



Avos Report

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01/01/23

# Introduction

This report reflects your responses to the personality questionnaire and includes the results of any cognitive ability tests that you have completed. It can be used to help you consider how your preferred approach to work, people and situations might impact the type of work you are most suited to.

The report is split into four sections:

## 1. Behavioural Styles

This section provides a profile chart showing your responses on the ten Behavioural Styles. Extreme left and right descriptors are provided for each Behavioural Style. This will help you to start thinking about your styles and how it might impact your future career planning.

## 2. Overall Profile

This section provides you personalised development narrative based on your Behavioural Style scores. Your development narrative will then be followed by a series of Questions to Ask Yourself. These questions are also tailored to your Behavioural Style scores and will help you to think about how your styles might be suited to the kinds of roles that interest you.

## 3. Job Family Suitability

The section offers you with suggested job families that are most suited to you. The overall fit scores range from 0% - 100% fit and are based on your responses to the personality questionnaire. Having gone through your preferred Behavioural Style, this section provides you with real career options that may be appropriate for you.

## 4. Job Family Orientation

Within this section of the report, you are provided with three example job families that you are most suited to. This will help to think about the kind of roles that are more aligned to your behavioural styles and ability. However, these roles should not be regarded as the only options that are available to you.

## Information about your report



- This report is intended to help you with your career planning only.
- Your Behavioural Style scores and subsequent job family match are based on your responses to the personality questionnaire. These types of questionnaires are not infallible, but they provide us with an insight into our preferred behavioural styles.
- The suggested job families are not directive; they offer you with a range of roles that might be worth thinking about when planning your career.
- If you have opted to complete one or more of the cognitive reasoning tests, your results will be presented. Certain roles have a heavier reliance on these types of abilities than others, for example, numerical reasoning isn't always assessed across all graduate roles. The results can prove a useful guide for you for areas where you may wish to gain more exposure to these types of tests.

# Behavioural Styles

The section outlines your Behavioural Styles. These are aspects of your personality that reflect your preferred style and approach. There are ten in total and the profile chart below shows you where your own preference lies on each based on your assessment scores.

If your score lies towards the extreme left or right end of the scale this means that your preference is more extreme whereas those scores in the middle are more typical of most. There are no right or wrong scores as different styles suit different job families.

Enjoys working independently of others and may lack comfort in large groups or when meeting new people. Likely to prefer the company of a few close colleagues.	Communicative	Enjoys building relationships with a wide range of different people. Relates easily to others and is warm in their approach. Takes initiative when forming new acquaintances.
Prefers to follow the direction of others, rather than taking a leading role. Likely to take a gentle approach in negotiations and may feel uncomfortable in situations where they have to convince other people. May avoid pushing their own opinions too strongly.	Influential	Demonstrates a strong desire to lead and have responsibility for others. Assertive and confident in expressing their views, taking a forthright approach. Strong in sales or negotiation situations, and at ease in a range of social contexts.
Avoids getting involved with other people's problems and may prefer to focus on their own work. Likely to invest little time in supporting or developing others, preferring to leave people to resolve their own challenges.	Compassionate	Supportive and helpful towards others. Naturally empathetic, seeks to understand the needs and perspectives of others. Invests significant time to develop others and enjoys helping them grow.
Proud of their achievements and enjoys recognition and acknowledgement from others. Comfortable talking about and promoting their successes. In certain situations, they may refrain from sharing their real views to others.	Humble	Candid and open in their views, taking a straightforward approach with others. Modest about their achievements and has little need for recognition or acknowledgement. Takes a humble approach, seeing themselves and all others as equals.
Takes an intuitive approach to problem solving, relying on their gut feeling to identify solutions. Can focus on a single perspective when problem solving, rather than different approaches. Avoids relying too much on information and data when making decisions.	Analytical	Takes an analytical approach and enjoys using data and statistics to solve problems. Critically evaluates data from a range of different sources. Comfortable with complexity and exploring multiple perspectives.
Prefers to stick to tried and tested approaches and has little curiosity for new ideas. Prefers to focus on a single method or solution, rather than experimenting with different ideas.	Innovative	Enjoys finding new and innovative ways to solve problems, experimenting with different solutions. Curious about new ideas and enjoys learning about different theories and techniques.
More spontaneous, and may feel constrained by a high level of structure. Prefers an emergent approach, allowing things to naturally take their course. May show limited attention to detail, takes a flexible approach to deadlines and commitments.	Organised	Self-disciplined and focused on goals. Takes a methodical approach to planning and organising, strong attention to detail and concern for accuracy. Has a high regard for rules and regulations, conscientious in delivering on commitments.
Sensitive to criticism and may take time to bounce back from setbacks. Likely to find stressful situations challenging and may struggle to remain calm under pressure.	Resilient	Tough minded and not easily affected by criticism. Recovers quickly from setbacks and failures. Remains composed under pressure and in emotionally charged situations.
Enjoys a stable environment with a fixed routine and clearly defined ways of working. Likely to find frequent change and new challenges unsettling. May struggle with flexibility, preferring established ways.	Adaptable	Adapts quickly to new challenges, flexible to changing situations. Enjoys working with variety and may be bored by routine. Responds positively to new challenges and is quick to overcome setbacks.

# Personal Behavioural Profile

This section provides a personalised narrative of your behavioural preferences based on your assessment scores.

For each behaviour we have provided a description that summarises your behavioural preference, some points to consider and some 'questions to ask yourself' to help you to reflect on your assessment results and how your areas of strength or your development needs might impact your career choice.

Communicative	
Quick to build effective relationships with others, demonstrating confidence and ease in social situations and with large groups.	<ol style="list-style-type: none"><li>1. You may prefer to work independently of others or with individuals you know well, rather than in larger teams or groups. You are likely to prefer having relationships with a few close acquaintances to a big network of contacts.</li><li>2. You may struggle in unfamiliar social situations, where you are required to meet new people or interact with a diverse group.</li><li>3. Your more independent approach may mean that you miss out on some opportunities that come with having a broader network and the associated visibility. You may also miss opportunities for collaboration with others and the benefits that this can bring.</li></ol>
Questions to Ask Yourself	
<ol style="list-style-type: none"><li>1. Consider your preference for independent working. What aspects of this approach do you particularly enjoy? What do you see as the benefits of independent working? What are the drawbacks?</li><li>2. When was the last time you had to work with others on a task? How did you find this? How successful were you?</li><li>3. How could you increase your level of comfort in working with others? What strategies could you use to ensure you regularly interact with others and seek their views?</li></ol>	

## Influential

Persuading others towards their point of view and negotiating successfully, taking the lead in most situations.

1. You are typically comfortable when influencing and persuading others to agree to your point of view. You are likely to be reasonably assertive when communicating your ideas and will enjoy leading others to achieve shared goals when personally important to you.

2. You are as comfortable as most others when it comes to communicating with others, however you may find you are more comfortable when the topic or individuals involved are familiar to you.

3. You may feel less comfortable in more challenging negotiation situations which involve potential conflict and debate, or where you need to champion an unpopular decision.

## Questions to Ask Yourself

1. Consider a time when you have persuaded someone to agree to your point of view. What was your approach?
2. Think about a time when you could have been more assertive when putting across your point of view. What could you have done differently to be more effective? How could you be more proactive to appropriately put across your views in the future?
3. How do you find working with very dominant individuals? What challenges do you experience? How can you adapt your style when interacting with these individuals in order to maximise your impact?

## Compassionate

Supporting and developing others, investing time in understanding their perspectives and meeting their needs.

1. You are likely to engage effectively with others to build supportive and helpful relationships, but may not always proactively seek to do this. You will have a preference for helping others to achieve and develop that is typical of most others, with a moderate level of empathy for supporting those in difficulty.

2. However you are likely to strike a balance between the task and people based elements of a situation. You will be able to take tough and objective decisions when required.

3. You are likely to be reasonably comfortable delivering more negative, or constructive, feedback when required.

### Questions to Ask Yourself

1. It is useful to think about the different ways that you can help support others. How can you be more proactive to support and help individuals, and share your knowledge? How would you help a team member with their work, or to resolve a personal issue?

2. When have you had to deliver a difficult message, or critical feedback? If you haven't, think about situations in which you may need to. What was your approach, or how would you do this? How can you ensure that your style is effective?

3. Consider a situation when you've had to make a tough or unpopular decision. How did you balance the need to consider the impact on others with the requirement to stand by the decision? What did you learn from this?

## Humble

Displaying modesty in their achievements and contributions, avoiding status and having little need for recognition.

1. You take an honest and authentic approach to your work, remaining true to yourself in all your interactions with others. You have a strong set of values that guide your approach.

2. You are likely to be frank and straightforward in expressing your views, guided by the desire to be honest in all your communications. You derive little motivation from public recognition or acknowledgement, being driven instead by a desire to make a positive difference in the wider world.

3. You may find there are certain situations where others take advantage of your honest and self-effacing approach. Take care to recognise when there may be some value in being more cautious in your approach.

### Questions to Ask Yourself

1. Consider a time when your honest and straightforward approach has resulted in a positive outcome. What made your approach successful? Why do you feel you succeeded in this situation where others may not have? What did you learn from this?

2. Reflect on a time when you have needed to remain true to your values and do the right thing, despite pressure to act in a different way. Why was there a conflict with your values? What made you sure of the approach you wished to take? What did you learn from this?

3. Has there ever been a time when you wished you had been more cautious in your approach and not disclosed so much? Why did you feel you had taken the wrong approach? What did you learn from this?

## Analytical

Taking a data-driven approach to problem solving, critically evaluating situations and finding solutions to complex problems.

1. Your preference for analysing information appears to be typical of most. You are likely to combine a reasonable amount of analysis and critical evaluation with your intuition when making decisions.

2. Whilst you are happy to work on complex problems if required, this is unlikely to be your main focus. At times, you may find tasks involving large amounts of complex or ambiguous data to be arduous or mundane in nature.

3. You are likely to enjoy considering a range of different approaches or solutions to a problem as much as most. However, you may struggle with situations involving lengthy analysis with no clear solution emerging.

### Questions to Ask Yourself

1. When have you recently had to utilise an analytical approach to solve a problem? How did you decide whether to use a more analytical or intuitive approach? What was the result?

2. When have you analysed a problem and drawn the wrong conclusion? How could you prevent this from happening in the future? In what situations is it best to use a more analytical, rather than intuitive view?

3. In what situations might it be beneficial to rely more heavily on your intuition? How do you think the two approaches could compliment each other?

## Innovative

Energised by generating new ideas, using creativity and innovation to help solve problems.

1. Your responses indicate that you are likely to enjoy working with established and tried and tested approaches. You are likely to find that creativity and innovation are of less importance to you.

2. You are unlikely to embrace new approaches and may find changes to established approaches or routines unsettling.

3. You may rather adopt a more evaluative role, by reviewing the ideas of others to ensure the final solution is fit for purpose.

### Questions to Ask Yourself

1. Consider an existing approach or solution. What are the strengths and weaknesses of this approach? How could you make this process more effective?

2. Reflect on a time when you have worked with someone to come up with a new or innovative idea? What did you learn from this? How could you apply this to future projects?

3. In what situations do you think being creative can be beneficial? How could you seek out more opportunities to get involved in creative tasks?

## Organised

Adopting a structured approach, adhering closely to rules and regulations, reliably delivering on commitments made.

1. Your preference for planning and organising work appears typical of most. You are likely to be comfortable prioritising urgent tasks, whilst remaining flexible in how you approach less critical tasks.

2. You will be reasonably focused on ensuring the details of your work are correct and will be seen as fairly reliable in terms of keeping to promises and commitments.

3. Although you are likely to see the need for an organised and structured approach, this is unlikely to be a strong motivator for you at work.

## Questions to Ask Yourself

1. How do you ensure you strike the right balance between being organised and more flexible in your approach? What factors influence how much you plan your work? Are there times when you could have planned more in your work?

2. Think about a time when you were unable to deliver on your promises or commitments. What could you have done differently? What did you communicate this to others?

3. Is there scope to become more organised in your approach? What tools and techniques would assist you here? What benefits do you feel this would achieve?

## Resilient

Taking an optimistic approach, quickly overcoming setbacks and maintaining composure during stressful situations.

1. One of your most significant strengths is to recover quickly from setbacks and failures. You remain focused and composed even in difficult circumstances. This helps you and your colleagues to persevere and achieve your goals, even in the face of obstacles.

2. You are likely to be effective in regulating your emotions in stressful situations, remaining calm under pressure and avoiding inappropriate displays of emotion.

3. There may be times when your approach may be too relaxed in nature. In frenetic situations, you may appear unconcerned or indifferent to others due to your calm demeanour.

### Questions to Ask Yourself

1. Reflect on a situation when keeping your composure has helped you to solve a challenging problem. Why was your approach in this situation beneficial? What challenges did you encounter? How did you convince others, who struggle under pressure, to remain calm and focused?

2. How could you use your calm demeanour to help others to become more resilient in their approach? What tools and techniques would you share with them? How would you help them to overcome setbacks and criticism more easily?

3. Has there ever been a situation where you were unable to overcome barriers to success? What did you learn from this? What could you have done differently?

## Adaptable

Enjoys working in frequently changing environments and takes an adaptable approach to new challenges.

1. Your preference for change and variety is typical of most others and you are likely to be comfortable in a relatively dynamic working environment, whilst enjoying some degree of structure around you. You appear fairly comfortable adapting your approach and responding to setbacks, but may find this more challenging if it becomes the norm.

2. You generally enjoy new challenges and are not afraid to alter your thinking or change course when the situation demands it.

3. You may find that although you are comfortable with some level of change, frequent change and variety is unlikely to be a key motivator for you and may become tiresome if it becomes constant.

## Questions to Ask Yourself

1. When have you had to work in a highly dynamic environment? How did you adapt? What did you learn that you could apply to similar situations?

2. Consider a time when you have been working on a piece of work and you had to change your approach before it was completed? How did this make you feel? What could you do differently next time?

3. Have there been situations when a change you proposed turned out to be the wrong approach to take? How did you recognise that you had taken the wrong approach? What did you learn from this?

## Driven

Driven to achieve challenging goals and targets, highly competitive in their approach and focused on winning.

1. You appear reasonably driven and achievement-oriented, being as motivated to achieve goals as most others. You are likely to push yourself to achieve challenging goals and targets, without letting these impact your well-being or relationship with others around you.
2. You also appear relatively open to working at a fast pace for short periods of time, but may find this hard to sustain over the longer term.
3. You are reasonably motivated to take on new challenges, however it is likely to be important for these to align to your particular areas of interest or focus in order to motivate you.

## Questions to Ask Yourself

1. When have you successfully motivated someone? How did you motivate them? How successful were you?
2. Reflect on a situation when you were very driven in your approach in order to achieve a goal. Why was this goal so important to you? What techniques did you use to ensure you remained focused? What challenges did you overcome?
3. Consider a time when you have opted not to pursue a goal? Why was this? What factors determine whether you push yourself to achieve or opt for a more relaxed approach to targets and goals?

# Job Family Profile Match

This section provides an indication of how closely your assessed behavioural preferences fit each of a broad range of job families. The fit score uses the behaviours employers and recruiters typically value most in each job family compared with your assessment scores.

	Suitability											
Medium Fit Job Families												
Logistics & Transportation												63%
Manufacturing & Production												63%
Administration												60%
Agriculture & Environment												60%
Construction												62%
Healthcare												62%
Information Technology (Developers)												60%
Law Enforcement & Security												60%
Low Fit Job Families												
Community & Social Service												59%
Legal Professional												59%
Accountancy, Finance & Banking												57%
Customer Service												53%
Education, Training & Library												56%
Human Resources - Learning & Development												54%
Human Resources - Pensions, Compensation & Benefits												57%
Sales (Acquiring New Business)												55%
Consulting												52%
Engineering												48%
Hospitality & Tourism												52%
Media												50%
General Management												47%
Information Technology (Customer Facing)												44%
Marketing & Advertising												44%
Retail												45%
Sales (Account Management)												47%
Science & Research												44%
Creative Arts & Design												39%

# Job Family Orientation

This section is a starting point for you to consider. It is not directive; it offers you descriptions of three job families to think about as they appear to be well suited to you. However, they should not be regarded as the only options available to you. There may be other job families you are more suited to. For those that are not listed here, the job family descriptors can be found in the Job Family Glossary.

Examples of roles that would be best fit:



## Logistics & Transportation

Jobs within this sector are concerned with the large scale movement of people or products. As a result, a structured approach and a strong degree of organisation and attention to detail are key for success. Role holders need to be comfortable using data in planning and decision making. These roles require the ability to take control of situations, leading and motivating others. Some roles in this sector require strong teamwork and communication skills, as well as the ability to negotiate effectively. Working environments are generally busy and challenging, so jobholders need to be able to cope effectively under pressure and recover quickly from setbacks. Flexibility is also key to success, as is the ability to work towards tight deadlines. Role holders need to be motivated by a commitment to developing themselves in line with industry changes. Jobs in this sector include fleet managers, logistics managers, supply chain managers, commercial pilots, train drivers, air traffic controllers.



## Manufacturing & Production

Success in roles within this job family is often linked to a structured, orderly and methodical approach. Job holders need strong attention to detail, need to be reasonably comfortable working with numbers and data, such as performance metrics and dashboards, and using this information to problem solve. A strong consideration for health and safety, quality standards and processes are critical. Finding simple solutions to problems and focusing on the current situation is often more important than trying to innovate too much. However, recognition for process improvement, efficiency savings and a commercial mindset can also be useful in these roles. The working environment is generally busy and fast-paced with pressures to deliver, so the ability to handle this environment is critical. There is also a need to demonstrate flexibility at times and a requirement to take a leadership role and shoulder responsibility for results in some roles. Teamwork is essential and being able to communicate effectively with others is instrumental in facilitating this. Roles within this category include operations managers, production managers, general production workers, manufacturing engineers, project managers.



## Administration

People working in this job family tend to enjoy operating in a structured and process-driven environment. Roles in this job category typically have a strong focus on following procedures, checking details and keeping records. These roles tend to be very operationally focused, with a requirement to find immediate and logical, yet fairly simple, solutions to problems. Job holders are often pragmatic in their approach, with a strong focus on detail. They need to be able to work effectively with other people, helping others and showing empathy for the challenges they may face. However, they also need to be capable of asserting themselves when required. It is necessary to remain calm under pressure and deal effectively with unexpected challenges and requests when they arise. As a result, being adaptable and resilient under pressure are key components of these roles. Jobs falling into this family typically include personal assistants, administrative assistants, financial administrators, data entry clerks, legal secretaries and credit controllers.

# Job Family Glossary

This glossary describes the 27 job families. This is a static glossary. Please use this glossary in combination with your job family profile match to understand which roles are best suited to you.

Logistics & Transportation	Jobs within this sector are concerned with the large scale movement of people or products. As a result, a structured approach and a strong degree of organisation and attention to detail are key for success. Role holders need to be comfortable using data in planning and decision making. These roles require the ability to take control of situations, leading and motivating others. Jobs in this sector include fleet managers, logistics managers, supply chain managers, commercial pilots, train drivers, air traffic controllers.
Manufacturing & Production	Success in roles within this job family is often linked to a structured, orderly and methodical approach. Job holders need strong attention to detail, need to be reasonably comfortable working with numbers and data, such as performance metrics and dashboards, and using this information to problem solve. A strong consideration for health and safety, quality standards and processes are critical. Roles within this category include operations managers, production managers and manufacturing engineers.
Administration	Roles in this job category typically have a strong focus on following procedures, checking details and keeping records. These roles tend to be very operationally focused, with a requirement to find immediate and logical, yet fairly simple, solutions to problems. Job holders are often pragmatic in their approach, with a strong focus on detail. Jobs falling into this family typically include personal assistants, administrative assistants, financial administrators, data entry clerks, legal secretaries and credit controllers.

Agriculture & Environment	<p>Roles within this job family typically require a methodical and conscientious approach to work. A keen interest in nature and the outdoors is vital. It is important to be comfortable working within a wide variety of weather conditions, where working environments may be less than ideal. Maintaining effectiveness in these conditions, by continuing to follow guidelines and procedures closely and accurately, is essential. Jobs within this category include horticultural managers, agricultural contractors, fishing vessel skippers and forest officers.</p>
Community & Social Service	<p>People attracted to working within community and social service professions are typically driven by a strong desire to help and support others. They generally have strong empathy for others' feelings and the challenges they face and will invest considerable time and energy in helping others to develop. These jobs generally attract people who are motivated by making a wider positive impact on the lives of others. Typical roles within this category include social workers, support workers and probation workers.</p>
Construction	<p>Individuals in these roles often possess an inherent desire to understand how things work and are put together. People working in this industry tend to be highly practical, methodical and conscientious in their approach. They need to be comfortable working with detailed plans and in line with clear deadlines, ensuring that work is delivered on time and to budget, while also identifying and reducing risks. Within this job family, roles include site managers, construction managers, contracts managers, architects, project managers and building surveyors.</p>
Healthcare	<p>Individuals working in healthcare roles tend to have a high degree of empathy for others and a strong desire to help and support people. They are also often motivated to work towards and make decisions for the greater good. They need to possess strong communication skills and the ability to build strong relationships with a variety of different people. They must also be comfortable working with pre-defined processes and adhering to regulations and medical guidelines. Jobs falling into this category include doctors, nurses, physiotherapists and paramedics.</p>

Information Technology (Developers)	Individuals working within these job roles need to be highly skilled at working with numbers and data, and should also possess a strong analytical mindset. They need to be comfortable working within set parameters and achieving results to specified deadlines. They must also be able to take a conceptual approach to problem-solving and consider issues from multiple perspectives. Jobs within this role family include software developers, web developers and game developers.
Law Enforcement & Security	Individuals attracted to roles within law, enforcement and security are often motivated by a strong desire to help others, knowing that their job has a wider positive impact on society. Jobs within this sector are highly pressurised, and role holders will frequently face stressful and high-risk situations. As there tends to be considerable variation within roles, individuals need to be able to manage this while also going the extra mile and putting work above their personal life when required. Roles within this family include police officer, fire-fighter, army officer and prison governors.
Legal Professional	Roles within this family require individuals with a logical and analytical mindset. They need to be comfortable with interpreting and integrating complex information to form opinions and solve problems and to also be able to think conceptually. It is important to take a structured and disciplined approach to work, operating within specified parameters and boundaries, and respecting client confidentiality at all times. Jobs in this role family include solicitors, barristers, judges, legal advisers, legal executives and paralegals.
Accountancy, Finance & Banking	The critical requirement in these roles is an enjoyment of working with numbers and data, analysing this type of information and using the results to make key business decisions. Job holders need to be highly organised and structured in their approach, possessing a high level of comfort with detail and a logical and systematic mindset. They need to be comfortable with organising their work to meet deadlines. Jobs within this role family include accountants, actuaries, business analysts, economists, stockbrokers and financial advisors.

Customer Service	Individuals working in customer service roles are generally driven by supporting or helping others. They are motivated to build effective relationships and enjoy finding solutions to meet the needs of others. These individuals tend to be effective at engaging with others, influencing and persuading customers at times too. The job generally requires a very structured approach, working in an orderly and conscientious manner. Jobs within this category include customer service advisors, call centre agents and airline customer service agents.
Education, Training & Library	Individuals who are suited to roles in this sector have a strong desire to help others to develop and learn. They are generally motivated by the opportunity to support others, as well as making a positive impact on the wider society more broadly. Job holders need to be sociable and communicative in their approach, easily building relationships with a wide variety of different people. Jobs within this family include teachers, teaching assistants, professional trainers and training managers, careers and educational advisors.
Human Resources - Learning & Development	These roles generally require someone that is comfortable taking the lead, persuading others, and often having responsibility for them in some capacity. They should also enjoy supporting others, helping and connecting with them, and showing empathy to find effective solutions to people-related problems. At times, they are likely to be faced with emotionally charged situations, where individuals may be distressed or angry. It is important that role holders can deal effectively with these situations. Roles within this job family include HR assistants, HR business partners, HR managers.
Human Resources - Pensions, Compensation & Benefits	Successful individuals in these roles are likely to be very comfortable working with data and using this to inform planning and decision making. They are likely to be strong planners and organisers and enjoy working with and establishing structures and processes. These individuals are also likely to have a strong regard for professionalism and discretion in their working activities. Jobs within this role family include human resource managers, compensation and benefits specialists and pension specialists.

Sales (Acquiring New Business)	Individuals working within sales roles are typically very driven with a strong ambition to succeed. Roles often have very challenging targets, so a high level of resilience to cope with pressure, as well as the ability to recover quickly from knockbacks is necessary. Roles demand strong interpersonal skills, a high level of social confidence and an ability to influence clients. Role holders also need to be commercially minded, focusing on creating and delivering commercial opportunities. Jobs in this category include sales representatives, sales executives, sales and business development managers.
Consulting	This job family requires individuals who have exceptional people skills and generally enjoy meeting and building relationships with others. There is also a strong requirement to influence and lead others at times. It is also important for individuals in these roles to be ambitious and keen to achieve challenging targets. Roles in this area tend to be fast-paced, so being able to work effectively under pressure is also vital. Typical roles within this job category include business consultants, management consultants and management analysts.
Engineering	Roles within this family demand a logical and data-driven approach and a requirement for job holders to use statistics in problem-solving, planning and decision making. Individuals in this field are likely to enjoy thinking innovatively around problems, coming up with creative solutions and thinking broadly around issues. They are also likely to enjoy staying up to date with new developments in the industry. Jobs falling into this category include aerospace, automotive, chemical, electrical, mechanical and marine engineers.
Hospitality & Tourism	Individuals working in the hospitality and tourism industry are generally motivated by working closely with other people and building strong relationships and networks. They need to be adept at understanding customer needs, using empathy and insight to understand what is required, and working hard to meet these requirements. They are likely to meet and work with a wide range of individuals, with differing needs and backgrounds. Roles within this family include hotel managers, tour guides, airline cabin crew and hoteliers.

Media	Individuals working in this sector require a high degree of social confidence and skill. They need to enjoy interacting with others and building and maintaining strong relationships. They also need to be persuasive and influential in their approach, taking a lead when required. Strong communication skills, both verbal and written, are crucial, and job roles require a high degree of innovative thinking and an ability to generate novel and imaginative solutions. Roles in this job family include public relations officers and specialists, journalists, and digital content managers.
General Management	Managers require both the desire and the capability to lead and influence others. They will often be responsible for the development of their team members, so an ability to build strong relationships, listen and understand different perspectives and needs is crucial. Being ambitious is a key requirement too as well as the ability to remain calm and composed in pressurised situations. Although managers are required to take a structured and process-driven approach, they will also need to flex their approach to identify innovative solutions to problems.
Information Technology (Customer Facing)	Individuals working in this profession typically possess a logical, objective and data-driven mindset. They need to be comfortable working with data and numerical information and using this to inform decision making. There is a high degree of organisation and structure in these types of roles so individuals must enjoy operating within set parameters and meeting agreed deadlines. Customer requirements are key within this type of job, so individuals must show a keen interest in understanding the needs of others. Jobs falling into this category include IT consultants, support technicians, service and repair technicians, business analysts, network analysts.
Marketing & Advertising	People working in this sector thrive on thinking creatively and conceptually, and coming up with innovative and imaginative solutions. However, success in these roles also requires an organised and structured approach, with strong attention to detail and a conscientious approach to meeting deadlines. Job holders need to be relatively analytical and feel comfortable using data to support their decision making. Jobs in this category include marketing assistant, marketing executive and marketing manager.

Retail	People attracted to roles within the retail sector generally possess strong interpersonal skills and enjoy working with others. It is important to be committed to helping customers by finding solutions to meet their needs. As a result, a strong degree of empathy, and the ability to confidently persuade and influence others when required is essential. At times, job holders will be faced with difficult customer negotiations. It is important to remain professional and respectful at all times and effectively resolve these situations. Jobs in this category include sales assistants, section managers and store managers.
Sales (Account Management)	People working within account management roles typically enjoy working in client-facing roles and having a high degree of contact with others. They often have a strong desire to help others, working with clients to understand and meet their needs. As a result, role holders need to possess strong communication skills, with an ability to listen effectively and find appropriate solutions. Roles within this family include account executives, account managers, client relationship managers.
Science & Research	People working within research and scientific professions are often inspired by opportunities for learning, with a strong desire to learn about new things and develop themselves. There is also a strong requirement to be structured and methodical in their approach to work. Individuals must be analytical and data-driven, comfortable working with complexity and using statistics to guide decision making. Jobs in this category include biomedical scientists, laboratory technicians, research scientists and academic researchers.
Creative Arts & Design	Individuals attracted to roles within this job family are likely to be highly creative in their approach, with a passion for coming up with new ideas and doing things differently. Often characterised by their imagination, and sometimes radical ideas, these individuals will need to spend considerable time keeping up to date on the latest industry trends and thinking. Roles within this job family include interior designers, visual merchandisers, fashion and graphic designers, commercial artists.