

Application Builder

incorporating Career and CV Manager



Sam Sample

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Prepared For

Sam Sample



APPLICATION BUILDER

Application Builder

Application Builder is presented by QS Leap, the most advanced test-prep platform in the world.

QS Leap prepares you for your future and provides outstanding resources to give you a competitive edge.

Part of your success is for you to understand the employability skills you bring with you.

It is recognised that graduates are underselling their most marketable attributes by failing to highlight their strengths in areas such as teamwork, problem solving and emotional intelligence.

In fact, a new study from Harvard University and the University of Michigan found that soft skills training like communication and problem solving, boosts productivity and retention, and delivers a return on investment based on higher productivity and retention.

Today, as companies increasingly need to become more dynamic, interconnected and flexible, soft skills are critical.

Hay Group, for example, revealed in May that seven out of 10 graduates thought that technical skills were enough to succeed, while 91% of graduate recruiters felt a lack of people skills was hindering their leadership potential.

Application Builder assists you discover your employability and soft skills and provide you with content that will make every application, cv or submission stand out.



Congratulations, based on your answers we have identified you as a

Driver Analyser

Your report highlights your strengths and the positive contribution you can make.

Your Report Is In Three Sections

Section ONE describes your personality traits and reflects your natural talents and strengths.

Section TWO focuses on your business and people management skills and aptitudes.

Section THREE is about presenting applications, resumes and CV's.

Privacy

Application Builder uses the DPSA™ methodology developed by MyProfile Pty Ltd. Your report is based entirely on your response to the survey and is intended as general information about you. Some of the report comments may not apply to you, so you need to use your judgment about what you copy and use.

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PERSONALITY
TRAITS



If you find what you're good at and feel strongly about, you are well placed to achieve a truly satisfying career

Your Personality Style

We have identified your personality style as a Driver Analyser. This is based on how you responded to the survey and the purpose of this report is to provide you with personal insight as to who you are and the natural talents and strengths you have.

By identifying your strengths we have provided you with a resource to use when making applications, writing your resume / CV or presenting yourself at a job interview or business meeting.

One of the most difficult tasks in preparing an Application is what to say about yourself that is inspiring and captures the attention of the reader. A key attribute to your success in life is how you present yourself. In building your brand and raising your profile, mastering the art of sales is a key component of everything you do.

To help you describe yourself and the potential you have, we recommend you use the key words, phrases and content in this report to make you stand out from the crowd. In most everything you do, you will compete with others and in every occasion what you write must be compelling to motivate others to connect with you.

About Your Driver Analyser Style

You are a task oriented person who would prefer to get on and do it rather than sit around talking. You are in control of your emotions and remain cool and less interested in people than the task at hand. You are results oriented and at the same time you are driven to be accurate and precise.

You tend to make decisions about the simple stuff quickly but prefer to take longer to evaluate the situation before you decide on more complex issues. You become more cautious when it comes to personal decisions and are often seen as cool and aloof, and detached from others.

Often described as creative, you are quick thinking and inventive. You analyse all your options internally, you ask questions of yourself and respond accordingly. You think through the issues. You like to control your emotions and set yourself high standards. Failure is not an option. You don't like being criticised or your work questioned and you may respond sharply to those who dare challenge you.

You look towards the future. You tend to think differently and more creatively. This keeps you motivated and focused. You are able to analyse and solve problems. You do it your way and will often arrive at a solution that is unique. You want to achieve results that are precise, accurate and detailed.

You excel when the responsibility to act independently has been provided. This is particularly the case when the job requires detailed technical knowledge. You can be highly intelligent, and provided sufficient time is allowed, will complete projects accurately and thoroughly. You enjoy solving problems especially when others have tried and failed.



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**PERSONALITY
TRAITS**



Competence and
passion
constitute an
unbeatable
combination
for a successful
career

Talents You Bring To The Job

You can be determined and you bring a lot of energy to pursuing your goals. You are willing to accept responsibility especially if the situation takes advantage of your talents. By working alone you can put your analytical skills to good use. You may have earned a reputation for producing excellent results. It is worth giving you the freedom to think things through and consider a task from several angles. You put a lot of thought into problem solving and can see issues others have missed.

Your key talents include:

- Keen powers of observation and an excellent memory
- Talent to bring order to confusing data and to recognise facts
- Aptitude for working alone or alongside others you respect
- Capacity to stay calm and cool in a crisis when under pressure
- Ability to recognise what needs to be done
- Aptitude for working with your hands and with tools
- Ability to adapt well to sudden change and shift gears quickly
- Practicality and common sense
- Capability to identify and make good use of available resources

Words That Describe You

Accurate
Active
Alert
Assertive
Calculating
Creative
Decisive
Demanding

Direct
Forceful
Forward thinking
Goal oriented
Independent
Inquisitive
Inventive
Logical
Loyal

Perfectionist
Practical
Precise
Productive
Self assured
Self-starter
Systematic
Results oriented
Unemotional

Your Value To An Employer

- You accept challenges
- You value time
- You adhere to procedures and policies
- You get results
- You make decisions
- You solve problems
- You focus on detail
- You bring reality to the situation
- You enjoy working to guidelines

What You Value And Admire

Achievement
Challenge
Competence
Critical thinking
Decisiveness
Efficiency

Facts
Leadership
Productivity
Responsibility
Structure
Work ethic



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PERSONALITY
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Your career decisions should move you towards alignment between what you are good at and what you are passionate about

How You Make A Difference

You make a difference by using your core strengths ...

Taking charge

Your leadership skills compel you to take charge and be in control. You make a difference when it's needed to turn a business around or solve a problem because you are willing to back yourself. Your self-confidence and leadership qualities encourage others to follow and support you.

Setting high standards

Your natural instincts to win mean that you set high standards for yourself and others. You make a difference by encouraging others to be the best they can be and not to expect anything less than success. You respect loyalty and hard work.

Being a creative thinker

You make a difference by being a visionary, a "future oriented" person who doesn't look back. You are good at developing plans, schemes and concepts, sometimes the bigger the better. Nothing is impossible. You use a logical approach to design and innovation.

Solving problems

You are a natural and gifted problem solver. You make a difference by being able to get to the core of a problem and provide solutions that work. You see the problem as a challenge rather than a setback, and this gives you the clarity to see through it.

Looking at the big picture

You prefer to work with the big picture, the big idea, rather than get into the detail of it all. You make a difference by your rational approach that allows you to see how things connect. Your visionary approach lets you see how everything relates to each other and where problems may arise. This is why your type tend to be the entrepreneurs of society.

Getting it done on time

You are realistic and strive for results such as getting things done on time, or saving money or figuring out how to be more productive. You want to see tasks completed efficiently. You make a difference by ensuring that things are done correctly and deadlines are met.



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PERSONALITY
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Personality Styles and Job Matching

The relationship between personality style and the job is critical to your career success. The closer your talents match the job the better you will perform so when you're in a job that utilises your strongest talents, you're more likely to succeed. When your strengths match the job it's a 'good fit'. The trick is to discover your 'right fit' early in your career.

The key for **Driver Analysers** is to have a variety of work that is hands on, detailed and requires problem solving. Technical careers dealing with logic and facts are well suited.

In listing occupations that are popular among Driver Analysers, it's important to note that there are successful people of all styles in all occupations. However, the following are careers you may find particularly satisfying.



When your talents match the job, it's a great fit.

Understanding yourself is essential to success

Accountant	Lawyer
Agricultural Services	Legal Secretary
Audiovisual Specialist	Logistics
Automotive Engineer	Management Consultant
Banking	Mechanical Engineer
Building and Construction	Medical Administrator
Business Consultant	Medical Equipment
Chemist	Merchandise buyer
Chief Executive Officer	Technician
Chief Financial Officer	Military Officer
Civil Engineer	Mortgage Broker
Computer Analyst	Paralegal
Computer Programmer	Paramedic
Computer Repairs	Parks And Reserves
Computer Sales	Printing and Publishing
Creative Designer	Private Investigator
Credit Manager	Product Engineer
Data Analysts	Production Planning
Economist	Project Manager
Electronic Specialist	Quality Controller
Engineer	Research Scientist
Entrepreneur	Securities Analyst
Environmental Protection	Security Specialist
Equipment Repair	Self Employed
Equipment Sales	Share Broker
Finance Management	Software Developer
Financial Services	Software Sales
Flight Engineer	Solicitor
Forensic Scientist	Strategic Planning
Fund Manager	Surveyor
Hospital Supervisor	Systems Analyst
Industrial Relations	Technical Manager
Information Technology	Technical Supervisor
Insurance Appraiser	Telecommunications
Investment Banking	





**BUSINESS
SKILLS**

Managing Change

As a Driver Analyser you enjoy the challenge so change is not a problem for you if the rationale behind the change has been explained and understood. Once the decision has been made you are ready to get on with it provided you have authority and control over the process.

How Driver Analysers transition

You do this by developing an action plan and timetable for transition. Being in charge and managing the process will allow you to coordinate activities and ensure that it runs like 'clock-work'. You do need to work on your people skills and be more forgiving particularly for those styles such as Supporters that don't transition easily. You'll focus on the transition details, as natural 'big picture' person these can be sometimes overlooked.



Many of us are poor observers of our behaviour.

We have a blind spot as to how we see ourselves.

The pace with which we live our lives precludes self-reflection

Under Stress

We each boil at different temperatures and react differently to stress. Some yell and shout and others withdraw to avoid conflict. Stress in small doses is desirable. It creates the adrenaline that helps us focus on the task at hand. Too much stress creates disharmony and conflict. This section explains what is most likely to happen to you under stress.

Under stress you become demanding and become controlling. You can unleash an angry personal attack using strong language and high volume. You try to impose your thoughts and plans and seem utterly unbending and closed to any ideas except your own.

In your defense you might say "there's a task to be done and I'm here to see that it gets done". Once you are in this mode you push to implement your plans, your schedule, and your ideas. Plans conceived in this state of mind are often flawed.

To less assertive types such as Supporters and Analysers your behaviour can be intimidating and they resent being pushed around particularly when you act fast normally, become superactive when stressed which puts enormous pressure on others.

Your Leadership Qualities

Driver Analysers are entrepreneurial leaders who want to be in charge, who communicate well and are focused on results. You expect your team to accomplish a lot in a short time. You look to quality of work and expect people to be responsible for their actions. You are bottom line focused and expect your colleagues to deliver on time and under budget. Innovative and ambitious, you strive towards achieving your goal.

You are unperturbed by the degree of difficulty and opposition you might face, expecting your team to be in full support. You place value on time and expect colleagues to work as hard as you do without complaining or quitting. You set high expectations and can be demanding.





BUSINESS SKILLS



A person who sees a problem is a human being; a person who finds a solution is visionary; and the person who goes out and does something about it is an entrepreneur

Problem Solving Skills

You enjoy the challenge of solving problems. The more complex the better. However, because you can be too quick to find a solution you usually slow down and examine things in more detail. Taking a more practical approach prevents you from creating another problem.

You have excellent problem-solving skills because you accept the challenge, you're willing to take risks and you accept responsibility.

These when overused become your weaknesses. Rushing in too quickly, not examining all the options, looking for the easiest solution.

As a natural leader you don't need to solve it yourself. Share solutions with others who have expertise and seek out their ideas.

Entrepreneurial Business Skills

The Skills You Need to Build a Great Business

What makes someone a successful entrepreneur? It certainly helps to have strong technology skills or expertise in a key area, but these are not defining characteristics of entrepreneurship.

Instead, the key qualities are traits such as creativity, the ability to keep going in the face of hardship, and the social skills needed to build great teams.

If you want to start a business, it's essential to learn the specific skills that underpin these qualities. It's also important to develop entrepreneurial skills if you're in a job role where you're expected to develop a business.

Each personality style can be an entrepreneur. What makes an entrepreneur are; personal characteristics, interpersonal skills, critical and creative thinking skills and practical skills. Qualities like; resilience, focus, managing people, learning, sales, self reliance and patience.

Our research indicates these attributes contribute to the success of entrepreneurs, business owners, managers and top executives.

- Passion and motivation
- Not afraid to take risks
- Self-belief, hard work and disciplined dedication
- Adaptable and flexible
- Product and market knowledge
- Ability to spot new trends & disruptors
- Strong money management
- Effective planning skills
- Customer focus
- Ability to question themselves
- Manage stress
- Identify strengths and weaknesses
- Ability to hire effective people
- Manage staff and investors
- Deal with failure





**BUSINESS
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Entrepreneur is a synonym for “salesperson.” Selling people to join your firm, selling them to stay, selling investors, and selling customers

It doesn't matter if you're running the corner store or Pinterest, if you plan to start a business, you'd better be good at selling.

The good news: if you like to sell and you're good at it, you will always make more money, relative to how hard you work, than any of your colleagues.

Except from "The Four: The Hidden DNA of Amazon, Apple, Facebook and Google" by Scott Galloway.

What Type of Salesperson Are You?

As a salesperson you move quickly into a presentation and give customers bottom-line benefits. With just one objective in mind, you prefer to dispense with small talk unless it's essential.

If the prospect doesn't see the benefits you may lose patience and move on to your next opportunity. You are confident and paint convincing pictures of the benefits of your product and service. You tend to have a higher tolerance for rejection than other styles, and you are more comfortable cold calling.

Your quick pace and bottom-line orientation means that you are wired to selling products that can be quickly matched to a customer's needs. Your impatience makes you less well-suited to products or services requiring a lengthy sales cycle. These might include complex services, communications systems consulting projects. You are results oriented and sell by presenting in a strong and direct manner. You expect buyers to decide quickly based upon your recommendations and benefits you've presented.

You are not well suited to sales where strong relationships need to be developed and nurtured. You are naturally very practical, no-nonsense and sell on logic and fact and 'what it will do' for the buyer. As an early adopter yourself you enjoy selling new and innovative products.

Driver Analysers are best where,

- they sell based on short sales cycles
- products require a limited attention to specifications
- products that have good returns on investment
- new and innovative products for early adopters
- technology products that are leading edge
- they work with buyers who make quick decisions
- they control the pace of the presentation
- they can use their business skills to establish trust and reliability

You will improve your entrepreneurial skills by adding stories. People want to find out about you. How you got started, what drives you, how you came up with the idea. Learn to tell your story and investors, customers, colleagues and other stakeholders will support you. Stories are powerful, more powerful than rates of return.

Take a moment to watch this video about storytelling and its powers to connect, persuade and engage. <https://vimeo.com/80117083>.





**BUSINESS
SKILLS**



When it comes to using our strengths, too much of a good thing is not a good thing.

How can this be? Shouldn't we focus on strengths, capitalise on them, and use them every chance we can?

Of course, but when our strengths are exhibited at extremes, they become our weakness

When Strengths Become a Weakness

The way to self-improvement is to understand what your strengths are and how, when over used, will become a weakness.

Although it's advisable to capitalise on your strengths, people sometimes overdo a good thing by relying excessively on those strengths. There's a line in *The Count of Monte Cristo* by Alexander Dumas which reads, "*Any virtue carried to the extreme can become a crime,*"

So, what are your strengths that can become weaknesses if overused.

You have a natural leadership aptitude. You're a "mover and shaker", make it happen person who is entrepreneurial with a pioneering spirit.

To be successful you follow your own goals and often ride rough shod over others. You are pushy, dominating, concerned only for yourself. Whilst this is not what you'd like hear nevertheless it's true and if asked, really doesn't bother you if that's what others think.

That would be okay if you were working on your own, but working with colleagues you need to consider your strengths and how best to use them.

Domineering is one of your many strengths. This is good but bad if you're the one doing all the talking and not listening. To become a better listener let others have their say, speak less and listen more.

Let's review your positive strengths and what happens when they're overused.

1. Independence leads to poor collaboration.

We understand you're the decision maker but going alone is not always the answer. Being able to chair a meeting and have people you've employed contribute is a skill.

2. Results oriented is often seen as impersonal.

Every job requires results and often this is the only measure shareholders, owners and stakeholders are interested in. If your only focus is results you'll be someone who doesn't care or have an interest in other things, including people. These are the same people you want to do their utmost to get the results you demand.

3. Candid can be abrasive.

It's good to speak your mind openly and honestly so everyone knows where you stand. Sometimes you need to consider how that sounds to others. Learn to temper what you say. Being direct is often seen as being bad-mannered.



**BUSINESS
SKILLS**

Self-Improvement Tips

Your style is characterised by your independent, fast action, task oriented competitive nature. Because of your need to be in charge, you do not take the time to consult with others. The growth action for you is to “listen” more.

By listening, you will show your willingness to hear other views, opinions and feelings. People rarely like being pushed into decisions without having their side of the story heard. Part of this is to listen and not react negatively. Allow time and consider other points of view. You don't have all the answers so admitting you are not always right maybe hard but necessary.

Drop “I'm the boss” attitude. People want leadership and will follow your entrepreneurial vision if you engage them and allow them to express their views and concerns. Business may need a leader but you become successful through the efforts of the people you work with.



Your life should always be “under construction” as there's always something to improve

Tips to consider

- You can't always do it your way
- What you say is as important as what you do
- Slow down, relax and don't rush
- Be patient with people you don't agree with
- Others have great ideas so listen to what they have to say
- Respect everyone, be polite and don't trash them
- Be prepared to change your mind when a better suggestion is made
- Be big enough to apologise and say sorry
- Compliment others, say nice things and mean it!
- Give control to others and trust them
- Don't be too busy to spend time with friends and family





APPLICATION SKILLS



In most all you do,
you will compete
with others and on
every occasion
what you write must
be compelling to
motivate others to
connect with you

Emphasis on 'Soft skills' Now Essential

Graduates are underselling their most marketable attributes by failing to spruik their strengths in areas such as teamwork, problem solving and emotional intelligence.

A new report suggests as few as 1 per cent of graduates list soft skills on their resumes, even though these qualities are highly valued by recruiters with one in four entry-level employers reporting difficulty filling vacancies because applicants lack so-called "employability" skills.

The report, by [Deloitte Access Economics](#), says demand for self management, digital, problem-solving and critical-thinking skills significantly exceeds supply. The gap reaches 45 percentage points for communication skills, even though they are the soft attributes jobseekers are likeliest to list.

And the chasm is set to grow, with predictions that "soft skill intensive" occupations will account for two-thirds of jobs by 2030, compared with 50 per cent in 2000 — a workforce transformation as significant as the shift to white-collar jobs or the mass inclusion of women.

The report was commissioned by Deakin Co, a business formed last month from Deakin University's credentialing and business training arms. The merger promised services that "develop, measure and recognise the capabilities that matter most".

The report cites LinkedIn findings that fewer than 1 per cent of members list soft skills on their profiles. This "under reporting" is a global phenomenon, suggesting people underestimate the importance of soft skills or are uncomfortable claiming them without formal credentials.

Despite this, graduates' soft skills are well regarded by employers and business school admissions officers, who say well over 90 per cent demonstrate qualities in problem solving, teamwork, professional ethics and understanding different viewpoints.

The admissions process is an opportunity to differentiate yourself from the hundreds of applicants that may have similar test scores or grade point averages. It's about showcasing your soft skills and interpersonal skills required in today's global business environment.





APPLICATION SKILLS



What stands out are people who speak from the heart.

And what really stands out, are the ones where you can hear the person's voice, where you can feel the person's passion

Tips For Business School Applications

An excellent resume is an important part of any application because it gives admissions committees a snapshot of your work experience, education, skills and accomplishments. It should:

- **GRAB the attention of the reader**
- **ADVERTISE & PROMOTE your skills and achievements**
- **MATCH the BUSINESS SCHOOL to your goals**
- **IMPRESS the reader so they invite you to an INTERVIEW**

Here are the top tips from professional writers and consultants

1. Stop 'telling' and start 'selling'

When presenting you are essentially selling yourself. This not only includes selling your qualifications and abilities relevant to the application, but also selling your character, personality, and what makes you unique. Your application should highlight what the reader will find most important: top skills and abilities you possess, your best attributes and characteristics that will contribute to the school, and what makes you unique and best suited for the course you've applied for.

The application process should be an authentic indication of who you are and who you want to be. The admissions process is all about storytelling.

2. Make your application compelling from the start

When it comes to business school applications, a clear, targeted and focused resume is a must to communicate the following points that address the concerns of every admissions officer:

- Do your post-MBA goals align with the strengths of the school's program?
- Can you communicate effectively both orally and in writing?
- Can you demonstrate leadership potential?
- Does your application convey your values and ethics?
- Will you be a good team member and contribute to the class?
- Why do you specifically want to attend the business school program?
- Will you be involved with the school after graduation?
- Will you be academically or commercially successful and bring kudos to the school?

3. Get noticed by writing about your vision and accomplishments

This is about showcasing your intangibles – your ethics, interpersonal skills, confidence, leadership potential, and emotional intelligence. These are the attributes required to lead a global business.

Include accomplishments in all applications. What have you done? What are you planning to do after you complete the course? What vision do you have of yourself? Will it change the world? 95% of all applications lack accomplishment statements. Yet these all-important statements allow people to visualise your potential contribution. Accomplishments and objectives give the reader a favourable impression of your capabilities.

4. Proof read and check for authenticity

Check your application yourself, and ask someone else who knows you to read it as well. Print it out to make it easier to proofread. Make sure dates and numbers are correct. Read it several times. Does this sound like you? Have you left out any personal stories that would help the reader to understand what's driving you to further study with the business school you are applying to.





APPLICATION SKILLS



The best MBA candidates demonstrate both strong intellectual capability and emotional intelligence

You Must List Your Accomplishments

To make an impact and impress, your application must detail what you have accomplished to date.

Think about the problems you have faced and the solutions you have devised. What did I do? How did I do it? What events am I most proud of? Did I ...

- Do something faster, better, cheaper than it had been done before?
- Increase membership, participation, or sales?
- Save my organisation money or eliminate waster?
- Identify and/or help solve any problems?
- Introduce any new methods, systems, or procedures?
- Suggest a new service, product or project?
- Maintain a consistently high level of performance?
- Demonstrate leadership skills and/or exhibit good team skills?
- Reach out for more work or more responsibility?
- Achieve results with little or no supervision?
- Establish new goals and objectives?
- Accomplish something others thought could not be done?
- Motivate others?
- Co-ordinate an event or project?
- Train, coach or mentor another person? What were the results?

If I didn't improve the organisation, did I improve my skills?

Adding Facts Adds Impact

By far the biggest gap in resumes is the lack of facts. An easy way to approach this is to ask "So what" after each statement and then add facts to support it. This makes your resume more impressive.

Let's use this achievement statement as an example:

"Increased first-time customer complaint resolution rate". Ask "So what?"

A better statement would be: "Increased first-time resolution rate for all customer calls from 65% to 82%". Let's ask again – "So what?"

An even better statement would be: "Increased first-time resolution rate for all customer calls from 65% to 82% saving support team members one hour per day". "So what?"

Well how about this: "Increased first-time resolution rate for all customer calls from 65% to 82% saving support team members one hour per day and reducing costs by \$10K per month"

This last statement gives much more information about your accomplishments. This technique will make each achievement have impact.





Powerful CV and Career Manager

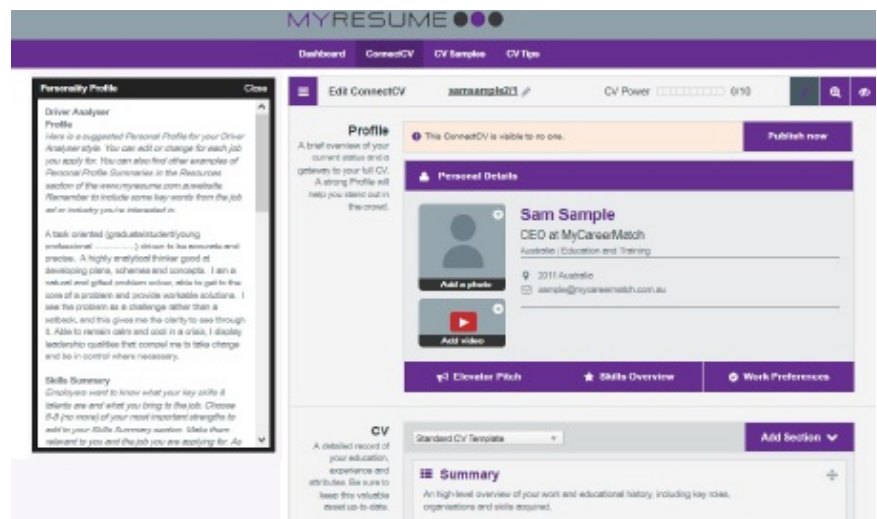
CV and career manager is an online resource that stores your application details so you can access, update and print or publish whenever you're ready.

It's a great place to keep your career collateral and access it from anywhere at any time.

Written in partnership with MyResume, CareerCentral it offers unique features including step-by-step instructions and content from Section One of this report appears in the CV panel so you can easily copy and paste what is appropriate for you.

To access, first register, select CV Connect from the Myprofile tab, then select CV.

To get started click on the image below or use the URL included in your report email. You need to sign up and create your own personal account



Having a clear sense of self is an important basis for developing your own brand.

So focus on the attributes that you want to stand for.

