

JACKSON KOERNER

Striving for Professionalism



Who am I?

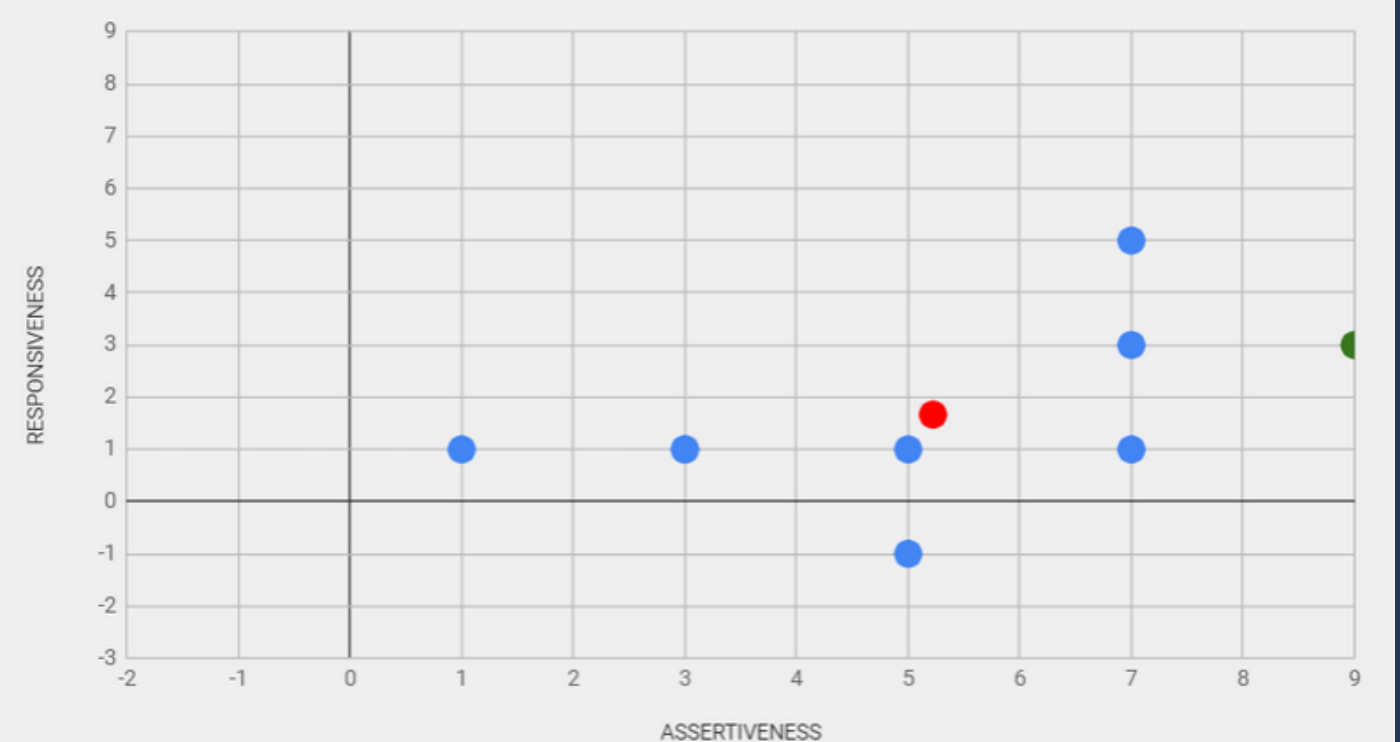
Since I was old enough to comprehend what hard work looked like I have aspired to make myself a symbol of it. The title "professional" is given to the hardworking, dedicated men and women in America's workforce today. Currently, I have commenced my mission to become a "professional" by joining Eller.

I joined Eller as a Marketing Major and since then I have developed an understanding of my professional strengths and weaknesses. In order to further my understanding of where I stand as a professional I needed to turn to my colleagues and ask them to assess me. I sent out Professional Persona Surveys to my former bosses, former coworkers, and my current BCOM Group. I collected data from 9 colleagues and I have my own self assessments, so I can compare how I think of myself versus my peer's point of view.

How do I manage?

The data I gathered from my peers revealed that 8/9 people considered me an expressive and one considered me a driver. I received the same results when I took the test for myself, which shows I have a good understanding of how people perceive me. As an expressive I am very outgoing and ready to get the ball moving, but I can easily overload myself with lots of ideas and end up going nowhere on any of them. However, one person did rate me as a driver, which means that they believe I am able to focus and see a project through to the end. I certainly believe that I can see projects through to the end, but I understand why I am an expressive because I have too many ideas to see through. In order to be the best professional version of myself I must use my expressiveness to create new ideas, but be a driver for my best Idea.

PEOPLE STYLES: RESPONSIVENESS vs. ASSERTIVENESS



Understanding the Data

Above is a graph created from the data my peers gave me. After organizing the data and inputting it into the graph, I could fall in any of the four fields (Personality Types). Top left is analytical, bottom left is amiable, top right is expressive, and bottom right is driver.

LET'S BEAR DOWN

Time to Improve!

How do my peers describe me?

To the right is a word map where the size of the text positively correlates with the amount of times I was described with each adjective. The adjectives used most to describe me were adventurous, social, and competitive. However, I am more focused on where I go the low scores to see which traits I need to improve. My lowest scoring words were calm and rule-follower. These are areas of my personality I will improve by focusing more on listening.



More peer descriptions!

"Sometimes you get focused on your own work and tend to listen less to what is going on around you. To avoid making people feel like you don't care, know when to dial in and out of your focus."

"Take others ideas and peer criticism seriously and work to come to an agreement instead of dismissing said idea or criticism."

"Consider and listen to opposing or different points of view."

My Reaction

I chose the negative descriptions to reveal the areas I need to improve. My peers pointed out in their comments that I need to improve my listening skills and take criticism seriously. As an expressive I am very talkative and want to come up with my own ideas. This is one of my strengths as well as one of my weaknesses because I am a great problem solver, but I have to take others ideas into consideration. .

How do I improve?

In order to improve to become the most professional version of myself I must take all of my data into consideration from my personal data to all the data my peers gave me. I am an expressive who is constantly thinking of new ideas to solve problems. However, the feedback I received demonstrates that I need to focus less on creating more ideas and listen more to other peoples' Ideas. To combat this issue I will commit my energy during meetings to listening to others. My goal for future meetings is to listen to at least three of my peers' ideas before offering my own.