



MY Self Premium Report
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Introduction

The following report is based on your completion of the MY Self questionnaire. It provides an insight into your behavioural effectiveness at work and the career areas to which your own particular strengths are likely to fit.

MY Self Overview

This section of the report presents your relative strengths and limitations rank ordered into four groups. Your first three behavioural effectiveness areas are referred to as 'Signature Strengths' and indexed with four MY symbols. The next three are referred to as 'Supporting Strengths' and indexed with three MY symbols. The next three areas are referred to as 'Lesser Strengths' and indexed with two MY symbols. The final three areas are referred to as 'Challenge Areas' and indexed with one MY symbol.

Signature Strengths

This section of the report covers your top three strengths. 'Know your Strength' explains the special contribution that you bring to the work place. 'Your Culture/Environment Fit' outlines which organisational cultures are likely to align with your values and needs, which in turn should lead to job satisfaction. 'Maximise your Strength' gives you tips on how to deploy your strengths for maximum impact. 'Use your Strength Wisely' provides some caveats and warnings on how heavy reliance on your strengths might become disadvantageous. Finally, 'Competitive Advantage at Interview from your Strength' provides tips on how to prepare for interviews.

Challenge Areas

This section of the report covers your bottom three behavioural effectiveness areas. 'Know your Challenge Area' outlines which behaviours you are likely to find difficult to consistently demonstrate. 'Potentially Unsuitable Cultures/Environments' outlines the working environments you are likely to find stressful, which in turn may reduce your job satisfaction and performance at work. 'Working with your Challenge Area' gives you tips on how to develop this area. 'Turning your Challenge Area into an Asset' provides an alternative, positive angle on your area of challenge.

Career Area Chart

This chart indicates your suitability for 12 broad career areas covering a multitude of roles. It is worth bearing in mind that some specific occupations and jobs may have quite different role requirements.

Career Area Fit

This section of the report presents your top three career areas. For each of the three career fields, your degree of strength is shown for the related behavioural areas.

MY Self Overview

This page provides an overview of your relative strengths, which are grouped into four categories featuring three strengths each. The list of strengths is presented in order from your strongest 'Signature Strength' to the area of greatest challenge for you. The implications for 'Signature Strengths' and 'Challenge Areas' are described in more detail on the pages that follow.

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Signature Strength

Creating Innovation



Know your Strength

You have a special contribution to make in providing creativity and originality in terms of thinking differently about what can be done and how to do it. Your innovative style suggests that you are prepared to challenge how things are typically done and like to think about how things can be improved for the future.

Your Culture/Environment Fit

You are likely to benefit from working in cultures where creativity is valued, and where change and improvement are an integral part of day-to-day activities. You could become frustrated when innovation is discouraged and when routine and repetitive activities are prioritised. This could lead to boredom and perhaps lower your motivation to work.

Maximise your Strength

Maximise your creativity by testing how practical the outcomes of your activities are. This can be achieved by investigating where similar activities have already been successful. Think through what makes them work effectively. Make sure to analyse what you are considering in detail to ensure you understand exactly how things work. Try to develop opportunities to use or test aspects of your ideas before implementing them fully.

Use your Strength Wisely

Your preference is to do things differently to many other people and while this is important in some situations there are times when your creative input may seem unrealistic, unhelpful or an unnecessary distraction to the immediate need to get things done. Think when and where to apply your creativity to its best effect. When you are looking to be innovative, it is worth reflecting on how it is likely to be received by other people. While creativity at work is important, it is also important to build a reputation for having useful, practical ideas. It may be helpful to start making suggestions for small improvements and later build on these suggestions to achieve greater innovation.

Competitive Advantage at Interview from your Strength

Think of concrete examples which show where your ideas have previously had a positive impact. Focus on the tangible benefits of your ideas, as well as considering their origins and what you did to make sure the ideas would be successful before you implemented them. You may be tempted to talk at length about the variety of ideas you have come up with, including those which never came to be used. This could give the impression that you are unfocussed and perhaps impractical, rather than an innovator whose ideas actually make a difference. Be clear before the interview what kind of innovation the role requires and make sure your answers address this. For example, you might want to consider specifically whether it is practical strategies or theoretical ideas which are needed.

Signature Strength

Communicating Information



Know your Strength

You are more prepared to put your views across confidently, persuasively and with conviction than many others. This may be an advantage in that your opinions are more likely to be taken account of than others and you are more likely to be able to bring other people round to your point of view.

Your Culture/Environment Fit

You are likely to relish roles where you can make your point known and where expressing your view can make a material difference to the outcome. However, you may find overly authoritarian and autocratic cultures, where people are expected to do what they are told, more difficult to work in.

Maximise your Strength

Making your point effectively is first and foremost about understanding your audience. Try to understand not only what their needs are, but what drives or motivates them. This understanding can help you get a point across in a way others are more likely to accept. Prepare in advance by thinking through the likely objections that may be given and develop strong points to counter or overcome the objections. Remember to acknowledge someone's objection before dealing with it in a positive manner.

Use your Strength Wisely

You need to deploy your strength with care as you are likely to enjoy the process of putting across your view more than other people. There may be times when this is unwanted or the point that you are expressing is not welcome. Try to avoid being unnecessarily combative and exercise discretion in knowing when to reserve judgement.

Competitive Advantage at Interview from your Strength

Think of someone you have successfully persuaded but who was seen as difficult to influence. Giving a specific example of something you said that contributed to convincing this person will help you make a strong case at interview. Give short, clear answers as to what exactly you did that made the difference.

Signature Strength

Driving Success



Know your Strength

You make clear contributions and are likely to work harder than many others to drive activities and make things happen. This is an important skill as it often makes the difference between the success or failure of an ambitious project. From a personal point of view, it can also be a strength which underpins long-term high potential in your career.

Your Culture/Environment Fit

You are likely to suit cultures where reward is based on merit for tangible achievements and where the delivery of outcomes is highly valued. You may be dissatisfied and frustrated by self-satisfied workplace cultures where the present level of success and achievement is seen as sufficient and further improvements are not sought. Nevertheless, if given sufficient freedom you might still be able to have a positive impact and improve such working environments.

Maximise your Strength

Think where your efforts can make a real difference to the organisation and to your own career. You may be tempted to accept all available challenges but sometimes it can be helpful to take some time to consider what will make a real difference and so merits putting a lot of effort into. It may be helpful to categorize challenges either as easy wins or hard-fought battles. You can go for as many easy wins as you are capable of, but might want to carefully consider which hard-fought battles are worth pursuing. Recognising which battles are worth fighting because few others are likely to succeed in the area in question is a skill common to many successful individuals and can lead to important competitive advantages.

Use your Strength Wisely

Others could find your strength overpowering or unsettling, so you may need to spend time trying to get other people to clearly understand your goals and intentions. Failure to do so might result in resentment or the development of unhealthy rivalries. It is worth remembering that other people may be content to do a satisfactory job without investing the same amount of time and effort as you to achieve success. As you may be prepared to work intensely for very long periods of time you should make sure not to neglect your own welfare, as well as that of other people. Try to make time for other social, intellectual and physical activities which could help alleviate the pressure of your preferred style of work.

Competitive Advantage at Interview from your Strength

Describe in detail what differences you have made and specifically what the resultant benefits were for the organisation or end-user. Be clear to describe the extra effort you put in (e.g. hours worked, inconveniences suffered) and why you thought that putting in the extra effort was important and contributed to your success.

Signature Strength

Driving Success



Competitive Advantage at Interview from your Strength

Interviewers like to see candidates who are realistic about their achievements, who can clearly articulate what was not successful, what they did to rectify any problems encountered and how they would avoid making the same mistakes in the future. Your active and driven style could give the impression that you are neglecting to focus on other important aspects of workplace performance, for example relationships with colleagues or the ability to evaluate information before taking action. Try to show how your achievements helped other people and what you did to ensure that the relevant people were aligned with your goals. You may need to convince the interviewer(s) that you are considering all relevant factors and not taking action without prior consideration, so explaining how you planned your activities before getting started is likely to be helpful.

Challenge Area

Giving Support



Know your Challenge Area

Your primary focus at work is unlikely to be on supporting or attending to other people. At times, you may be perceived by others as self-focused and they may think that you do not place sufficient emphasis on the people issues.

Potentially Unsuitable Cultures/Environments

You may find it frustrating to work in very supportive and accepting environments where even substandard performance is evaluated in a positive light and criticism is kept to a minimum.

Working with your Challenge Area

The fact that you are not always the most supportive person is not necessarily a problem unless the tendency is very pronounced and other people find you difficult to work with. Be aware that giving support to others is something that is, to a certain extent, expected of most people at some time or another. Particularly insensitive behaviour may alienate some people so make sure to take some time considering how you could support other people at work. You may also need to be aware that some people may see you as creating unnecessary rivalries or hostility if you do not spend time supporting and attending to others.

Turning your Challenge Area into an Asset

While you are likely to be less sympathetic than many other people, you can choose to give genuine support selectively and effectively. Work out when giving support is likely to lead to improvements in someone's performance at work and when attending to people's needs is particularly desirable in order to improve their morale or satisfaction. You might also want to bear in mind that people who are very supportive of others all the time may be seen as soft and lacking in drive, or even overly obliging, and you are unlikely to come across in this way. By being objective and measured in your approach to supporting others you may also retain more time to focus on other important aspects of your work.

Challenge Area

Structuring Tasks



Know your Challenge Area

You are likely to be less well organised than many people and may generally avoid making plans of how to approach your work. You may have a tendency not to complete tasks until deadlines are near and a high degree of structure is not likely to play an integral role in your approach to your work.

Potentially Unsuitable Cultures/Environments

You are unlikely to be well-suited to environments in which there are many different activities that need to be organised and co-ordinated. Similarly, environments in which there are inflexible deadlines may not suit you. You are likely to find it frustrating if you are required to work on specific tasks in a very structured way without having the flexibility to change your approach as you see fit.

Working with your Challenge Area

Breaking a task down into sub-components can simplify a process and dealing with the different components individually may help develop your organisational and prioritisation skills. Many other people are likely to prefer to take a more structured approach than you, so they may be able to help provide structure around your activities. You could seek assistance from someone who is more structured than you to help you prioritise the delivery of sub-components according to their individual deadlines.

Turning your Challenge Area into an Asset

Working in a less structured and organised way than many people may allow you to be more flexible in your work. When not relying heavily on structured procedures, you may have more opportunities to adapt your approaches to the specific demands of the current situation. Working without structure may also free you of potentially limiting constraints and allow you to develop novel solutions to problems and take non-standard approaches. It may be useful to recall examples of when an unstructured approach has been successful for you in the past, perhaps in a situation where it allowed you to react to something unanticipated which later proved particularly important. Because many other people are likely to be more structured than you, working in tandem with someone who is more structured may provide a useful combination of creativity and process.

Challenge Area

Processing Details



Know your Challenge Area

Working with details, procedures and finishing things off are not likely to be things you see as high priorities in your work. However, you should recognise that in some contexts processing details can be very important and failure to process details adequately can have serious consequences.

Potentially Unsuitable Cultures/Environments

Environments which require the accurate and efficient processing of a large amount of data, or where there are tight regulations and processes to follow may leave you feeling frustrated and bored. In such environments you may find a lack of autonomy and may feel constrained in such a way that you do not feel able to make effective contributions.

Working with your Challenge Area

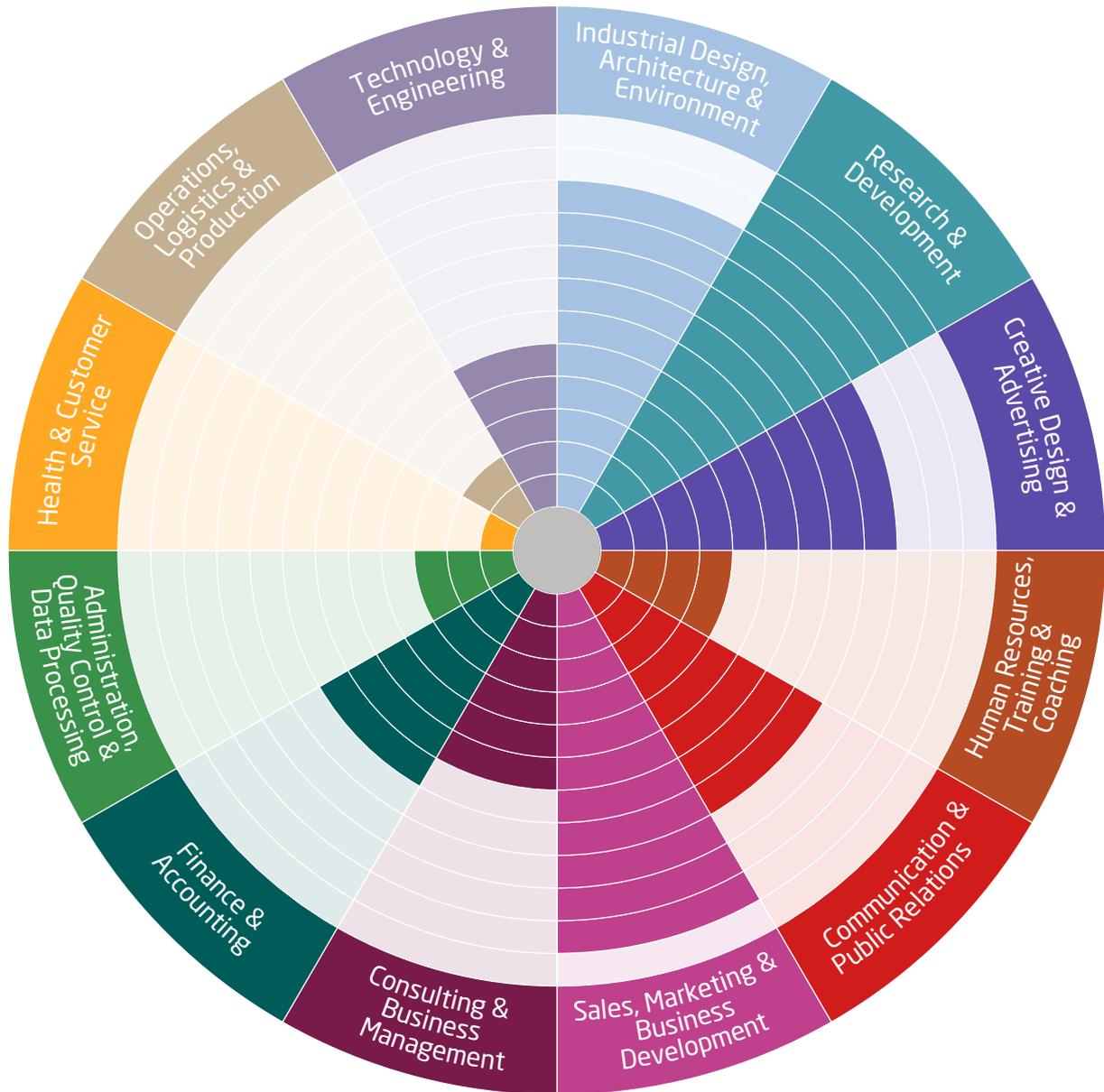
From time to time, you may encounter tasks that require rigorous checking and/or where specific processes or procedures need to be followed. It is important that you recognise when these occasions occur and try to plan sufficient time to ensure that you can get the necessary checks finished within the required timelines. It may be that there is a better way for you to do this than simply checking it yourself, for example, engaging other people to help you with the process. In addition, ensure that you do not agree to work on a checking task which is counterproductive given the return that is gained for putting in the checking effort.

Turning your Challenge Area into an Asset

Through a lack of interest in working with details you may have more time to think more widely about the important issues and to focus on the "bigger picture". This is likely to leave you free to assess what really are the most productive and important activities at any given time.

Career Area Chart

This chart indicates your suitability for 12 broad career areas covering a multitude of roles. It is worth bearing in mind that some specific occupations and jobs may have quite different role requirements.



Career Area Fit

This section of the report presents your top three career areas. It further details the key strengths which underpin each of the three career areas. These strengths are based on typical requirements for jobs in each career area. Your level of strength is indicated against these typical job role requirements.

1 Career Area: Research & Development

A passion for learning is critical to roles in this career area, which tend to require a lot of reading, studying and writing. Critical thinking is central to this career area with a particular emphasis on asking probing questions. Creativity and ingenuity are often useful for exploring multiple angles and for generating original solutions.

Typical Job Role Requirements	Your Strengths
Investigating Issues	Supporting Strength
Evaluating Problems	Supporting Strength
Creating Innovation	Signature Strength

2 Career Area: Sales, Marketing & Business Development

Jobs in this field require assertiveness and self-confidence. In addition, orientation towards the achievement of goals, entrepreneurial drive and dynamism are key to performance in this career area. Persuasive articulation of arguments is also important for negotiating and closing deals.

Typical Job Role Requirements	Your Strengths
Providing Leadership	Lesser Strength
Driving Success	Signature Strength
Communicating Information	Signature Strength

3 Career Area: Industrial Design, Architecture & Environment

Jobs in this field often require analytical thinking and problem solving abilities. Composure and maturity are often important when operating machinery and equipment or working outdoors. Roles in this field frequently require an insightful yet practical approach, and learning from observation.

Typical Job Role Requirements	Your Strengths
Evaluating Problems	Supporting Strength
Showing Resilience	Lesser Strength
Investigating Issues	Supporting Strength

About this Report

Your responses have been compared with a group of 1,240 international professionals and managers and then rank ordered.

Disclaimer

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