone and what we call agnostic skills. He has a much better job of transitioning into a different career. And so I do have a free skills assessment that you could do on my website, at my umap comm

slash worksheets. And I think I will have I'll show that to you. But this is an example of skills and so there are 55 skills listed here. And when you do the assessment, you'll be able to actually see where do my skills fall? Do I want to supervise people and manage processes and projects? Or do I want to be a conceptual and creative person that has a heavy interpersonal orientation to my work? Or do I want to be in leadership and sales? At a glance, you'll be able to tell the types of skills that best suit you. So here's the URL I mentioned. It's completely Free, you can download this worksheet. And you'll it'll say, preferred skills. And you can just go through and do the exercise and really see at a glance how you want to spend your day.



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The next pillar is around your career fair interests. So this is the personality driven career interests, you'll hear a lot of different personality assessments like disc and Myers Briggs. And those are great tools to discover your personality. But there's something called the Holland occupational career interest type. And that is a very niche application of career interests of personality. And so every person is really differently inspired on the type of work they want to do, based on their personality. And your personality really speaks to what your, your motivations, and your behavioral preferences are. So we think about your personality, there are six types of what we call career interests. The first one is called a realistic career type. People who have a realistic career type are what we call doers, they tend to like practical work that uses their hands. So they generally don't want to sit behind a computer all day. So if you have a realistic primary code, you know that office work is not going to be for you. People with realistic codes might become structural engineers, where they go on site to locations and figure out what type of beam is required for a new building, or they might become veterinarians. Or they might even rather enjoy digging a ditch, and then then working on a computer. But a lot of people who are in



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careers such as



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fashion, or graphic design, which does use a computer, but graphic design, there's a tangible outcome interior design is another example. My son has realistic as his primary. And so I knew at a young age of 15, when I first did this with him that he would never ever want to a desk or corporate job. And he's going into audio engineering and recording musicians. The second type is called investigative, which is known as the thinker. So

people who have an investigative code must have mental rigor as I mentioned, in their careers. So they might go into forensics, for example, or a fire investigator, or they might be some sort of an analyst or even a physician. That's troubleshooting and problem solving what's wrong with someone, they're looking for some manner of truth, they're trying to get down to the bottom of something using an investigation and analysis. So if you have investigative as your primary use, you will struggle in the early days of your career, because most people make you \$1. They're giving you tasks or delegating entry level work. So you might have some frustration upfront, but the more education you have with investigative, the more you can go into a higher line of work where that's not happening. So you're not going to be given data entry tasks if you go to medical school, for example. So most investigative jobs require some level of education because of the fact that their mental rigor behind them. And then the third one is called artistic, it's kind of interesting, because artistic, makes it sound like you're an artsy person. But that's actually not the case. What I want you to think about is this person enjoys creating. So writers, for example, even if nonfiction books are the artistic code, or the Creator, but you may have someone who has an artistic primary who does like something like interior design. So if you get a result of artistic, just ask yourself do you like to create whether that's creating tools or processes? Well, you know, what in school, were you the person that would create the instructions, so it's really about creation more than it is being artsy per se.



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People who have a social code, it's not that they're extroverts or social butterflies. It social really means serving society, they have a societal perspective, and they want to help people and make a difference in the world. So you're not really going to see social people in a corporate america environment. You're going to see them in nonprofit. It's education, health care, and in fields that are having Helping people, whether that's becoming a social worker, or a teacher, or a psychologist, or someone who's really helping people to improve their lives in some way. And then the next one is called enterprising. People who are enterprising are known as the persuaders. They make the deals, they make the sales, they make and sell the products. And so yes, you will see people who are entrepreneurs, or sales people or real estate brokers and things like that, because they don't mind motivating and persuading people. And then the last one is called conventional or the organizer. These are the glue of organizations, they're the people that keep the books and create the processes. They're your accountants and your quality assurance people and your compliance people and your legal team. They really are the ones and these jobs are plentiful, but they're really the ones that create the structure for organizations to function in a healthy way. And what happens is, when you combine your primary code or secondary, you're an interesting blend. So if you're a real holistic, that likes to do work

with their hands, and an investigative thinker, you might become an engineer, because you think and you do, if you are social and conventional, you might end up going into an organization and helping people create order in their lives. So you might be a social worker that helps people get their finances in order. If you have investigator the thinker and artistic, you might want to be a writer or an editor, for example, because you like to create and think. So the combination of the primary and secondary is really helpful in what type of career is a good fit for you. And at this URL, [123 test comm forward slash career dash test](https://www.123test.com/career-dash-test), there's a free test you can take, it takes between five to seven minutes, and you can look and see the order of your six pipes and pay attention to the top two. And this free test will also give you 20 sample careers that may be a fit. Now if you want to see more than 20, you can go to a website called [onet online o n e t online dot o R G](https://www.onetonline.org). And underneath the menu, there is a advanced link, you can click Advanced in the main menu, and then click click interests, which is the second link down and you can actually manually enter in the top down your primary and secondary, a much longer list of careers that match your type. And when you look at the career options, remember the other pillars will I use my strengths in a role like this? Will this aligned to my values, the O net website actually will tell you the values that align with those types of careers. And does this sound like this types of skills I would like to use. And I highly recommend talking to people who are in those careers. Most professionals are more than willing to talk to students and help them understand how they spend their day. So if you pay attention to those four pillars of career satisfaction, you will do a much better job at discovering what types of careers will fit you really for the rest of your life. So Don, what questions do we have about this?



18:38

Quite a lot of questions coming in. I like how you're shared. Kristen, the fact that if I don't get into the right career, I could be exhausted, I could be miserable. So it really makes a great deal of sense to spend the time, literally today to begin to understand better where I'm going to fit in in my corporate world.



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Absolutely. I can always tell where the breakdown is occurring by the language people use when they're not using their strengths. They feel overwhelmed at work or unchallenged. When their values don't align, they start to feel anxiety or actually sick, they want to call in work. Sick call out from work. And when people don't use the skills they talk about being really exhausted and drained at the end of the day. And when people's personalities don't align to the work. They will just either have no passion for it at all, or just feel like a fish out

of water.



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I can see that. So here's a quick question from Sam. How do you evaluate a job description for a prospective job you're considering an overlay it with your strengths to see how if you can match that 85 15% rule?



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That's a great question. And there's a very simple exercise that I recommend people do. You can actually take your worksheet that you've done, and take the job description, and start highlighting or underlining the skills that they mentioned. Do they talk about having to liaise with people? Do they talk about teaching and training people? Do they talk about generating reports, paperwork and things like that? Do you have to sell? Do you have to do presentations? Do you have to edit things or test things or right? And so you can go ahead and underline each of the skills, and then take a look and how many skills are underlined of the ones that you bolded? Because you can bold and underline your own preferred skills, and then even put checkmarks next to them? And how many of your preferred skills do you get to use in this job? And conversely, how many checkmarks have you put next to the ones that are not indicated as your preferred skills, and then it becomes simple math. From there, you say, Okay, I have 30 preferred skills, and I only get to use 10 of them. Well, that's not good. Or I have 30, burnout skills, or least preferred skills, and I'm expected to 20 of them. So you really want to make sure that the skills align. And then once you have that, then you create interview questions based on your values. And I also have a free values assessment, at this same URL at the worksheets that you can download. And you can create interview questions. So if you value personal growth and development, you can ask the manager, can you tell me about over the last year, ways that you've invest invested in your team members to help them develop themselves professionally, and if they sit there with a blank stare on their face? You know, they're not doing that. So the value is you have to do some research online with the company. And also ask questions in the interview. That one's a little trickier. But the skills are easy to tell, and the strengths, you'll have definitions of your strengths and you can get a sense. From the job description, will I be strategic in this role of find strategic, for example.



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And I imagined you could approach if you're a new hire your new boss, to kind of explain that there's a possible myth mismatch here? And are there some other responsibilities that

fit my strengths that I could also take on so that I could grow and give the company my best efforts?



22:42

I could not agree more, I always recommend that new hires share their information with their manager and say, Hey, I just want to let you know what my top strengths are. I have discipline, so I'm really good at creating process, I'm really good at turning chaos into order. What kind of Project X could benefit from my strengths in creating some order with some of the processes we use on this team? Or I have ideation. I like to generate ideas and brainstorm. Are there committees or teams or special projects where I could help ideate some some new ways of doing things here? So performance review, time is always a really good time to think about what stretch projects can I do in the coming year that will use my top strengths?



23:32

terrific idea. Here's a question from Mindy, you were showing the Holland application with the segments of realistic, investigative, artistic, social, and so on. Mandy's wondering if you can be a little bit of everything she feels like she's a master of none. But she has a little bit of each of those characteristics.



23:58

That's a great question. When you take the assessment, it will tell you the percent match you have and usually the last one might have like a 6% match and your top one might have 30% for example, so you will have someone that can have it close like they might have a 25% realistic and then a tie for 18% for the next three but your last one is definitely going to be what you should stay away from you'll never see someone six interest type have a high percentage match your you're not usually going to find somebody who is highly investigative and also realistic and social and enterprising. You just you won't really see all of those but what your last three codes are give you as much useful information as what your top three codes are. They help you know what to stay away from, or at least what to prioritize. So if you may see yourself in bits of all of these. That's Oh, Okay, but the top three are really where you want to focus your attention because they're the most like you.



25:07

That makes sense. So Kristen, there seems to be a little bit of confusion. There's a lot of assessments out there, the Myers Briggs, the cooter, the Clifton strengths. So can you? Are they all the same? Or are there different categories? Some behavior, some psychological? And which one should we be focusing on? Or should we dabble in each of them to gain a little bit more knowledge about ourselves?



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That's a great question, I want you to think about a person like an iceberg. You can see 10% above the surface, and that's someone's behavior. And below the surface, you have a lot of things that make up a person. So near the surface of the water, you have their experiences. And then when you go deeper down in the water, you might have someone's critical thinking skills, or their emotional, emotional intelligence, or their strengths, or their personality and their values. Those are all different things. And so there are 3400 commercially available assessments on the market. So you couldn't possibly do them all. But each of those assessments are measuring different things. So you need to know what is it you're trying to find out about yourself? And what is it that I should take to help me feel that so of course, I have a bias towards you map. Since it ever covers the four pillars, however, the strengthsfinder is looking at your natural talent, which you are born with your talents, and the the Holland code is looking at personality, they're measuring different things. And so I do recommend people investigate strengths, values, their personality based interests, and the skills they enjoy. And the no Dell skills assessment is another option of what you can use. It's \$12. us for that one. So the know Dell skills is a well known skills, sort that you can use as well. But it really depends as on what you're trying to uncover. But if you could only invest in a couple of things, I would recommend for sure, looking at your strengths first, and then looking at your values. Second, because if you want to make a difference in people's lives, and you get a job as a data entry clerk and you're sitting by yourself in some room, looking at spreadsheets all day, you're going to be really unhappy. Can you spell know Dell? Sure, it's K and o w, like I know you. And then d e l l, I get the no doubt, skill sorts from career planner.com.



27:52

Very good. Here's a question from Tim, how frequently should we be taking assessments to our our skills and personality change every decade like the weight we gain?



28:09

That's a great question. So I usually recommend people redo their assessments anytime they have a major change. So you have a life change, you have a career change something different happening in your life. So with the strengthsfinder assessment, I only recommend maybe you could take it every three years. But if you've had no changes in your life or in your role, I wouldn't say it's necessary to redo it. Because when when you're when you think about strengths as you flex new talents, they strengthen. So when you have a role change, and you're investing in new areas of your talent, you'll have strengths kind of leapfrog the other ones. So really a life change or a career change. Or if you're evaluating a new opportunity, and it's been a while, it at least three years, and I would recommend people redo them.



29:01

Do you have any examples Christian of people who have you have coached or shared this information with or those that you have trained with your you map program that have literally changed their careers and lives as a result of learning more about themselves?



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Yes, so I was working with a woman recently who owns her own business, she baked cupcakes out of a food truck. And she just she sold her business and she started waiting tables was a waitress at a high end restaurant. And she was super unhappy. But she had had a very widely varied career and done a lot of different jobs. And we looked at all of her data. And there are themes that come out about a person she was really good at helping identify talented people. She was really good at building rapport with people and just making a connection. And she was really good at communicating. She was very articulate and a strong communicator. And so when we looked at what would fit her, we came up with a recruiter, and she just got an offer. She's never been a recruiter before. But she was able to tell through her strengths story, why recruiting was a good fit for her. I've also worked with people who were in business analyst type positions like in it. And they transitioned into strategy consulting roles. I've worked with people who were professors at a college, and they ended up moving into learning and development as trainers in the corporate world. So like I said earlier, 85% of skills are transferable from job to job. And sometimes people try to throw in the towel on their career, but it's not the job, that's the problem. It's maybe the environment of where they're doing it, or the manager they're doing it for. That's why the four pillars are really important, because you can diagnose where your breakdown is happening. And then just tweak those things. Instead of

throwing everything out and starting from scratch again.



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You know, we love your book, you map and maybe in the final, say, four to five minutes we have left. Let's talk a little bit about mapping your career. The thing that is so neat about your book is that you literally give us an opportunity to map out our career, can you give us an overview on why it's important to have a written map to follow?



31:31

Absolutely, if you don't have a map to follow, then your career will be shaped by other people. And one of the things I love is the Jim Rohn quote that says, if you don't design your own life plan, chances are you'll fall into someone else's plan and guess what they have planned for you? Not much. So the map books first starts with find yourself, what are my pillars of career satisfaction that we just talked about? And then how do I blaze my path how to recover what fits me. So using tools like oh nets, occupational database, and job boards, and informational interviews and stretch projects you may have done in school, or mentoring that you can get involved with and be mentored or internships. And based on all of those experiences? What are the types of things that would use my unique strengths and values and skills and personality. And after you have that set like your target, then the show the world section of the book teaches you how to actually target opportunities. How do you research companies? How do you network? How do you participate in informational interviews? To learn more about jobs with people who do them? How do you create a personal networking sheet to give to people that helps them understand what you're looking for? How do you write a cover letter? How do you write a resume that an employer will not throw in the trash? And how do you create a LinkedIn profile that will get you noticed and really accurately reflect who you are? And then finally, how do I allow an interviewer to really help them understand that what I do best is what they need most.



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very comprehensive, what's the risk of not planning out our career plan?



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Well, there are



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a lot of risks. First of all, your health is a huge risk. If you end up in a career that is such a poor fit for you, you will experience health consequences to that I meet people all the time who are out on medical leave, because the stress of their job has made them physically sick. The other Honestly, I mean, this might sound a little pie in the sky, but you rob the world of your potential, you are not bringing to the world the gifts that you were given to really make a difference in your corner of the world. And so you will never bless the world with those talents that you've been given.



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Yes, and there's a great opportunity cost of lower salary, less responsibility. The inability to take vacations or be as flexible as you want is to wherever you want to take your career or City Fire.



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If you're in a role fit that doesn't match you, you'll struggle and your performance will suffer. And I meet people who are every year or 18 months, they're constantly looking for a job because they get into the role that they've always done because that's all they know. And it's determined pretty quickly. It's not a fit for them and they get terminated. And so that's another risk of continuously finding yourself unemployed.



34:50

I like how you equate it that we The world doesn't get an opportunity to enjoy our gifts. That's a great example. So Kristen, we got to we have to minutes left. Can you give us our walking papers here? What do you want us to do after listening to you today to act on the information you've shared?



35:11

So I want you to go to my umap.com, forward slash worksheets, this URL that I had mentioned earlier. And I want you to download those free exercises and start exploring yourself. And then I want you to take some of the information that you've learned about yourself and do some research on ownernetonline.org and start looking at careers and roles that you think might fit. And then plug those job titles into a job board such as, indeed, comm or glassdoor.com, or any career careerbuilder.com any job board

that interests you and start reading about those jobs. And what reaction do you have? Does that excite you? Does it sound awful? Pay attention to your gut as you read the job descriptions of what those jobs do in the real world?



36:08

Great advice. Can we see your slide that shows how we can get in touch with you? and Kristen, I want to thank you for your time today. This has been wonderful information. Thanks for researching the information and publishing the book. I encourage everyone in our audience to reach out and pick up a copy of that book today.



36:34

It's also available on Audible for people who don't like to read and would rather listen