Competitive Advantage Worksheet

Step One: List four things you enjoy doing and do well:

1. 
2. 
3. 
4. 

Step Two: What do you think your competitive advantage is?

Step Three: What kind of job do you think could best use your competitive advantage and give you an appropriate return on investment?

Why?
Success Traits Worksheet

- Enthusiasm
- Reliability
- Honesty
- Courteousness
- Punctuality
- Accuracy
- Empathy
- Initiative
- Independence
- Self-respect
- Honesty
- Self-respect
- Enthusiasm
- Reliability
- Honesty
- Courteousness
Competitive Advantage Survey Worksheet

Ask your family and friends: “What personal, school, and business strengths do you think I have that would help me be successful in a career?” Record their answers in the space below. When you are finished, look to see if more than one person mentioned the same strength. If so, this may be one of your strongest competitive advantages right now.

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<tr>
<th>Name of Person</th>
<th>Your Strengths</th>
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Merrill Lynch
To choose a career, you have to know your **aptitudes** and **inclinations**. An aptitude is an ability or talent. An inclination is a desire (you might want to be an Olympic athlete but you might not have the ability). It is important to distinguish between aptitudes and inclinations when making career choices. See if the following exercise can help you choose a career by exploring your aptitudes. As you read through the list, circle the letter of each statement that best describes you.

**Answers:**

1. A. I'm not afraid to talk in front of a class.  
   B. I like to take things apart to see how they work.  
   C. I keep up with the latest fashions.  
   D. I'm always offering advice to my friends.  
   E. Math is my favorite subject.  
   F. I enjoy sports.

2. A. I talk on the phone a lot.  
   B. I like doing research for reports better than writing them.  
   C. Music is very important to me.  
   D. I'm not shy about expressing my opinions.  
   E. I like to play backgammon or checkers.  
   F. I know how to use tools.

3. A. I enjoy explaining things.  
   B. My favorite TV shows are about science or nature.  
   C. I'd rather make a valentine than buy one.  
   D. I hate to sit still.  
   E. I'm very organized.  
   F. I'd rather be outside than inside.

4. A. I eat healthy food and exercise as much as possible.  
   B. I'm interested in plants and animals.  
   C. I really like art class.  
   D. I'd rather work with a group than alone.  
   E. I like going to natural history museums.  
   F. I enjoy working with my hands.

5. A. I like to help people.  
   B. I'm curious about a lot of things.  
   C. I keep a diary.  
   D. I like being a team leader.  
   E. I'm shy about speaking in a group.  
   F. I'd rather do something physical than watch TV.
Aptitude Inventory Worksheet  page 2 of 2

Enter the number of each letter you have circled:
A's _____  B's _____  C's _____  D's _____  E's _____  F's _____

If you have a score of three or more next to a letter, you may be interested in the careers listed next to the corresponding letter below, or in starting a business that would require similar talents and interests. If you did not score three in any one category, that just means your talents and interests are still developing. Try to be more conscious of your interests and aptitudes as you do school work, spend free time, or hang out with your friends.

**A:** You are interested in people and their problems. Maybe you could do some babysitting or volunteer work. You would probably enjoy helping others.
- Examples: Doctor  Social Worker  Teacher
  Day-Care Center Owner  Nurse  Therapist/Counselor

**B:** You are curious about how things work. Your curiosity could lead you to a career or business that requires problem-solving ability.
- Examples: Scientist  Market Researcher  Detective
  Engineer  Financial Analyst  Mechanic

**C:** You are interested in what makes you tick and in expressing your feelings through art or music. You might like creative work.
- Examples: Cartoonist  Musician  Photographer
  Graphic Artist  Advertising Executive  Architect

**D:** You are outgoing and like to get people to work together. You might like a career that involves persuading, leading, or directing others.
- Examples: Salesperson  Lawyer  Politician
  School Principal  Restaurant Owner  Coach

**E:** You are attracted to school subjects and hobbies that require logical thinking. Work involving attention to detail and organizational skills might be attractive to you.
- Examples: Accountant  Banker  Laboratory Worker
  Chemist  Secretary  Weather Forecaster

**F:** You like to be physically active. Your hobbies might include building things or gardening. You may wish to explore a career that would involve working with your hands.
- Examples: Carpenter  Gardener  Contractor
  Archaeologist  Surgeon  Veterinarian