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Marketing and Dance

Aligning My Persona

In professional situations, I want to ensure that I am showcasing my desired professional persona: a driven, competitive individual who values collaboration. To align my current and desired professional personas, I must be more open-minded and caring so that I am perceived as more people-oriented.

I will share my personality test results, assess survey feedback from 8 members of my professional network, and expand on my goals for the future.



An Empathetic Driver

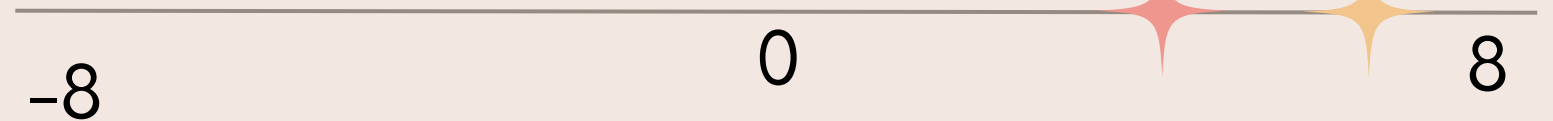
I'm a
DRIVER
or am I?

My personality test results indicate that I am a Driver who tends to be more assertive and less responsive. Drivers are competitive, confident, and determined.

These traits motivate Drivers to hold leadership positions. I have gravitated towards these positions in my extracurriculars and academics, where I hold roles as Vice President of Marketing for Alpha Phi and Team Leader for MKTG 361.

My professional network identified me as an Expressive, which is more assertive and more responsive. I want to exude my value of collaboration, so I was pleased to obtain this information to see how I can improve on that.

Assertiveness



Responsiveness

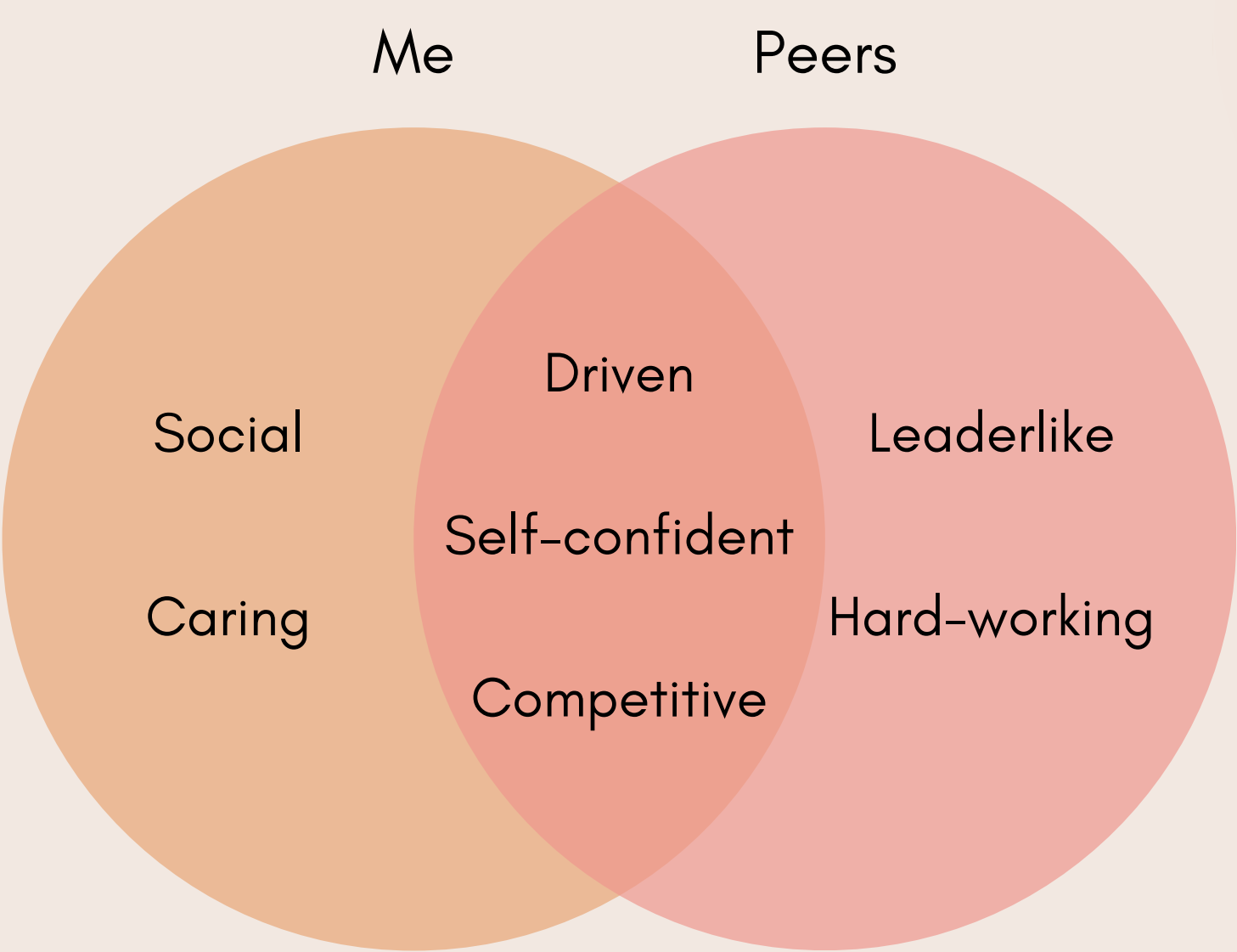


I believe that I am task-oriented, but my professional network believes that I take time to listen and build interpersonal relationships. When I took the personality test, I received a score of 7 for assertiveness and -7 for responsiveness.

When my professional network completed my survey, I received an average score of 5 for assertiveness and 1 for responsiveness. This disconnect shows that I can make adjustments to even out my orientations.

Me Network

Trying to be a Social Butterfly



Though my responsiveness score was low on the personality test, I described myself with people-oriented words like “social” and “caring.” While my professional network felt that I was more responsive in the survey, they predominantly used task-oriented words to describe me.

I believe that this disconnect stems from my preference for straightforward and direct messages when communicating.

Survey Says...

“Very focused and **driven** to achieving goals.”

“One of the most **hard-working** individuals I know.”

I am glad to see that the comments from my professional network echo my intentions of maintaining a driven mindset.

Balancing Tasks and People

Comparing these results was eye-opening because I perceive my responsiveness differently than my professional network does. I can see that there is room for improvement in how I communicate and collaborate with others, as it affects how they perceive my values.

I am proud of my task-oriented nature, but I do not want it to define me completely. I must mend the disconnect between my assertiveness and responsiveness to ensure that my network perceives me as both **people-oriented** and **task-oriented**.

I have learned a lot about my personality thanks to my network, and I am excited to establish goals that will bring me even closer to my desired professional persona.

Room for Growth

1

My goal is to be more open-minded about others’ communication preferences to ensure that they feel understood when we are collaborating.

2

I also want to be more caring in professional situations, by listening to others, so that I am described with more people-oriented adjectives.