

NEW FEATURE

## Your Strengths Career Guide

Whether you're just starting out in your career or looking to gain experience in a new area, choosing a role that aligns to your strengths improves how successful you are and how much you enjoy the work you do.

We've reviewed years of data across success, roles and strengths use and carefully selected 43 sectors. Below (in alphabetical order, not ranked) are the 6 sectors that most utilize your realized strengths and 2 sectors that most utilise your unrealized strengths. Use it as a guide to help you in your future career choices.

### Career Suggestions

For your realized strengths – what you perform well at, enjoy and use often



#### Accounting

Accounting professionals are responsible for managing, reporting and auditing a business or client's accounts on a domestic or global scale. Tax Specialists provide advice around the rules and regulations of tax law in their areas.



#### Marketing, Advertising & PR

Marketing, Advertising & PR professionals help clients connect with their audience through the promotion of brands, products and concepts, utilizing a wide variety of platforms such as events, print, media advertising and the web.



#### Human Resources

Human Resource professionals help to shape the culture of a company by involving themselves in training, management and development of employees, as well as working with salaries, benefits and employment law.



#### Sport & Recreation

Sport & Recreation spans a wide variety of roles connected to the sporting industry including professional athletes, coaches, trainers, sports event coordinators and managers, and gym and fitness professionals.



#### IT

IT professionals install, monitor, configure and maintain computer hardware, software, systems and networks. This can involve offering face-to-face support for users or liaising with manufacturers and developers.



#### Social Care

Social Care professionals provide care and practical assistance to their service users, whose needs can include physical or learning disabilities, mental ill health and drug or alcohol dependencies.

### Potential Career Suggestions

For your unrealized strengths – what you perform well at, enjoy and use less often



#### Non-Profit & Voluntary

The Non-Profit & Voluntary sector is dedicated to improving the world and the lives of people. This can involve taking on multiple roles often within smaller organizations or offering specific skills and experience.



#### Training and Development

Training & Development involves designing, delivering and facilitating programs to support and educate people with the knowledge and practical skills necessary for their work and career growth.

Learn more about your strengths and your career within our Best SELF Model

