

# Career Coaching for Graduating College Students



## The Background

A graduating high school senior needed help determining a personally fulfilling career pathway.

The Science of Motivation® was used to align her intrinsic motives to the attributes of a potential career.

## The Opportunity

Apply The Science of Motivation® to inspire the pursuit of an authentic, purpose driven life.

## The Brief

Teachers described Brenda as "exceptionally friendly, disorganised and good at maths". Brenda's parents strongly encouraged college as a pathway to accounting to leverage her maths skills. Brenda wasn't convinced college or accounting was for her.



## The Process

The Reiss Motivation Profile® (RMP) was administered to Brenda by a school guidance counsellor to uncover her intrinsic motivators.

The RMP revealed Brenda's strongest strivings were:

- A strong desire for Social Contact, Independence and Physical Activity.
- A weak desire for Status, Curiosity and Order.

These strivings indicate that a social and active role with the ability to work independently would satisfy Brenda's inherent desires. In contrast, they suggest that a role of high Status, Curiosity and Order could lead to a career choice of dissatisfaction, or even frustration for Brenda.

## The Outcome

Brenda was encouraged to pursue a career in hairdressing. A career that is highly social, highly active and allows her to work independently. Although an inherently planned and organised job, Brenda is able to satisfy her weak desire for Order through the creative nature of hairdressing.

To this day, Brenda remains a successful and happy hairdresser.

## The Conclusion

It is important to look beyond the surface of skills when deciding on a career path. Skills are certainly an indicator of capability, but not necessarily an indicator of aspiration. Pursuing a career that satisfies our desires allows us to flourish, succeed and ultimately, embrace our whole self.

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