

Preferences and Your Job Search

You might be familiar with Carl Jung. In fact, you might be more familiar than you think. If you've ever taken a *psychometric assessment* such as DISC[®], MYERS-BRIGGS[®], Insights Discovery[®], ICS-Connect[®] or a number of others, you've had a direct encounter with Jung's work. Simply stated (arguably *over*-simply) these tools measure the level of psychological preferences we use in daily encounters with others.

Of all the assessments I've studied and those with which I've worked, I think the Insights[®] Framework says it best:

- Understanding Self
- Understanding Others
- Adapting and Connecting
- Developing Usable Interpersonal Strategies
- Taking Action

As I frequently point out, taking action is critical to a job search. It seems to go without saying, but there have been many occasions in which I provided a lead, or recommended a book or a task to a job seeker, only to find out later, that they never followed through. I even have to admit that there were times when I was looking for work that I failed to take action. It might have been because I was feeling overwhelmed, because I was discouraged or because I was purposely procrastinating. Whatever the case, the fact is that it's very difficult to get desired results of any kind without taking some type of action.

Our first building block is *Perception*.

Perception determines our understanding of the world around us. Two or more people can see the same situation and set of circumstances but what they observe, what they take away and what they conclude might be totally different.

Leonardo da Vinci said, "All our knowledge has its origins in perceptions." Carl Jung said, "The World exists not merely in itself, but also as it appears to me."

In order to start down the road of understanding, let's look at the four basic personality types.

Characteristics	Statements	Characteristics	Statements
Introverted Thinking (Blue) Objective Showing no bias Detached Analytical	Let's do it RIGHT	Extraverted Thinking (Red) Positive Affirmative Bold Assertive	Let's do it NOW
Introverted Feeling (Green) Still Tranquil Calming Soothing	Let's do it HARMONIOUSLY	Extraverted Feeling (Yellow) Cheerful Uplifting Spirited Buoyant	Let's do it TOGETHER

You might recognize characteristics of yourself or others in this table. The key to remember is that even though we **prefer** one or more of these styles, we're made up of ALL of them. Therefore, we do ourselves and others a disservice if we began to think of people as being only a certain type.

How we get the types

Before we can understand how this might affect a job search, we need to have a better understanding of the how we get to the types.

The first set of characteristics describes how we react to our outer and inner experiences.

The left side – the blue and green side represents INTROVERSION:

The right side – the red and yellow side represents EXTRAVERSION

INTROVERSION is:

- Quiet
- Observant
- Inward-focussed
- Intimate
- Reserved
- Reflective
- Thoughtful
- Cautious
- About depth

EXTRAVERSION is:

- Energetic
- Involved
- Outward-focussed
- Quick
- Action oriented
- Outspoken
- Bold
- About breadth

The next set of characteristics describes how we make decisions.

The top half the blue and red half represents Thinking, while the bottom half – the green and yellow half represents Feeling.

THINKING is:

- **Formal**
- **Impersonal**
- **Analytical**
- **Detached**
- **Objective**
- **Strong-minded**
- **Competitive**
- **Correct**
- **Task and Systems Oriented**

FEELING is:

- **Informal**
- **Personal**
- **Considerate**
- **Involved**
- **Subjective**
- **Caring**
- **Accommodating**
- **Harmonious**
- **Relationships and Morale Oriented**

Spread throughout (and not so easily distinguished) is another set of characteristics that describes how we gather and process information. These are SENSING and INTUITION.

SENSING is:

- **Specific**
- **Present-oriented**
- **Realistic**
- **Persistent**
- **Down-to-earth**
- **Practical**
- **Precise**
- **Factual**
- **Step by step**

INTUITION is:

- **Global**
- **Future-oriented**
- **Imaginative**
- **Catalytic**
- **Conceptual**
- **Process Oriented**
- **About Possibilities**
- **Abstract**
- **Indirect**
- **Deals in Generalities**

So, how do we apply this to our work or our job search?

There are a couple of answers to this question. First of all consider that these style preferences will likely influence how you work and how you conduct your job search.

For instance, Introversions will prefer the quieter, self-paced methods such as responding to Internet and print ads over calling and networking. Now, that's not to say introverted types won't network, or won't make calls; they absolutely will. When they do, however, it won't be their preferred method, and they aren't likely to be as comfortable with it as their extraverted counter parts.

In the same way, extraversion may not be as comfortable or as good at more introverted methods. Looking at screen after screen of Internet job postings will wear out an extravert long before it will wear out an introvert.

Let me say here, that this is a simplification, and the generalities may not apply to you. There are people who have equal amounts of introversion and extraversion in their profiles.

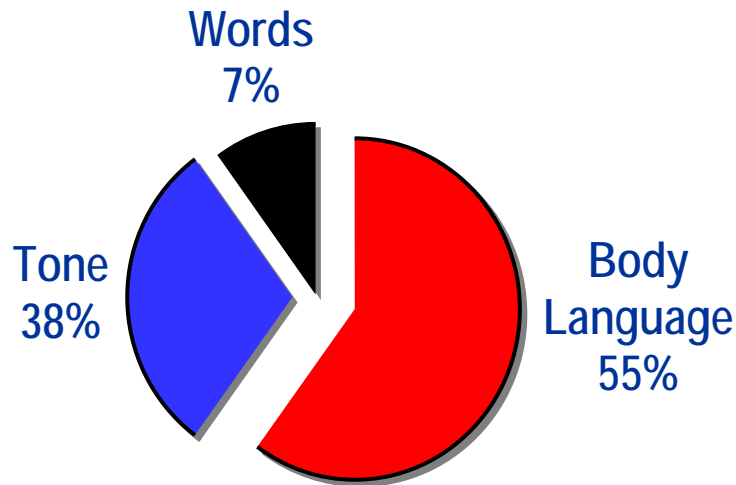
What I propose to you is that you step back and reflect on how you've been conducting your search to see if perhaps you have underutilized a method or two because you are not as comfortable with it. If so, consider making an effort to get more comfortable with those methods, because they might be the difference in getting your search to the next level. I suggest you observe people with whom you network to see who seems to exhibit characteristics of your opposite type, and ask them to help you use methods with which they are more comfortable.

Here is a short (and by no means all-inclusive) list of ways in which the basic types might affect your search. **Keep in mind that these are generalities, and we're only looking at the four basic types. As you can imagine the blending of the colors yields more than just the four basic types.**

Type	Is All About:	So, It's Good At:	And Not So Good At
Introverted Thinking (Blue)	Data, Analysis, Details	Company research, Resume review, following up	Cold calling, Networking,
Introverted Feeling (Green)	Harmony, Values, Caring	Focusing, Knowing what it wants and doesn't want	Cold calling, Risk taking, Touting its accomplishments
Extraverted Feeling (Yellow)	Talking, Getting "out there", Innovation	Networking, Creating opportunities	Planning, Researching, Follow through, Looking at details
Extraverted Thinking (Red)	Taking action, Facts	Calling, Responding, "Bragging"	Being patient during the process, Understanding subtleties

Communication

The other way this model affects your job search has to do with communication. A job search is all about communication. Think about it. Cover letters, resumes, follow-up letters, networking, interviewing – those are all forms of communication. The components of communication break down in this manner:



This means that as important as your cover letter and resume are (and they ARE important) a perfect cover letter and resume only fit into the 7% slice. What this graphic says in terms of a job search is that the person who gets the job may not be the most qualified. The person who gets the job is going to be the one who best connects with the interviewer and hiring manager, using words, tone and body language.

Keep in mind that those personality characteristics not only affect how we operate, but they affect how we gather and process data and how we make decisions. Therefore, all of our communication – networking, inquiry letters, cover letters, resumes, interview conversations and follow-ups - have to give the target audience the information they want **IN THE WAY** that they want it. For example, **Introverted Thinking (Blue)** is about data, analysis and thinking. Trying to connect with this group by telling a story about how an experience felt without including any data is not going to get you far.

Here are some needs of the color energies:

Introverted Thinking
 Data
 Statistics
 Handouts
 Proof statements

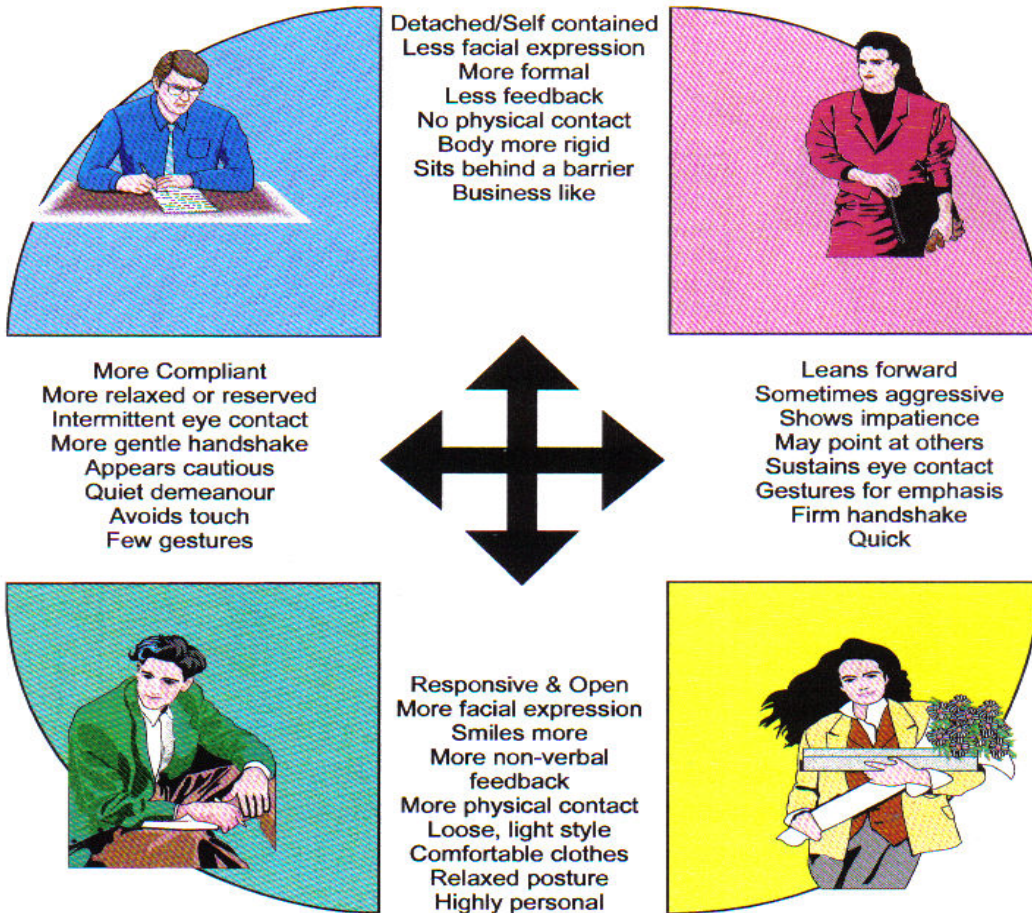
Introverted Feeling
 Non-threatening
 Benefits to family
 Security
 Reassurance

Extraverted Feeling
 Stories
 Interaction
 Short presentations
 Future focus

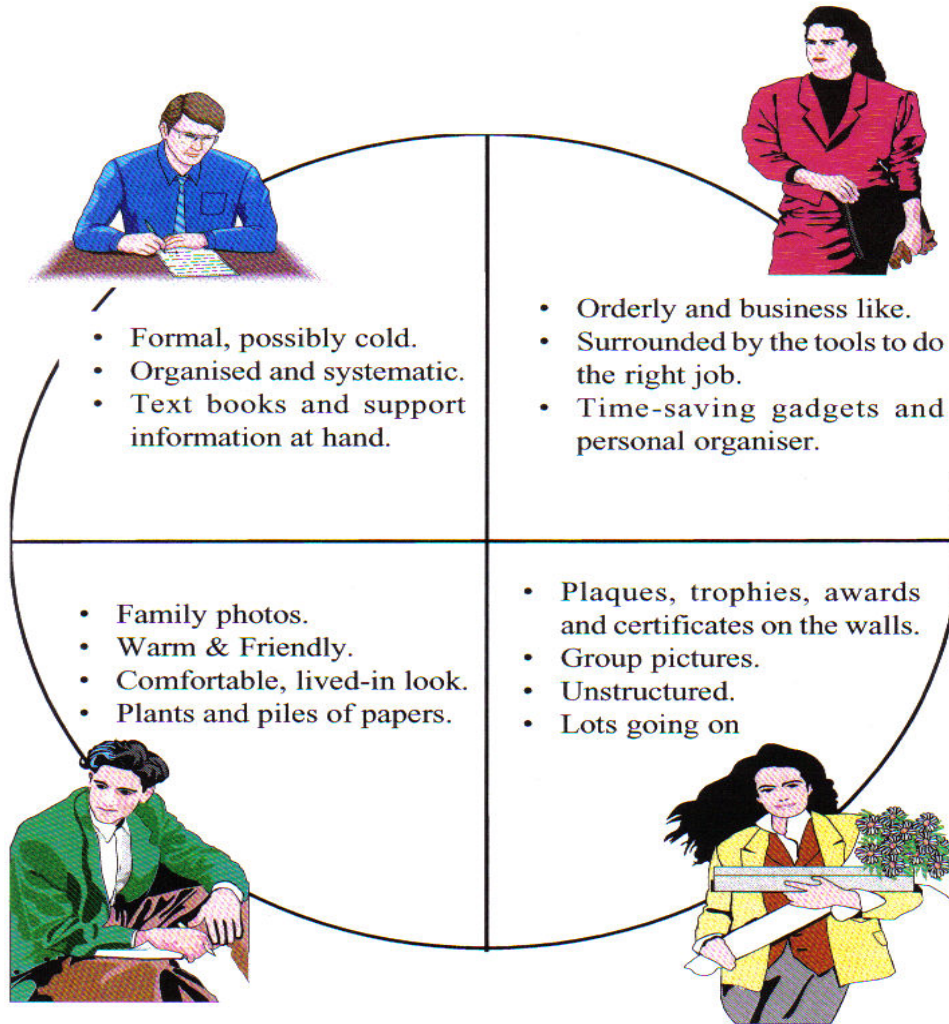
Extraverted Thinking
 Information
 to make conclusions
 Results
 Stay on the subject

You can look for some characteristics of these types when you meet people in order to alter your style to fit theirs. Don't get so hung up on this part, though. Again, these are all basic generalities. Here are some clues to look for:

Clues from Body Language



Clues from Working Environment



In order to ensure that you connect, review all of your communications to see if they speak to all of those needs. Does your resume contain data and statistics? **What percentage of savings or increase in productivity did you achieve at a previous employer? How did this affect the team or organization? What experience did you have that made you better at what you do? What actions did you take, and what were the results?**

If you have questions, want to know more or want to see a sample ICS-Connect report, email me or look on my website – www.andrewcastillo.com. If you think you might want to get your full profile, email or call me, and we can discuss the particulars.

If you think I can help your search in any way, email or call me.

Whatever you do, do it with passion, and don't let the job search or anyone steal your joy!

Andrew