

Indigo  Pathway

ASSESSING YOUR GENIUS 101



Align yourself and your educational path toward a meaningful career.

SHERI A. SMITH, MA




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and Kyra Neiman



Education is the
most powerful
weapon which you
can use to change
the world.

Nelson Mandela



DEDICATION

*This book is dedicated
to the memory of Bill Bonnstetter,
who always envisioned an empowering,
student-centered education system.*

ACKNOWLEDGMENTS

*Thank you Dave and Ron Bonnstetter,
and all the wonderful folks at TTI.*

*We are grateful for your shared vision, kind
generosity, and unwavering support.*

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ABOUT THIS BOOK

ABOUT THIS BOOK

So many people think that you just get a degree and then get a job, and 40 years later you retire happily ever after. That's not how it works. The reality is that you've got to take charge and you've got to get out there and find it. It's a journey, a journey of self-discovery.

This book is designed to be an initial step on your journey to self-awareness. We're going to be using the IndigoPathway results to look at and interpret your behaviors and motivators, which will become a framework you can use to better understand yourself.

Once you tie all these pieces together, you will have a solid base by which to create a path to success in your education and first job. If you find a career that aligns with who you are, it won't actually feel like work.

WHO IS THIS FOR?

This book is designed for anyone who is exploring self-awareness or is looking to pivot in a new life direction. With the needs of the workplace becoming less predictable, it is critical that you maximize your education or job training. There will always be uncertainty about the future job market, but by increasing your self-understanding you can increase your certainty about the unique genius you bring to the world.

IN A FEW WORDS:

- Our primary goal is to **empower you** to take charge of your own education/job training and make it work for you, based on who you are and what you want to get out of life. You are the expert in your own life. Use this information however you see fit given your unique circumstances.
- This book is organized in **stand-alone sections**. It's best if you approach each section and do the activities in the order presented, but feel free to skip around if certain aspects of Indigo are more appealing to you.
- This book **does not contain psychological or clinical advice**. The ideas contained in this guide are merely tips to help you digest the information from the survey questions you answered while taking IndigoPathway.
- Many additional **resources** are at the back of the book.

WHY INDIGO'S APPROACH IS DIFFERENT THAN OTHER CAREER ADVICE BOOKS

There are countless books with career advice. Some of them are very good and others not so much. Many of these books can feel strict and complicated, and no matter how well they are written, you still leave wondering what you really should do. I don't believe any book, person, or assessment can tell you what you should do with your life, you have to figure it out for yourself. **The first step to figuring out your purpose is to get a sense of who you are and how you operate in the world.** Without that grounding, you may simply "react" and let life happen to you rather than consciously move toward opportunities that get you closer to true success.

I do NOT believe success always looks like money and power. In fact it seems like money and power can inversely impact happiness after a certain point. Much research has been done on this topic, most pointing to \$70,000 a year (2018) as the point at which additional money will not increase most people's life satisfaction.

One thing I do know: you will be happiest if you are living your purpose. I believe that you are here for a reason. You have a certain set of preferences, perspectives, and experiences (both good and bad) that all happened in order for you to do the work you were meant to do.

Purpose is not usually found easily, and once you do find it, struggles and failures will still find you. If you stick to your goals, and lead a life grounded in purpose, your journey will feel alive and satisfying.

Trust me, it's worth it.

At Indigo, we seek to uncover the innate value of each individual.

It is our belief that a sense of self-worth can contribute more to personal success than a lifetime of formal education.

SO WHY TAKE INDIGOPATHWAY?

The point of taking IndigoPathway and going through this book is to have enough information to make decisions about your life based on “who you are,” not what you think is “expected” of you. With this awareness, you can say “no” when you are presented with a choice that doesn’t align with your innate self, and say “yes” when an experience allows you to more fully be “you.”

Note: This by no means gives you permission to be entitled, selfish, or unwilling to do anything uncomfortable. Sometimes everyone has to do things they don’t like as a means to an end, however, now you can weigh the choice and see when it makes sense to do the hard thing and when it doesn’t.

Good luck on this journey. Hopefully you will be able to choose a path that aligns with you and is filled with purpose, and thank you for having the courage to try.



Sheri Smith, Indigo CEO

P.S. A brief note about me (Sheri).

This book was written from the perspective of me talking to you. I’ve spent most of my life trying to figure out who I am, to like who I am, and to care enough to take the risk to do something meaningful (*like starting Indigo*). Growing up in a town of 1,000 people in rural Michigan, I thought that education was my ticket out (*my ticket to wealth, happiness and fulfillment*). However, after doing everything “right” from an education perspective (*4.0+, academic scholarships, etc.*), I still had no idea who I was or what I really wanted to do in the world. As a result, I found myself in an abusive marriage at the age of 22, experiencing heartbreak, disillusionment, bankruptcy, and countless self-help trainings along the way. Through this process, I realized that education is largely missing the most critical component of human knowledge – self-awareness. Self-awareness is the fundamental building block of all true success and purpose. Indigo was born out of a desire to help shift the education system from one that forces you into a box (*one-size-fits-all*) to a system that celebrates and supports you as a unique individual (*education that is student-centered and purpose-driven*). I believe that all humans are born naturally creative, resourceful, and whole. You are too! The deficit focus in education (and society) makes you feel un-whole, not enough, and unworthy. All lies that I too believed. It is my desire that Indigo acts as a catalyst to your own journey of claiming your wholeness and finding meaningful work in the world.

3 PILLARS OF THE INDIGO PROGRAM

ALIGN YOURSELF AND YOUR
EDUCATIONAL PATH TOWARDS
A MEANINGFUL CAREER

DEVELOP VALUE-ADD SKILLS
AROUND YOUR STRENGTHS

KNOW YOURSELF



Section 1:

THE INDIGO REPORT

SECTION 1: OVERVIEW

A sophisticated survey like IndigoPathway is valuable because it lets you jump over some of the initial trial and error steps that happen when people are trying to understand themselves and formulate language around their strengths, preferences, and motivators. Indigo gives you a headplace to start on your journey to discovery. I chose Indigo because it is the best survey I found in the corporate market. The multidimensional nature of the results provides a more complete picture than any other tool in isolation. The assessments that form the foundation for Indigo have been used in businesses for over thirty years in over 90 countries. The price tag for these assessments in the corporate space is way out of the range of possibility for most people. I wanted this tool to be available at a reasonable price, and our technology partner, Target Training International, was generous enough to help make this a reality. The original Indigo Assessment was created in partnership with TTI and they are still our recommended partner for corporate hiring work.

WHY INDIGOPATHWAY WORKS

Many people ask, “Why does Indigo work? What makes Indigo so different from all the other personality tests out there?” One answer is that Indigo comes from the corporate world and is the most sophisticated, multi-dimensional, non-academic assessment tool on the education market. However, I believe that the real impact is the way that Indigo changes how people think about themselves and others. The Indigo program unveils your unique strengths and opens up new possibilities for what you can do with those strengths, which fosters a growth mindset and aligns with current research in educational neuroscience.

- 1) Indigo helps you understand yourself, enabling you to choose relevant learning opportunities.
- 2) Indigo fosters positive self-awareness, helping you rewrite negative schemas that inhibit learning.
- 3) Indigo uncovers your strengths, providing a foundation for easier and more effective learning.

Unfortunately, top tier university admissions policies have perpetuated the idea that we are supposed to be good at *everything*. These unrealistic standards create stress and feelings of inferiority. Worst of all, society pressures us to follow the status quo instead of choosing a path that aligns with who we truly are. While our brains are capable of learning anything, we cannot invest our energies in every area. It takes time and practice to become a master in any given field. In his book *Outliers*, Malcolm Gladwell claimed that “practicing the correct way for a total of around 10,000 hours” is the key to achieving world class expertise in any skill. Given this fact, you must choose to invest your time wisely.

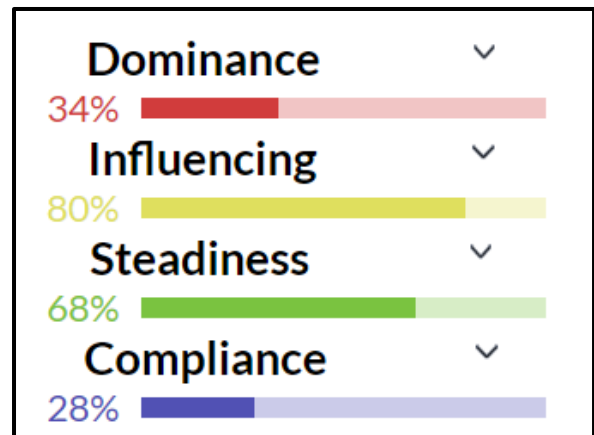
2 CORE SCIENCES IN THE INDIGO REPORT

The Indigo Report includes three core sciences that work together to reveal a comprehensive picture of your behaviors, motivators, and strengths. The Core Sciences are described in detail in the following sections of this book.

BEHAVIORS

Most important for work environment and communication.

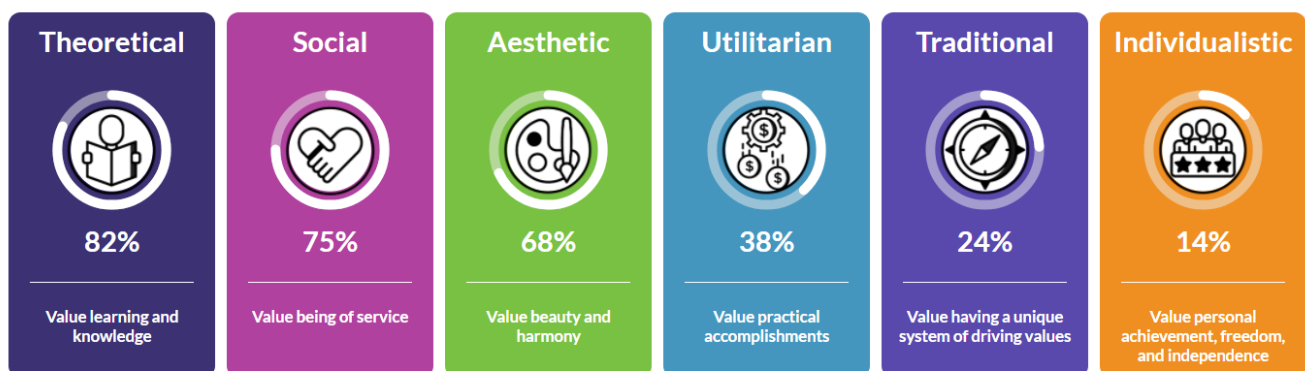
IndigoPathway measures behaviors according to the DISC system, a tool that divides behavior into four basic styles: Dominance, Influencing, Steadiness and Compliance. DISC scores indicate natural responses to everyday circumstances; for example, someone with a High D score (“Dominance”) tends to be direct, forceful and bold, whereas a High S score (“Steadiness”) indicates a calm, patient temperament.



MOTIVATORS

Most important for job and major fulfillment and happiness.

IndigoPathway measures 6 motivators as described in the work of Drs. Eduard Spranger and Gordon Allport in their study of human value, motivation and drive. Motivators describe why people do things: the internal desires that drive behavior. For example, the Aesthetic motivator indicates a desire for harmony and beauty, whereas the Theoretical motivator describes those who learn for the sake of knowledge. Of all the sections, motivators correlate most powerfully with career choice, college major selection, and extracurricular activities.



A QUICK LOOK AT YOUR RESULTS

Before diving deeper, look over your results. Here are some things to pay attention to:

Your Results

Results Summary

What Motivates You

Your DISC Profile

Career Matches

Maximize My Results

Job Advice

Communication Tips

Personalized Questions

Resources

1. **Look at the *What Motivates You* page.** What are you interested in? What activities are you currently engaged in that align with your top motivators? What careers might appeal to those motivators?

2. **Look at the *Your DISC Profile* page.** By understanding your natural behavioral style, you will know how to communicate most effectively with others.

3. **Scan your *Career Matches*.** Are there any careers that stands out?

4. **Read through your *Job Advice*.** What parts of the advice has been true for you in your life? Is there anything that isn't true? How can you apply this advice in your career or life?

5. **Read through your *Communication Tips*.** How do you prefer to communicate with others? How can you use these tips to communicate more effectively with others in your life?

6. **Read through your *Personalized Questions*.** Ask yourself some of the personalized questions. Can you apply any of the questions to your career or life?

7. **Finally, take note of anything that stands out or anything that seems unusual to you.** Things that stand out are typically areas of genius. Most people try hard to fit in, thinking that conformity is the path to success. However, we have found that people contribute most to the world in the areas where they stand out, not where they fit in.

Note: If nothing stands out (*such as if all of your scores are around 50*), you may be someone who can adapt well to any situation. It could also mean that you have not yet had the opportunity to explore what really matters to you. Not to worry, we are all constantly evolving and changing as people, and there are no bad scores.

Now you are ready to explore Indigo in detail.

The most important step to figuring out your best major and career fit is

SELF AWARENESS.

Once you have a deep understanding of what you love to do and what you are naturally good at doing, it becomes much easier to find majors and careers that fit your unique strengths and passions.

INDIGO INSIGHT



Section 2:

BEHAVIORS

SECTION 2

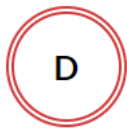
BEHAVIORS: KEYS TO COMMUNICATION

WHAT IS DISC (DOMINANCE, INFLUENCING, STEADINESS, COMPLIANCE)?

DISC is the most widely used behavioral assessment tool, adopted by organizations around the world to improve self-awareness, teamwork and understand different communication styles. DISC scores reveal a person's natural behavioral styles. You can use your DISC scores to better understand yourself and articulate your unique qualities. And the more you understand and recognize different styles in other people, the easier it will be to communicate effectively.

Think of the DISC scores as clues or hints telling you what to expect when you meet a person for the first time. Will they look you in the eye and shake your hand enthusiastically? Will they speak calmly and slowly? Will they ask a lot of questions? Will they argue with you? Knowing what each colored bar represents and how those styles tend to show up behaviorally will help you figure out the best way to interact with a person exhibiting those traits.

DOMINANCE – HOW YOU RESPOND TO “PROBLEMS”:



High: Direct, Blunt, Results-oriented, OK with Conflict, Likes competition

Low: Agreeable, Diplomatic, Peace-Keeper, Collaborative

INFLUENCING – HOW YOU RESPOND TO “PEOPLE”:



High: Expressive, Friendly, Enthusiastic, Optimistic, Likes to be around people

Low: Focused, Good Listener, Observant, Quiet-Thinker

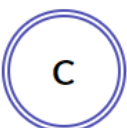
STEADINESS - HOW YOU RESPOND TO “PACE”:



High: Loyal, Patient, Likes consistency and planning, Routine-driven, Supportive

Low: Flexible, Spontaneous, Likes variety, Active

COMPLIANCE - HOW YOU RESPOND TO “PROCESS”:



High: Logical, Likes step-by-step processes, Cautious, Attentive to details

Low: Efficient, Big-picture thinker, Risk-taker, Innovative

BRIEF HISTORY OF DISC:

The major developer of the formal DISC language is Dr. William Moulton Marston. Born in Cliftondale, Massachusetts, in 1893, Dr. Marston was educated at Harvard University. Professor Marston also created the popular superheroine, Wonder Woman, who is purported to display all the High DISC characteristics.

In 1928 he published *Emotions of Normal People* in which he introduced the theory we use today. He viewed people as behaving along two axes, with their actions tending to be active or passive depending upon the individual's perception of the environment as either antagonistic or favorable.

In the 100 years since Marston published his findings, behavioral research has modified his ideas considerably. Yet the importance of Marston's contribution in dividing human behavior into four distinct categories and using measurements of the strength of these responses as a means to predict human behavior remains undiminished.



HOW TO READ THE DISC GRAPH:

There is no "correct" score to have. Each personal style is a unique blend of D, I, S and C. Your results describe how you tend to behave naturally in non-stressful conditions. Each colored bar has a meaning. To read the graph, start with the red "D" bar on the top and end with the blue "C" bar on the bottom.



Your DISC Profile

DISC is the world's most popular behavioral assessment tool. There are no right or wrong DISC scores.



Your Dominance score is:

10%



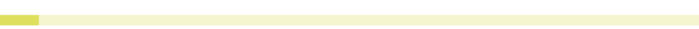
Dominance explains how we approach problems and conflict. Your score is "Low Dominance" meaning that you tend to be cooperative, collaborative, and peaceful.

- We recommend a job with little confrontation and a team approach to decision making.



Your Influencing score is:

6%



Influencing explains how we approach people. Your score is "Low Influencing," meaning that you tend to be reserved, reflective, and listen more than talk.

- We recommend a job where you have time to work independently or with small groups of people you trust.



Your Steadiness score is:

88%



Steadiness explains how we approach the pace of our work and lives. Your score is "High Steadiness," meaning that you tend to be loyal, patient, and supportive.

- We recommend a job with stability and clear expectations.



Your Compliance score is:

97%



Compliance explains how we approach details and procedures in our work and lives. Your score is "High Compliance," meaning that you tend to be detail-oriented, conscientious, and cautious.

- We recommend a job where high quality work, and detail matter.

So, let's go over how to read your DISC results.

1. Open the **Your DISC Profile** tab.
2. Each of your DISC scores falls somewhere between 0-100, and is indicated by a colored bar, with your numerical score listed to the left of the bar.
3. Again, there is no good or bad in DISC. Your score just indicates which behaviors come more naturally to you, which we will describe further in this chapter.
4. If any of your behavioral scores are above 50, they are considered high, and any scores under 50 are considered low.
5. Take note of whether your score is above or below 50. If you are in an environment that is better suited for a high score while you have a naturally low score, it will be more difficult for you to cope, and as a result, may drain your energy.

On the DISC graph, scores above 50 are “High” in that behavioral style and exhibiting the represented behavior will typically give that person energy. Scores below 50 are “Low”. How High or Low the score is shows how strongly that attribute is or is not displayed. For example, someone with 95 Dominance will be energized by highly competitive, fast paced environments, and a person with 5 Dominance will be incredibly drained by the exact same scenario. A 55 Dominance could be affected either way, depending on the situation.

Another way to look at it is that the scores furthest away from the “50” are the most pronounced behavioral traits for a person (“High” or “Low”). If scores are toward the middle, the person’s style in the given category tends to be more moderate, allowing them to easily adapt to different styles.

WHAT TO LOOK FOR:

Pay the most attention to your highest and lowest scores, especially if any of them are above 70 or below 30. Think about people you know who might have very high or low DISC scores in any category. Do they have an unusually Low “I” (Influencing) score? If so, you may want to avoid fast, loud talking and tone down your emotional enthusiasm. Speak slowly and calmly so you don’t overwhelm them. Do they have a High “D” (Dominance) score? If so, don’t be afraid to make bold statements, and get straight to the point. A person with a High “C” (Compliance) score needs a lot of structure, so consider what they are saying and present your responses in an organized fashion.

The most important thing to know when it comes to behaviors is: **There is no wrong or right style**. A high Dominance score is not better or worse than a low Dominance score, and vice versa. In the same vein, people with more extreme scores are not more “special” than people whose scores hover closer to 50. Humans are incredibly unique; every type of combination is necessary and valuable.

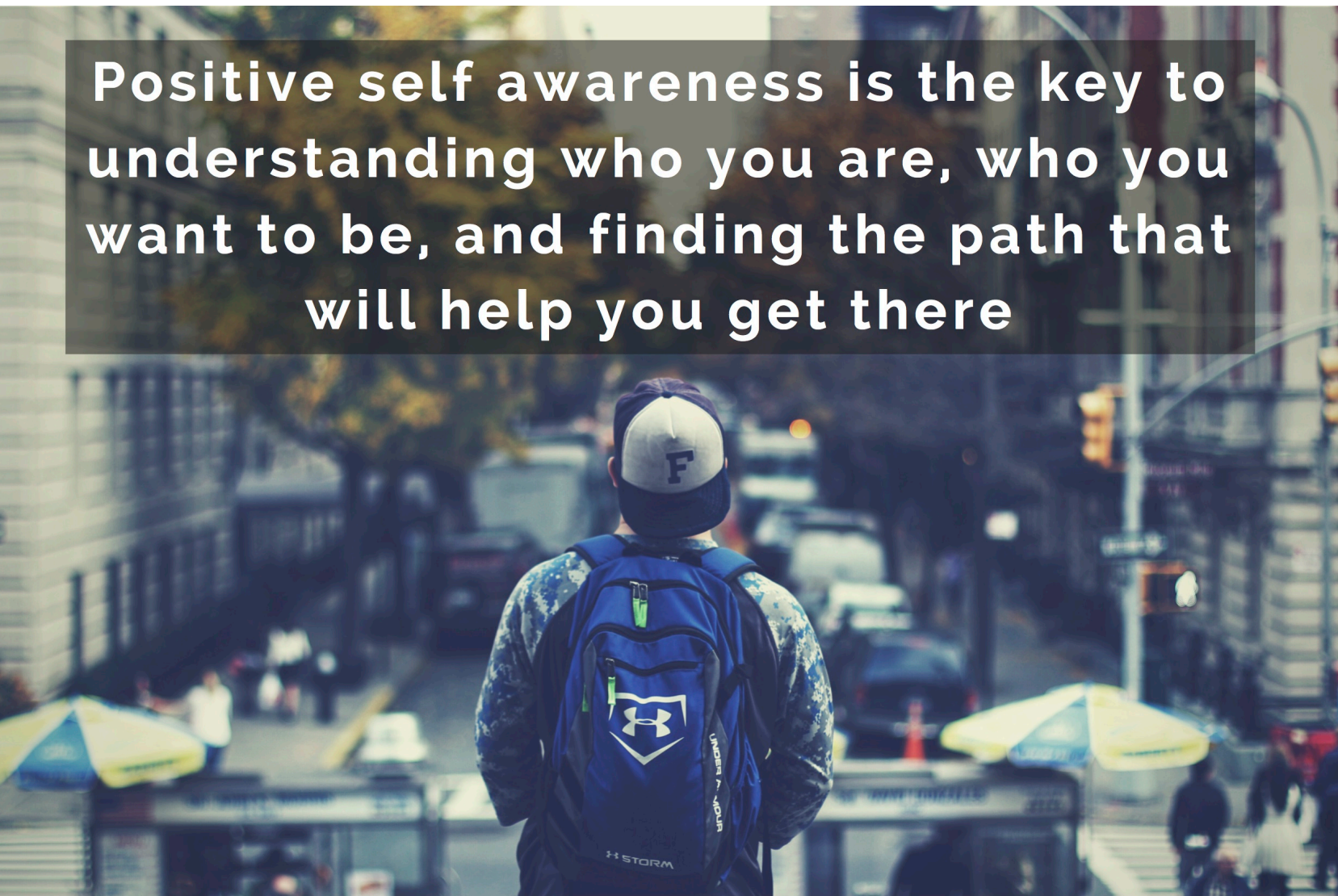


Extreme scores: When there is an extreme difference in your DISC scores, pay attention to the **highest** and **lowest** scores. For example, if you have a 90 Influencing score, it is critical for you to find a work environment that provides plenty of social interaction. Or, if your Compliance score is 5, you will likely become frustrated and drained when you have to do work that requires you to keep track of details (even if you are able to do details well). If your Steadiness score is 85, you will thrive in predictable work environments where you know what to expect, while you would feel stressed if things changed every day.

Average scores: If your scores all hover near the 50 line (ALL scores between 30 and 70), you are what we call a “Bridge”. Bridges can adapt to a variety of environments without much stress. After reading about all the “highs and lows” you may feel uncertain about your behavioral style because you don’t have any scores that stand out. Don’t worry, being a Bridge means that you have a wide range of options when it comes to major and career choice.

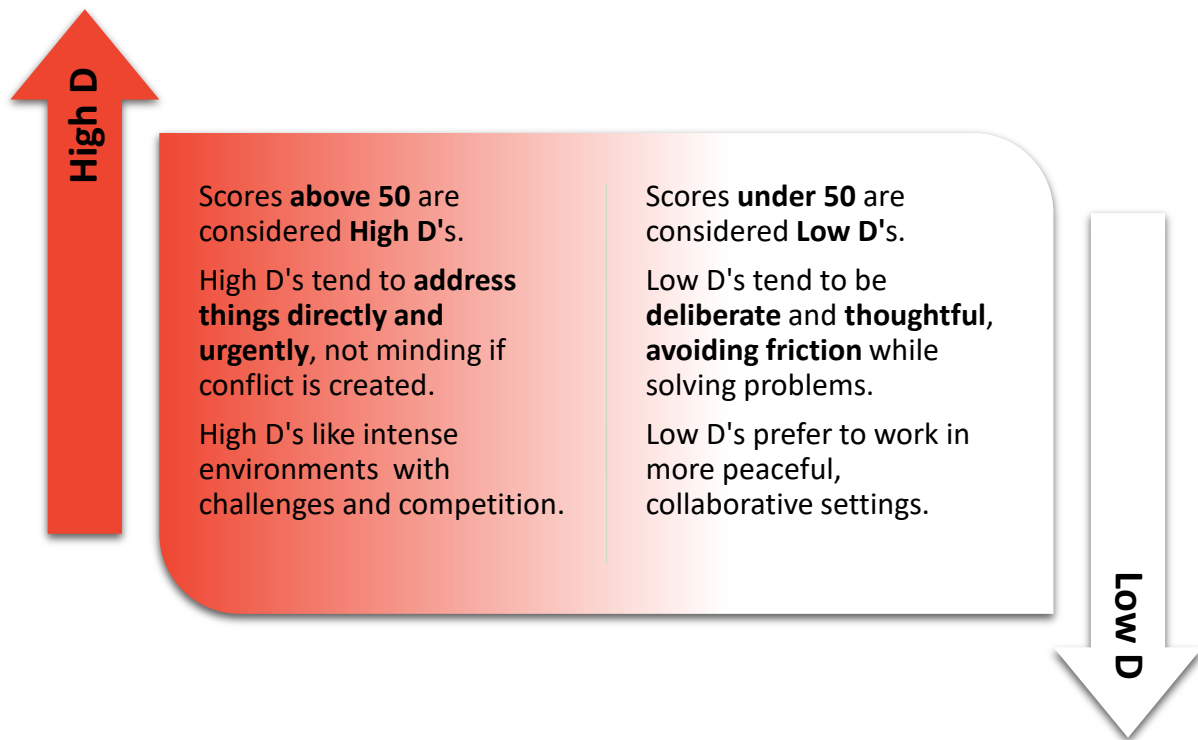
What if all four scores are above the 50 line (or all four are below the 50 line)?: This typically means that when answering the Indigo survey questions, you were feeling some pressure to “be a particular way.” You cannot be all things to all people, so I advise you take some pressure off yourself and just be you!

Positive self awareness is the key to understanding who you are, who you want to be, and finding the path that will help you get there



DOMINANCE

Dominance reflects how you respond to problems.

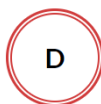


CAN ALL DISC SCORES BE LEADERS?

I get this question often and the answer is, "Absolutely!" Western society tends to characterize High D's and High I's, only, as leaders. Our workplaces also reinforce this stereotype. However, there are many examples of people throughout history who lead with all the styles. I love to use Mother Theresa and Gandhi as examples. Both of them were Low Dominance and High Steadiness. They led by being consistent, peace loving, and collaborative. They've inspired millions of people, transformed paradigms, and saved countless lives.

FILL IN YOUR D SCORE

You can find your D Score in front of the red bar on the DISC Profile page.



Your Dominance score is:

88%



Dominance explains how we approach problems and conflict. Your score is "High Dominance" meaning that you tend to be direct, results-oriented, and bold.

My D score is: _____. I have a *High / Low / Mid (circle one)* D score.

"D" - DOMINANCE

- A. Read through the lists of traits below and circle two that you think best describe you. If you are a Low D, focus on the Low D list. If you are a High D, focus on the High D list. Note that if your score is near the middle, you may identify with traits from both lists.

Low D Traits: *Team Player* *Diplomatic* *Cooperative* *Peace-Keeper*
Agreeable *Collaborative* *Modest*

High D Traits: *Adventuresome* *Direct* *Competitive* *Bold*
Decisive *Results-Oriented* *Ambitious*

- B. Describe situations where the traits you selected above have worked well for you (school, work, leisure).

- C. What are some challenges or problems you've faced exhibiting these traits?

Dominance

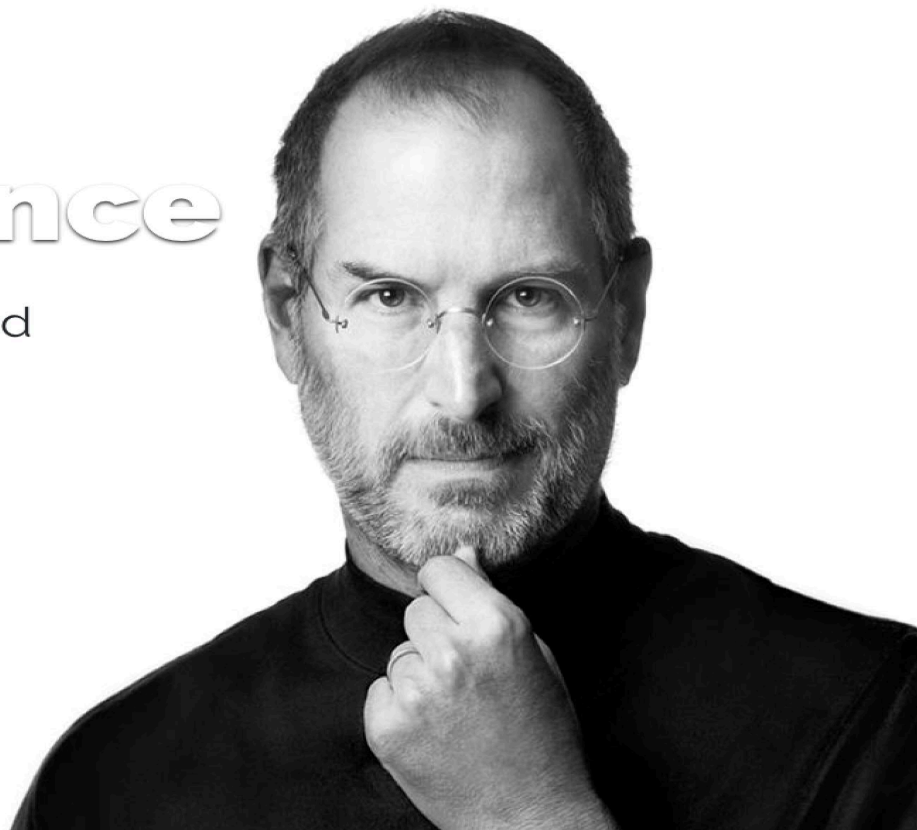
Challenge Oriented

Like to lead

Direct

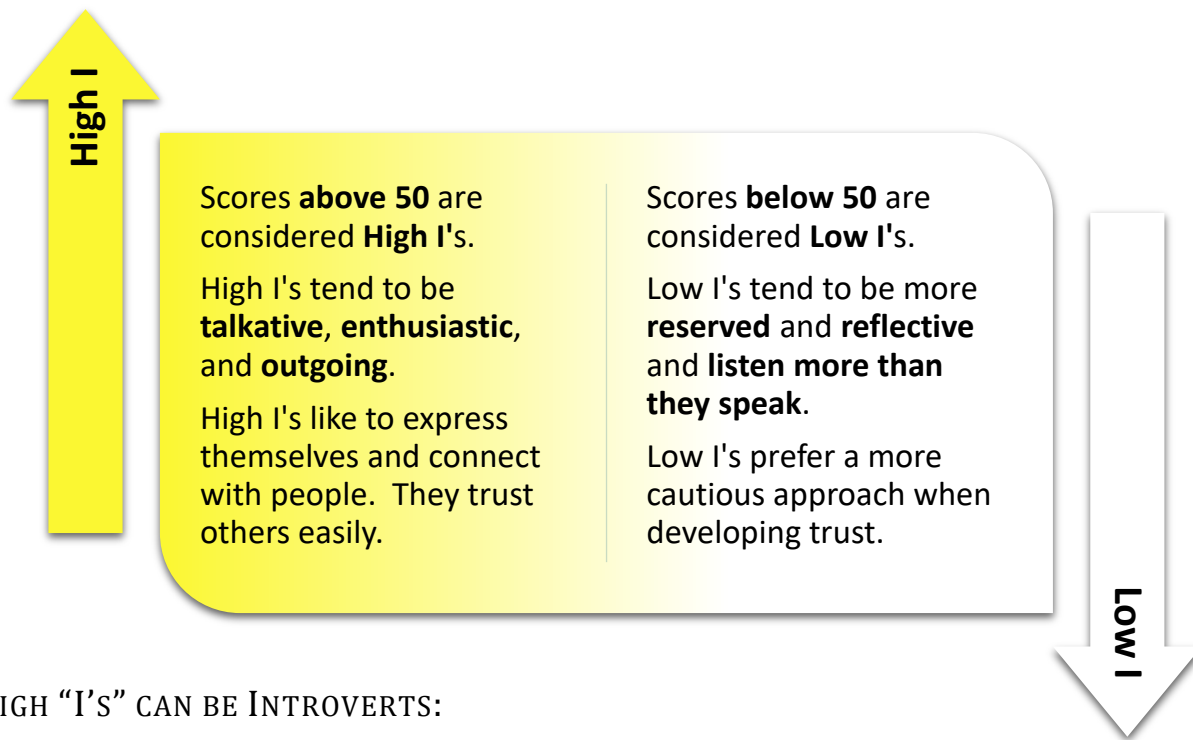
OK with Conflict

Competitive



INFLUENCING

Influencing reflects how you respond to people.



HIGH "I's" CAN BE INTROVERTS:

It is important to understand that the IndigoPathway "Influencing Score" *does not* measure whether someone is an extrovert or introvert. It is possible for a High I person to be either type. The "I" score merely indicates the degree to which an individual enjoys a collaborative, people-oriented, energetic environment. Extroverted High I's tend to gain energy from this type of environment, while introverted High I's need time away from the environment to recharge. DISC measures *how you do what you do*. The terms "introvert" and "extrovert" measure *how you recharge*. If you suspect that you are a High I introvert, explore this by asking yourself questions about how you recharge. It may be refreshing to understand and discover ways to communicate to others your need for alone time *and* your desire to influence people.

FILL IN YOUR I SCORE

You can find your I Score in front of the yellow bar on the DISC Profile page.



Your Influencing score is:

73%



Influencing explains how we approach people. Your score is "High Influencing," meaning that you tend to be talkative, sociable, and enthusiastic. Please note, you can identify as an introvert and still have an

My I score is: _____. I have a *High / Low / Mid (circle one)* I score.

"I" – INFLUENCING

- A. Read through the lists of traits below and circle two that you think best describe you. If you are a Low I, focus on the Low I list. If you are a High I, focus on the High I list. Note that if your score is near the middle, you may identify with traits from both lists.

Low I Traits: *Reflective Good Listener Observant Quiet-Thinker*
Thoughtful Communicator Focused Reserved

High I Traits: *Friendly Optimistic Enthusiastic Persuasive*
Self-Promoting Sociable

- B. Describe situations where the traits you selected above have worked well for you (school, work, leisure).

- C. What are some challenges or problems you've faced exhibiting these traits?

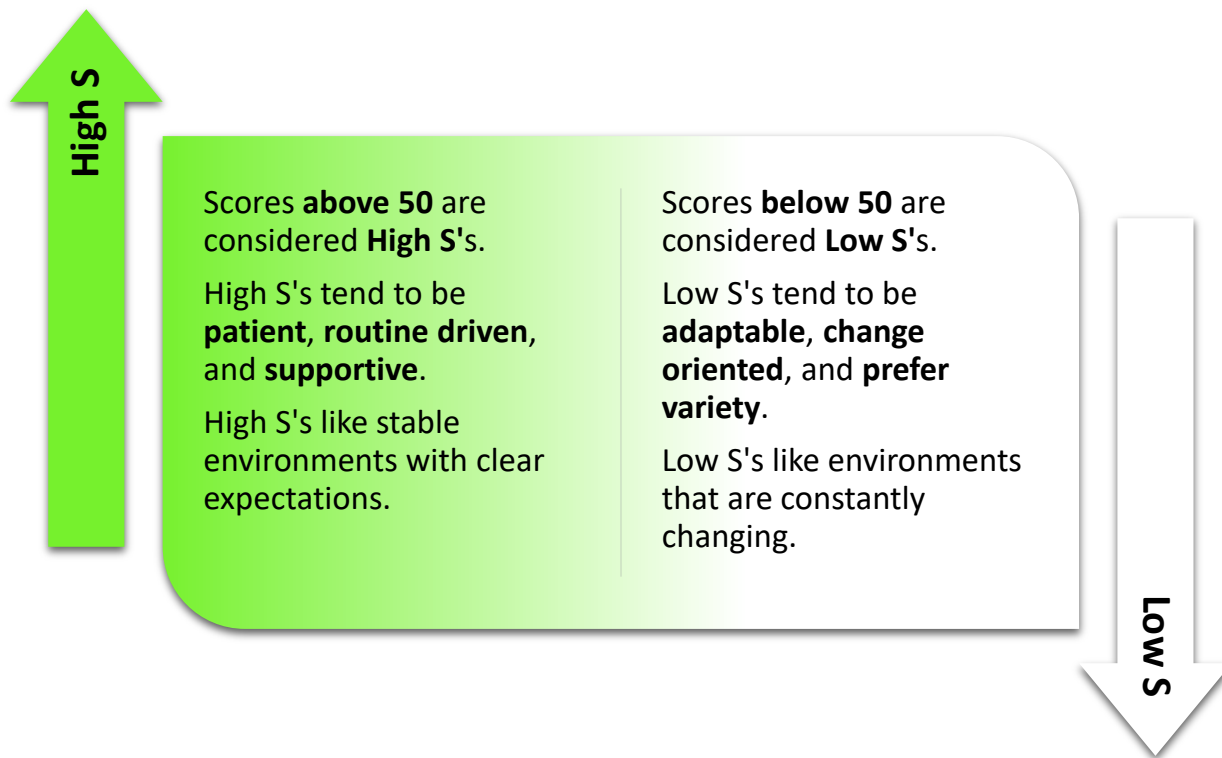
Influencing

Enthusiastic
Talkative
Optimistic
Friendly
People-Oriented



STEADINESS

Steadiness reflects how you respond to pace.

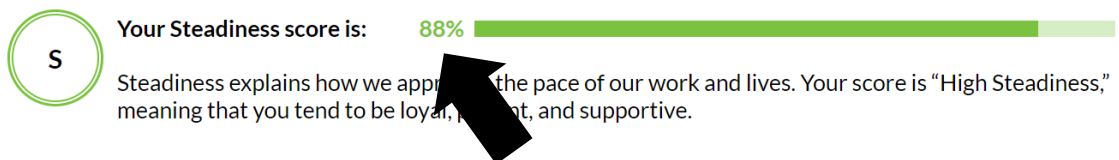


STEADINESS AND PLANNING

High Steadiness folks usually do best when they take the time to make a plan and stick to the plan to the best of their ability. If you are High Steadiness, and don't already have a routine for life planning and goal setting every week/month/quarter/year, I highly recommend you start now and monitor your progress. You will find yourself getting more done, feeling less stressed, and getting closer to what you want out of life by tackling big decisions in a systematic manner.

FILL IN YOUR S SCORE

You can find your S Score in front of the green bar on the DISC Profile page.



My S score is: _____. I have a *High / Low / Mid (circle one)* S score.

"S" – STEADINESS

- A. Read through the lists of traits below and circle two that you think best describe you. If you are a Low S, focus on the Low S list. If you are a High S, focus on the High S list. Note that if your score is near the middle, you may identify with traits from both lists.

Low S Traits: *Adaptable* *Likes Variety* *Pivots Plans with Ease*
 Flexible *Active* *Spontaneous* *Impromptu*

High S Traits: *Reliable* *Supportive* *Predictable* *Patient*
 Consistent *Sincere* *Stable*

- B. Describe situations where the traits you selected above have worked well for you (school, work, leisure).

- C. What are some challenges or problems you've faced exhibiting these traits?

Steadiness

Steady

Patient

Supportive

Orderly

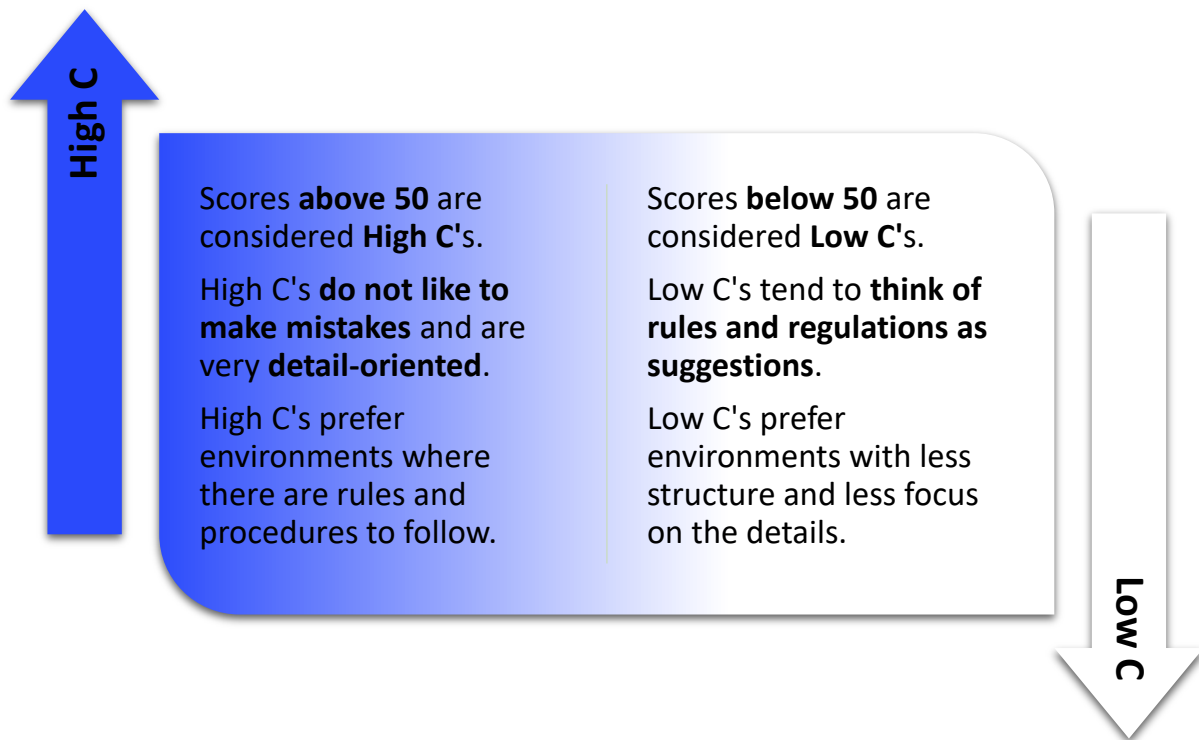
Routine Driven

Slow to show
emotions



COMPLIANCE

Compliance reflects how you respond to process.

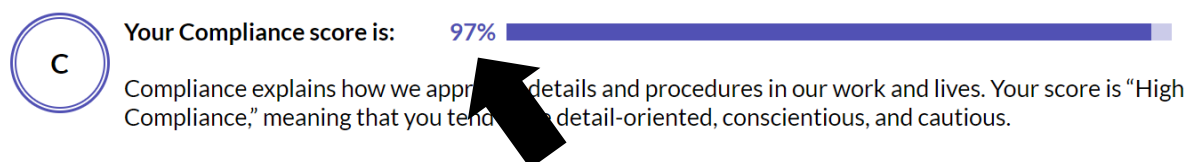


HIGH C'S AND THE NEED FOR PERFECTION

People who are High C are very concerned with being accurate, which can sometimes lead to a pattern of perfectionism. If you struggle with being perfect, I highly encourage you to practice compassion with yourself and become OK with the areas where you can't be perfect. Think of your best friend or a loved family member; does your love for them have anything to do with them being "accurate"? I bet it's their quirks and imperfections that you love most. Don't be afraid that making mistakes will somehow make you "less than." You are already whole.

FILL IN YOUR C SCORE

You can find your C Score in front of the green bar on the DISC Profile page.



My C score is: _____. I have a *High / Low / Mid (circle one)* C score.

"C" – COMPLIANCE

- A. Read through the lists of traits below and circle two that you think best describe you. If you are a Low C, focus on the Low C list. If you are a High C, focus on the High C list. Note that if your score is near the middle, you may identify with traits from both lists.

Low C Traits: *Independent* *Efficient* *Big-Picture Thinker*
Risk-Taker *Innovative* *Fast Worker*

High C Traits: *Detail-Oriented* *Structured* *Systematic*
Quality Work *Precise* *Logical* *Analytical*

- B. Describe situations where the traits you selected above have worked well for you (school, work, leisure).

- C. What are some challenges or problems you've faced exhibiting these traits?

Compliance

Detail Oriented
Systematic
Quality Focused
Conscientious
Logical



A low-angle, close-up shot of a person's legs walking on a gravel path. They are wearing blue denim jeans and white sneakers with black soles. The background is a warm, golden sunset with blurred trees and foliage. The overall mood is contemplative and inspiring.

**BE
YOURSELF
EVERYONE ELSE
IS ALREADY
TAKEN**

OSCAR WILDE

DISC AND CAREER CHOICE

Your DISC scores are important for choosing a work environment that allows you to operate within your natural behavioral style most of the time.

A. Connect the DISC term to the type of work environment that is best suited for someone who has a high score for that DISC attribute.

- | | |
|----------------|---|
| a. Dominance | i. Must be in a role where quality and details matter. |
| b. Influencing | ii. Must be results-focused and have the ability to express opinions. |
| c. Steadiness | iii. Must have some stability at work. |
| d. Compliance | iv. Must work with people |

B. What career would you suggest for someone who is high in the given DISC behavior? Justify your answer. The first one has been completed as an example.

Some careers you might want to consider are: Car Dealer, Project Manager, Domestic Pet Veterinarian, Accountant, Chemist, Teacher, Entrepreneur, Business Owner.

a. DISC behavior: **High I**

Career: Nursing

Justification: Someone who is High I might want to be a nurse, because nurses interact with many people on a daily basis, so it helps if they enjoy engaging with others.

b. DISC behavior: **High S**

Career: _____

Justification: _____

c. DISC behavior: **High D**

Career: _____

Justification: _____

d. DISC behavior: **High C**

Career: _____

Justification: _____

e. DISC behavior: **High I**

Career: _____

Justification: _____

DISC AND COMMUNICATION

In corporate America, DISC is used mainly as a communication tool. It is important for you to communicate with other people based on *their* DISC styles, not your own. For example, if you are a High I, you likely want to talk a lot, usually in a friendly, enthusiastic manner. However, a Low I prefers less chatter, more time to think before responding, and a quieter tone of voice. This exercise will help you apply this principle.

Someone you know well with a different DISC style than you: _____

What do you think is their primary DISC style? _____

Look at the DISC Reference Guide on the following page, find the person's primary DISC style and look at the middle column, "*Communication with people having this style.*" Based on the tips, how are you going to communicate with this person differently now?

Key: A: a. ii. A person who is High Dominance must find results-focused work and have the ability to express their opinion. b. iv. A person who is High Influencing must work with people. c. iii. A person who is High Steadiness must have some stability at work. d. i. A person who is High Compliance must be in a role where quality and details matter. 2.5 B: Various answers.

DISC REFERENCE GUIDE

Behavior Style	People with this style have a difficult time in...	Communication with people having this style:	Ideal environments for this style:	Job Tips
High D Direct Forceful Bold	...situations where they can't express themselves. ...controlled environments. ...people without opinions.	Be clear. Don't be intimidated. Get to the point.	Competitive. Results-oriented. Opportunities to lead.	Results-focused job.
Low D Cooperative Agreeable Peaceful	...anger-charged situations. ...competitive projects and programs.	Connect personally. Ask questions. Stay calm.	Collaborative. Low conflict.	Jobs with little confrontation.
High I Talkative Sociable Enthusiastic	...lecture-based classes. ...being alone too long. ...impersonal, business-like instruction.	Be friendly. Act enthusiastic. Speak warmly.	Friendly. Group projects. Class discussions.	Must work with people.
Low I Reserved Reflective Listens	...facilitating groups. ...activities with prolonged interaction, especially without reflection time.	Don't crowd them. Short dialogues. Give time to process.	Independent projects. Classes that do not grade for verbal participation.	Jobs where you don't need to talk too much.
High S Loyal Patient Understanding	...quickly changing activity. ...chaotic classrooms. ...confusion/lack of clarity in instructions.	Be soft. Speak calmly. Be patient.	Well-defined expectations. Clear path to graduation/success.	Jobs with stability and clear expectations.
Low S Flexible Restless Impulsive	...monotonous classes. ...highly structured situations with minimal choice or flexibility.	Be spontaneous. Show emotion.	Flexible course work. Room for change and variety.	Jobs with a variety of tasks and adventure.
High C Precise Conscientious Cautious	...tasks and grading systems without clearly-defined expectations. ...risky situations.	Be accurate. Be factual. Be realistic.	Structured activities where quality matters. Classes with a detailed syllabus.	Jobs where quality and detail matter.
Low C Unsystematic Instinctive Avoids details	...assignments with lots of rules to follow. ...activities that demand quality and detail.	Big picture focus. Talk fast. Be casual.	Broad view. Low detail assignments. Few rules and structure.	Jobs with freedom from rules and micromanaging.



Behaviors Overview

The 4 Elements of DISC

Dominance: Direct, Opinionated, Competitive, Takes Initiative

Influencing: Energetic, Warm, People-Oriented, Talkative, Optimistic

Steadiness: Loyal, Patient, Supportive, Consistent and Routine Oriented

Compliance: Detailed, Logical, Conscientious, Analytical, Cautious

Reading the DISC Graph

1. Look for scores that are "High" (above 50) or "Low" (below 50)
2. Look for any extreme scores (above 70, below 30)
3. Look to see if you are a bridge (all scores are between 30 and 70)

Key Tips

1. There are no good or bad DISC scores.
2. It is extremely important to consider the DISC and motivators together.
3. Your DISC scores are important for choosing a work environment that allows you to operate within your natural behavioral style most of the time.
4. Communicate with other people based on their DISC styles, even if this is not always the way you want to be communicated with yourself.

Section 3:

MOTIVATORS

SECTION 3

MOTIVATORS: WHAT TO FOCUS ON

SUMMARY:

Motivators reveal the things you really care about. They are what makes you want to learn, what grabs your heart, and what gets you excited. If someone ignores or dismisses your top motivators you may feel hurt and disengaged.

Motivators are like an engine beneath the hood of a car. Motivators aren't easily seen from the outside, but they are what powers you. This is important for major and career choice since motivators correlate directly to fulfillment and meaning. Most people are happiest selecting a major and career based on their top two motivators.

The Indigo Assessment measures six motivators:

Aesthetic – Desire for form, harmony, balance, or beauty.

Individualistic – Desire for independence, visibility, rank, or power.


Social – Desire to help others or solve society's problems.

Theoretical – Desire to learn for the sake of knowledge.

Traditional – Desire to live by a personal set of principles, standards, or beliefs.

Utilitarian – Desire for a return on investment of time, energy, or money.



A close-up photograph of two young women with long brown hair, looking down and to the left with focused expressions. The woman on the right has her mouth slightly open as if speaking or explaining something. The background is a soft-focus green, suggesting an outdoor setting. The text is overlaid on the right side of the image.

INDIGO INSIGHT FROM SHERI

In my work with thousands of students, I discovered that Motivators have an immense influence on how people behave in charged situations – so much so that they can temporarily warp DISC profiles.

For example, one young woman I know is extremely Low Dominance but has High Social motivation. If someone she cares about is in trouble or is being bullied, she will become highly assertive in protecting that other person. Another example is a Low Influencing, High Theoretical individual who becomes much more sociable and gregarious when someone asks him about what he's researching.

If you understand someone's Motivators, you can understand what makes them tick and how best to relate to them.

HISTORY OF MOTIVATORS:

Much of the study about motivation is fairly recent, and we really didn't start seriously talking about motivators until Eduard Spranger wrote his book, *Types of Men*, in 1928. Prior to Spranger's work, motivators had not been clearly defined, researched, or studied.

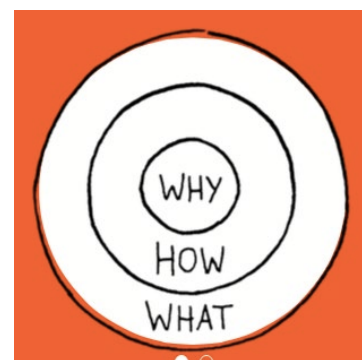
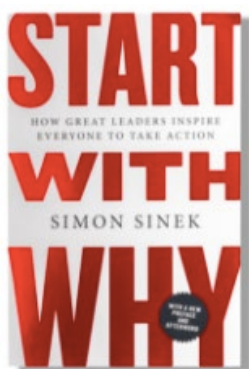
The IndigoPathway motivators are based on Spranger's model. He was an influential writer who defined motivators (values) as a compilation of likes, dislikes, viewpoints, inner inclinations, rational and irrational judgments, prejudices, and patterns that determine a person's view of the world. Once all these things are merged, they consciously or subconsciously become a standard for guiding a person's actions.

In addition to Spranger, there were a number of authors in the early 20th century who contributed to the body of knowledge supporting research exploring what motivates people. Some of these authors are Robert Hartman, Carl Jung, Sigmund Freud and Gordon Allport.

WHY MOTIVATORS MATTER:

Motivators will help you know *what you will want most out of your career and future plans*. A person with a High Theoretical score, for example, will want to have the opportunity to learn more about whatever they are doing. However, a student with a low or indifferent Theoretical score will completely check out in the same situation unless they are particularly interested in the subject. This is especially true of Low Theoreticals with High Dominance and Low Compliance scores. They care about getting to the point fast without spending time on every little detail.

In the business world, the thought leader Simon Sinek talks about the importance of motivators when explaining his concept of the Golden Circle. Sinek states that the most effective companies and leaders begin with their "Why." A "Why" is the reason you get up every morning and do what you do, and it is why companies exist, usually offering something deeper than just selling products or making money. We find that people's "Why" usually aligns with their top motivators. Scan the QR code to watch Simon Sinek's Ted Talk about "Why".

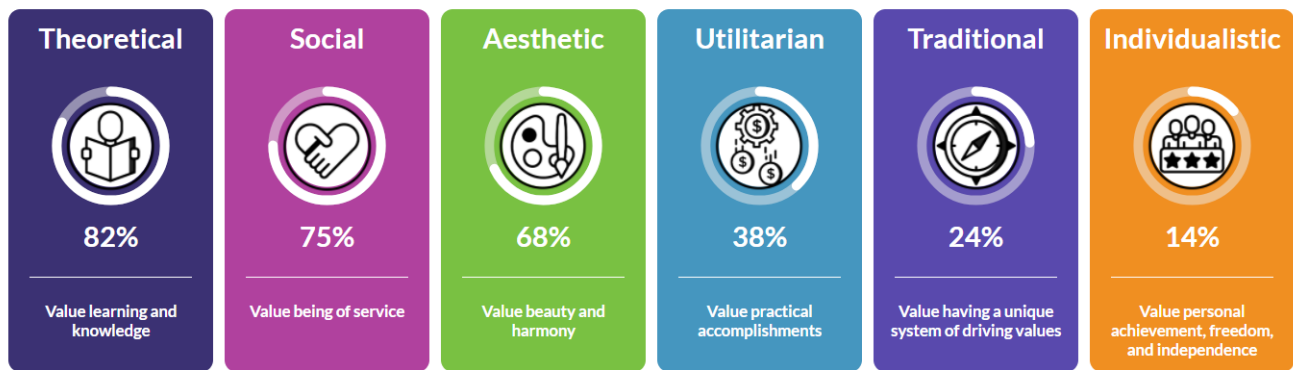


Or visit: https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action

HOW TO READ THE MOTIVATORS

The **What Motivates You** tab of your IndigoPathway results ranks your relative passion for each of the six motivators. Your highest motivator is on the left and your lowest on the right.

This page ranks your motivators in order from the most important to the least important to you, with the 1st being the motivator with your highest score and the 6th being the motivator with your lowest score. The motivator score is a number between 1 and 100, listed below the icon. Look at your ranking first (ranking is the order in which the motivators appear). Whether the numerical score is very high or around average, the top two motivators are the most important. If the third motivator is high, it is generally worth thinking about as well.



Notice where your score is close to 0 or 100. This reveals areas where your motivators may be outside the mainstream and could lead to passion or conflict. The further a score rises above mainstream, the more you may feel passionate about that motivator. If you have passionate scores, think about how they might stand out in your life and how you can use your passion in practical ways. The lower your score is, the more negative you probably feel about that motivator. Essentially, this is a “de-motivator”. What turns you “off” is just as valuable to notice as what gets you jazzed. It can sometimes explain why certain people are resistant to different activities or can’t get along with people who have a motivator opposite to theirs.

YOUR TOP MOTIVATORS

List your top two motivators below.

1. _____

2. _____

MOTIVATOR DESCRIPTIONS

Let's dive deeper into each motivator category. Focus on your top motivators and try to answer at least two questions from the motivators that matter most to you!

AESTHETIC – DESIRE FOR FORM, HARMONY, BALANCE, OR BEAUTY.

Aesthetic



93%

Value beauty and
harmony

High Aesthetics want to be in an environment that fits well with them. If the environment feels off to them, it can affect their ability to perform in school and the workplace. Also, some Aesthetics desire the opportunity to create their own expression of harmony and balance through a specific art medium. If you are a High Aesthetic, think about what that art medium is and how you can incorporate it into your life, education, or career.

Passionate Aesthetics are greatly affected by their physical environment. The atmosphere or appearance of a workplace can even affect their performance. Therefore it is critical they physically visit prospective workplaces.

Seek balance in
their lives

Appreciate nature and
beauty in the world

Artistic, self-expressed

Aesthetic

REFLECTION QUESTIONS: HIGH AESTHETIC

If Aesthetic is one of your top motivators, choose two of the prompts and answer them below.

- What kinds of environments do you enjoy?
- What environments make you uncomfortable?
- When you feel most like your authentic or true self, what are you doing? Where are you?
- How do you like to express yourself creatively? Do you have an outlet for your artistic pursuits?
- What are you sensitive to (crowds, noise, colors, people being OK, stress, etc.)?
- What sort of environment do you want to live in in the future?

1.

2.

INDIVIDUALISTIC – DESIRE FOR INDEPENDENCE, VISIBILITY, RANK, OR POWER.



High Individualistics want opportunities where they control the agenda and where they will be recognized for performing well. This might include starting their own business. If you are a High Individualistic, seek out situations where you feel in control and where you know you will be measured by your performance, not your participation.

Seek out innovative mentors and share your ideas. There may even be start-up capital available to help make your ideas a reality. You might also look into local government, theater, or public speaking classes to hone your skills.

It is very important that passionate High Individualistics have choices. Instead of being told what to do, they want the option between two or more choices. "Because I said so" is a huge negative trigger. Make sure you have freedom and choice in your career.

**Want to be in control of
their own future**

**Seek personal
recognition and
power**

Self-driven

Individualistic

REFLECTION QUESTIONS: HIGH INDIVIDUALISTIC

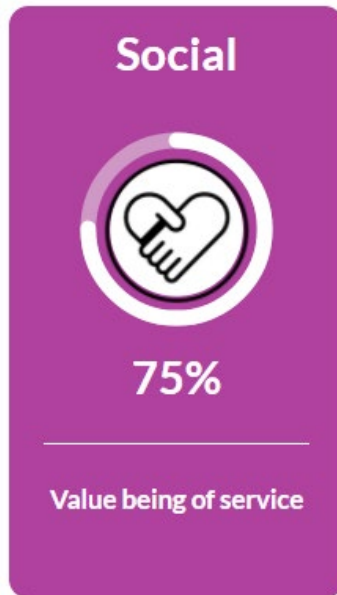
If Individualistic is one of your top two motivators, choose two of the prompts and answer them below.

- What do you want to be known or recognized for?
- How do you maintain independence or control of your own destiny?
- What kinds of leadership roles do you like?
- What kinds of rewards do you prefer?
- If you could do anything, what would that look like?
- Have you considered starting your own business/becoming an entrepreneur?

1.

2.

SOCIAL – DESIRE TO HELP OTHERS OR SOLVE SOCIETY’S PROBLEMS.



High Socials want to find ways to give back to their community. If they understand how their education will help them help others, they become much more engaged in academics. If you are a High Social, it's important for you to figure out where you want to give back (work with people, volunteer, join a community advisory council) and how you can make a difference in that area.

Passionate Socials' core question in life is typically, "What is my cause?" It's totally OK if you don't know your cause yet. Just start helping people and working with organizations that are solving social problems you are interested in. Resonant social causes are also typically in areas where you might have experienced personal pain. Don't be afraid to heal yourself, then go back to help heal others in the same situation.

Social

A photograph of two hands, one from the top and one from the bottom, gently cupping a small globe of the Earth. The background is a dark blue space with white stars.

Want to serve the community
Love to help people or a cause
they care about
Altruistic, humanitarian

REFLECTION QUESTIONS: HIGH SOCIAL

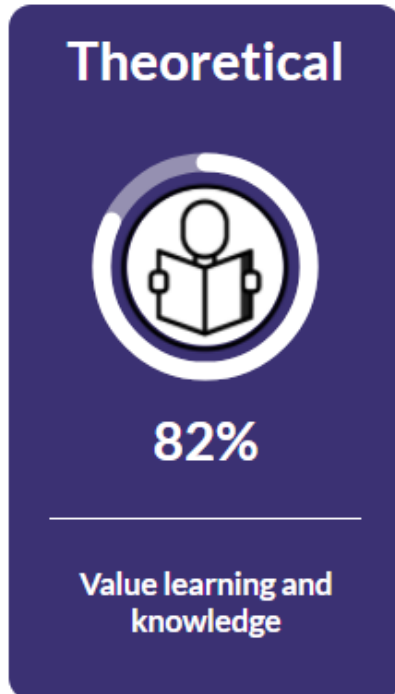
If Social is one of your top two motivators, choose two of the prompts and answer them below.

- What is your cause?
- To what issue do you want to give your time?
- What injustice makes you angry?
- What problem do you want to solve in the world?
- How do you want to make a difference?
- How can you use your education to gain the skills to make a difference in the world?

1.

2.

THEORETICAL – DESIRE TO LEARN FOR THE SAKE OF KNOWLEDGE.



High Theoreticals love learning-oriented challenges—anything where they are required to learn a new skill. Some Theoreticals will want to go deep on a handful of subjects, while others will be all over the place with their learning. Many Theoreticals go on to Masters or Doctoral degrees. If you are a High Theoretical, figure out the particular way you approach learning, and look for challenges and opportunities that will push you to go deeper in your studies. When looking at future career options, make sure there are opportunities for continuous learning and intellectual growth. Having a group of friends who are interested in similar topics will feel stimulating and exciting, so seek them out!

As a passionate Theoretical, you might run the risk of going so deep in an interest area that you lose interest in other topics. If that is the case, find a more specialized educational program or job that allows you to dedicate more time to go as deep as possible in your specialty.

Explore their passions and favorite topics deeply

Love learning for the sake of learning

Knowledgeable

Theoretical

REFLECTION QUESTIONS: HIGH THEORETICAL

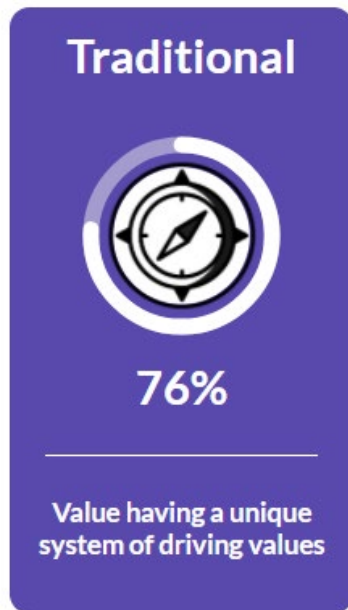
If Theoretical is one of your top two motivators, choose two of the prompts and answer them below.

- How do you like to learn?
- What topics excite you?
- What do you want to learn about that relates to your other top motivator?
- Write about your favorite learning experience, project, or assignment.
- Do you have opportunities to learn everything you are interested in?
- Can you get involved in ground breaking research in your field?

1.

2.

TRADITIONAL – DESIRE TO LIVE BY A PERSONAL SET OF PRINCIPLES, STANDARDS, OR BELIEFS.



High Traditionals need an environment where their beliefs are acknowledged and respected. They do not necessarily need everyone to share their beliefs — but acknowledgement and respect are crucial for building a healthy relationship. If you are a High Traditional, look for opportunities that validate and/or allow you to share your beliefs.

You will enjoy having a group of likeminded people who share your particular belief system. Whether it is a culture, religion, or way of thinking, look for organizations where you can meet these people. Keep in mind that Low Traditionals might not understand why you feel so strongly in certain areas. Look for employers that align with or value your way of living.



Traditional

Value traditions

Driven by strong beliefs: family, religious, military, cultural, self determined, etc.

Principled

REFLECTION QUESTIONS: HIGH TRADITIONAL

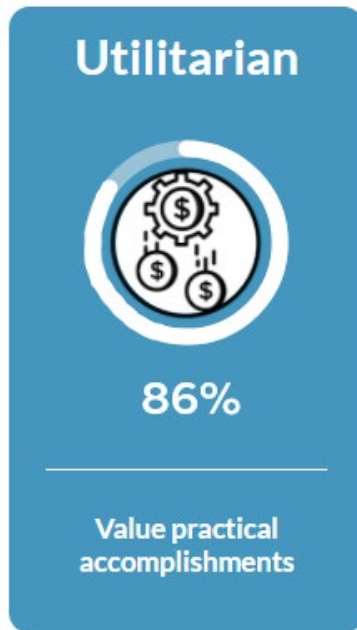
If Traditional is one of your top two motivators, choose two of the prompts and answer them below.

- What are your guiding principles?
- Where do your traditional values come from? Family? Faith? Culture? Something else?
- What are your personal rules for living? *This might be a list of “shoulds” or things you believe and hold yourself accountable to.*
- Have you looked into cultural or religious offerings that will meet your needs?
- Does your work/school reflect and honor your values?
- Are you comfortable expressing your principles or values at work?

1.

2.

UTILITARIAN – DESIRE FOR A RETURN ON INVESTMENT OF TIME, ENERGY OR MONEY.



High Utilitarians want an opportunity to get a practical return for their resources. High Utilitarians are best engaged when they understand the return on investment they will get from their education. Passionate Utilitarians will want to be surrounded by people who are going places and care about ROI. If you are High Utilitarian, look into taking business classes.

Passionate Utilitarians tend to be least served in most school environments, because Utilitarian is generally the last motivator of educators. Keeping this in mind, it's important you make sure the program/major/college you choose helps you to achieve your personal goals as quickly as possible. Do your research – an alternative pathway may appeal to you.

Utilitarian

Tend to be money motivated

Seek practical rewards for their efforts

Value efficiency

REFLECTION QUESTIONS: HIGH UTILITARIAN

If Utilitarian is one of your top two motivators, choose two of the prompts and answer them below.

- What role does money play in your decisions?
- What kind of rewards do you prefer?
- How do you strive for more efficiency and productivity in your life?
- How do you drive towards tangible, practical results?
- Do you feel like additional education here will help you reach your goal efficiently?
- Have you looked into ways to achieve your dream career?

1.

2.

BOTTOM MOTIVATORS

Bottom motivators are very important because they may act as “anti-drivers.” You could be subconsciously avoiding situations where your bottom motivators are prominent, because you do not value this dimension as much. For example, my bottom motivator is Aesthetic; it doesn’t mean I don’t appreciate art, music, or nature. However, I do get super restless, frustrated, and agitated when people spend too much time on Aesthetic things. For example, when my husband (who is a passionate Aesthetic) wants to go hiking, he walks slowly and stops often to comment on flowers and trees. I always want him to go faster, because when we move fast I feel like I get a lot of exercise, and I enjoy it more when there is a destination (due to my high Utilitarian motivator). If you are experiencing strong conflict with someone, it could be because they have an opposite motivator to you.

Pay close attention if your bottom motivator falls below the smaller red bar, as this means that you are less motivated by this factor than most people.

Please note, just because you score very low on one motivator category, it doesn’t mean you have zero interest in this area. It usually means that your interest in this area will be expressed via one of your top motivators. For example, someone in the fashion industry might have a low Aesthetic score but their interest in fashion comes from another motivator, such as Individualistic (because they can use clothes to make a statement), or Utilitarian (because they can make functional clothes that also make a profit).

“The only way to do great work is to love what you do”

- Steve Jobs

BOTTOM MOTIVATOR REFLECTION

How does your bottom motivator show up in your life?


What are some jobs, environments, or companies that you might want to avoid based on your bottom motivator?

At a recent workshop I was speaking with a university student with Low Compliance and a high Individualistic motivator. She was adapting her Compliance up quite a bit and I asked her what kind of professors she was taking classes from. I suggested interviewing the professors first and finding ones who allowed her freedom to express herself, with few classroom rules and fewer constraints on how to complete assignments. When I said this her entire countenance changed; she was literally glowing and with a huge grin she exclaimed, "That makes so much sense! There was one professor like that last year and I learned more in that class than I could have imagined. I had no idea it might have to do with our behavioral styles matching." I also suggested looking at the syllabus and noting that if it was long and super detailed, the professor was probably High Compliance and she might want to think twice about taking that class. The exact opposite would be true for a High Compliance student.

HOW MOTIVATORS WORK TOGETHER

It's important to think about motivators as interrelated rather than as separate concepts. **A person's #1 motivator is always most important and #2 or #3 are how that person goes about fulfilling motivator #1 in the world.** I see lots of high achieving people who are Utilitarian #1, Theoretical #2. This type of person will use their knowledge to make money. They typically see the acquisition of knowledge as a way to succeed in life, so they are willing to invest the time in their studies or work to reap a future reward.

I always look at the last motivator to see how it may or may not impact the way the top motivators work together. In the example above, if that same person is also a #6 Individualistic, then they are not striving toward success for power, control, or a desire to be seen in the public eye. However, if Individualistic is their #3, you know that public recognition *is* a part of life that matters to them, and they may even have the characteristics of a high potential entrepreneur.



IF YOU CAN'T
FIGURE OUT YOUR
PURPOSE, FIGURE
OUT YOUR **PASSION**

FOR PASSION WILL
LEAD YOU RIGHT INTO
YOUR **PURPOSE**

BISHOP T.D. JAKES

MOTIVATOR COMBINATION EXAMPLES

Jack is a Theoretical #1, Individualistic #2, and Traditional #6. Jack's primary motivations are to become an expert in his field and to be recognized for the excellence of his learning. He views excelling and being noticed as platforms for accessing and pursuing more challenging and unique learning opportunities. Jack has his own style—he will not be bound by any set of core beliefs or systems that dictate the best way to approach his goals. He will abandon “tried and true” approaches in favor of finding his own way.

Stefan is an Aesthetic #1, Social #2, and Individualistic #6. Stefan wants beauty and harmony to be realized in the world, and he sees involvement in his community as the way to achieve that goal. Stefan's work may include anything from working with people to improve negative body image to creating art for the community—but it must be something that he feels will add beauty to the world. Stefan feels neither the urge to be recognized for excelling at what he does, nor a strong desire to control his agenda. He is satisfied by knowing that his work is making the world a better place.

Zheng Li is a Traditional #1, Utilitarian #2, and Aesthetic #6. Zheng Li's life is centered on her family and culture, and she feels most at home in an environment that promotes both. Zheng Li interns at the financial bank where her brother works. Zheng Li sees high-paying opportunities as a means to build a stable life and spend more time with her family. She is partial to jobs that reflect the culture she had in her home when growing up. She does not feel any need for balance or harmony to be present in her life. Since her family is already centering her, anything extra just seems superfluous and impractical.

MOTIVATOR REFLECTION

Write a short reflection paragraph (like the examples above) that incorporates several of your motivators and how they show up in your life.

MOTIVATORS AND CAREERS

As you may have noticed, motivators are directly connected to finding a fulfilling career.

Match the careers to the motivators that they align with. See the key below for explanations.

- | | |
|----------------------|--------------------|
| a. Photographer | i. Individualistic |
| b. Chemist | ii. Traditional |
| c. Nurse | iii. Aesthetic |
| d. Entrepreneur | iv. Social |
| e. Military | v. Utilitarian |
| f. Financial Planner | vi. Theoretical |

Using the Career Matches section of your results as a guide, write down three careers that you think would align best with your top motivators. Write an additional sentence or two for each career to justify your choices. How do these careers align with your motivators?

Career #1: _____

Justification: _____

Career #1: _____

Justification: _____

Career #1: _____

Justification: _____

Key: a. iii. Photographers are often High Aesthetic because they seek out and capture beauty; b. vi. Chemists are often High Theoretical because they must gain a lot of education and continually be learning; c. iv. Nurses are often High Social because they help people; d. i. Entrepreneurs are often High Individualistic because they are their own boss; e. ii. Military members are often High Traditional because they are part of an organization with a long history; f. v. Financial planners are often High Utilitarian because they work with money.

COMPANY CULTURE AND MOTIVATORS

Motivators matter for your job and the type of company you choose to work for. If you think about it, certain companies are more aligned with specific motivators than others.

Consider the qualities of the companies listed below and connect them with the motivator they are most aligned with. There is a key at the bottom of the page with explanations.







- | | |
|--------------------|--------------------|
| a. Bank of America | i. Individualistic |
| b. Apple | ii. Traditional |
| c. Red Cross | iii. Aesthetic |
| d. Air Force | iv. Social |
| e. NASA | v. Utilitarian |
| f. Uber | vi. Theoretical |

Think about a company that you would like to work for and look up their mission statement online.

Write a short paragraph reflecting on whether your chosen company is in alignment with your top motivators.

Key: a. v. Bank of America is High Utilitarian (focus on finance and efficiency). b. iii. Apple is High Aesthetic (emphasis on designing products that are beautiful as well as functional). c. iv. Red Cross is High Social (focus on helping humanity). d. ii. Air Force is High Traditional (maintaining systems and hierarchy) e. vi. NASA is High Theoretical (focus on the pursuit of knowledge). f. i. Uber is Individualistic (helping individuals set their own working hours and be independent drivers).

Motivator Reference Guide

Motivators	Things to Do	Activities You Might Enjoy	Major/Career Ideas
Theoretical  <i>Value learning and knowledge.</i>	Continuing education. Start a blog. Research. Experiment. Work in a bookstore.	<ul style="list-style-type: none"> * Research-based tasks. * Lectures with lots of facts or high concept load. * Robotics and science clubs. * Continuous education and learning opportunities. 	Science, R&D, Astronomy, Engineering, Education, IT, Mathematics, Economics, Journalism, Law, Medicine, Aerospace, Think Tanks, Healthcare, Psychology.
Utilitarian  <i>Value practical accomplishments.</i>	Get a paying job. Internships to enhance your resume. Build something tangible.	<ul style="list-style-type: none"> * Assignments that connect to the real world (experiential learning). * Explicit connections between things you are learning and how you can use them to reach your goals. * Real-world mentors. * Business and finance programs. 	Sales, Finance, Entrepreneurship, Law, Programming, Medicine, Consulting, Accounting, Engineering, Real Estate, Construction, Trade Jobs, Software Development.
Aesthetic  <i>Value beauty and harmony.</i>	Volunteer outdoors. Decorate your room. Participate in a local music or art festival.	<ul style="list-style-type: none"> * Beautifying the community/school. * Hands-on, creative self-expression. * Harmony in the classroom & world. * Physical environment matters! 	Visual Arts, Architecture, Event Planning, Design, Culinary Arts, Music, Environmental Studies, Landscaping, Marketing/PR, Outdoor/Adventure.
Social  <i>Value being of service.</i>	Peer Mentor/Tutor. Community Service. Non-profits. Homeless volunteering. Animal care.	<ul style="list-style-type: none"> * Opportunities to help others in activities and assignments. * Learning about things that make a difference in the world. * Serving peers and community members. 	Non-Profits, Social Entrepreneurship, Corporate Social Responsibility, Education, Healthcare and Social Services, Community Programs, Physical Training, Psychology.
Individualistic  <i>Value personal achievement, freedom, and independence.</i>	Assist a local political campaign. Start your own business. Create your own music. Participate in individual sports.	<ul style="list-style-type: none"> * Opportunities for public recognition in class or job. * Independent learning and freedom. * Control over assignments and delivery of that assignment. * Theater, student government, music performance, leadership programs. 	Entrepreneurship, Politics, Chef, Public Speaker, Consulting, Driver, Actor/Singer, Pilot, Outdoor/Adventure Jobs, Investment Banking, Accounting, Gaming, Trade Jobs such as Welding, Plumbing, Masonry etc.
Traditional  <i>Unique system of core values.</i>	Help local military groups and veterans. Volunteer at your religious institution. Work with cultural or government groups. Family time.	<ul style="list-style-type: none"> * Opportunities to share your beliefs with others. * Assignments and activities that align with your core values. * Joining a cultural or religious group. 	Government, Education, Banking, Military, Engineering, Health Services, Insurance, Religious Roles, Lobbying, Oil and Gas Jobs, Quality Control, Industrial Jobs, Activism.



Motivators Overview

The Six Motivators

Individualistic: Desire recognition and control over their future

Social: Want to help the world and have an impact

Theoretical: Love to learn

Aesthetic: Seek balance and self-expression

Utilitarian: Value practical return on investment

Traditional: Hold core values, beliefs or traditions

Reading the Motivators Graph

- Look at your 1st and 2nd motivators. How do these motivators show up in your life?
- Look at the lowest motivator. Is this a "turn-off" for you?

Key Tips

- Motivators supersede DISC in explaining behavior when your Motivators are triggered.
- Consider your particular motivator combinations and how they work together.
- Connecting your motivators to a job, role, or company is a great way to find a fulfilling career.

CONCLUSION

CONCLUSION

BRINGING ALL YOUR INDIGO ATTRIBUTES TOGETHER

When you combine all of your Indigo attributes together, you can get a really clear idea of who you are, what you want, and where you want to go. Think of your Indigo attributes like you would the components of a car. Some cars are rugged and durable, some are sporty, some are practical and fuel efficient. Each car is designed with different attributes that allow the car to excel at particular tasks.

***DISC** describes how people behave, much like you would describe how a car performs or what it's designed for. When you know what your strengths are, it's easier to decide the best places for you to go.*

***Motivators** are like the engine of a car. You have to know what type of fuel an engine takes to get the engine revving. Doing what motivates you is the fuel in your car, it's what drives you.*

***The “whole car”** is what you bring to your relationships, your career, and your life. You are multidimensional. Your combination of motivators and behaviors makes you unique.*

Knowing what routes work best for you, what drives you, and what contributions you have to offer will help you stand out, be hired, and experience career and life success.

To watch a video of how it all works together, scan the QR code below or go to IndigoSkills.com.



CRAFTING YOUR MESSAGE

Remember, each section of your results is a puzzle piece, and together the sections give you a picture of *who you are*. Once you have reviewed all the sections, step back and look at the whole person. What stands out? What about you is unique and valuable? Which parts of you are not captured by Indigo? How do they impact your life? What value is created by you simply being you? All the parts of your life, personality, and experiences matter when crafting your personal message.

The year I turned 29, I completed an intensive leadership course in which I heard over and over, *"You are all these things and so much more!"* This is also true for you. You are much more than your Indigo scores, *and* the scores can help you define, describe, and provide context for your purpose.

When crafting your message to a potential employer, think about how your unique qualities can add value to their organization. Employers respond well to specific examples where you leveraged your strengths in a way that produced tangible results. If you don't have a lot of work experience, don't worry. Experiences you've had with a sports team, extracurricular club, or group project can also apply to the working world.

I will discuss a bit more about purpose in the conclusion of this book.

YOUR PERSONAL STATEMENT

Fill in the blanks in the following statements to describe your behaviors, motivators, and skills.

"I have a/an _____ [DISC] style which
means _____ [what I like]."

e.g. "I have a High Influencing style which means that I really enjoy working with other people."

"I care about _____ [Motivator/Related to motivator]
so _____
_____ [what I value] is/are important to me."

e.g. "I care about Aesthetics so being in balanced, calm, beautiful places (is/are) important to me."

Rewrite your personal statement below in your own words. Think about how your particular qualities can create value for a future employer.

CONCLUSION

THE NATURE OF PURPOSE

Nature is remarkably interconnected, and each piece is completely unique. Nature cannot select out of its purpose. A honey bee doesn't choose to stop pollinating flowers. A lion doesn't choose to become vegetarian. A tree doesn't uproot itself because it would prefer to change landscapes.

Humans are the only living organism on the planet that can choose to be who they are, or not. **Being your true self is the greatest act of courage you can undertake.** The path of inauthenticity may feel easier and safer, with fewer hurdles and heartache, less disruption and fear. However the path of inauthenticity, while seemingly safe, can be a path of spiritual death.

You are unique. The fact that you are intrinsically valuable means that who you are is not related to your job, your circumstances, the clothes you wear, or how much money you make. What makes you intrinsically valuable is simply - you.

I hope your experience taking the Indigo Assessment and working through this book has helped articulate your unique qualities and how you can make positive choices and positive change. I believe that if everyone could have this self-awareness, many of our societal ills would be reduced - drugs, alcohol, violence, bullying, malice, greed, and despair. I also believe that Indigo can help ignite self-awareness, but it will still take great courage from you.

Through an educational system that supports your unique journey, we envision a generation who sees themselves clearly, likes and accepts what they see, and gives back to the world.

Appendix

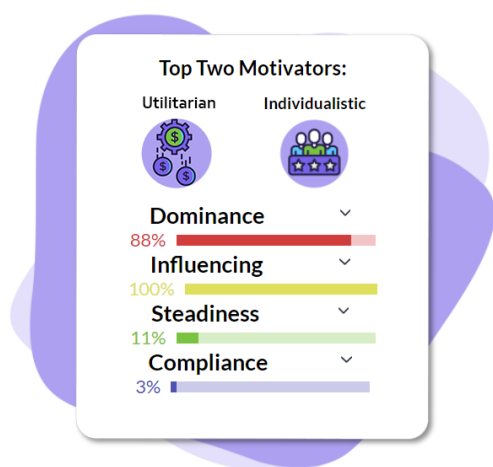
APPENDIX I

COMMON INDIGO COMBINATIONS

COMMON INDIGO COMBINATIONS

This list provides some insights on a few of the combinations of behaviors and motivators we find at Indigo. As you are thinking about your own unique combination, feel free to draw upon some of these examples for ideas about yourself and how your own Indigo characteristics work together.

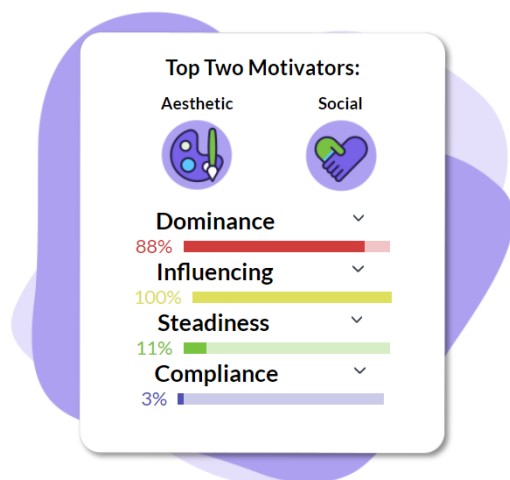
Business owner in the making (High D/I with Utilitarian/Individualistic top motivators)



Many business owners, entrepreneurs, and outside salespeople have a profile like this. It's all about returns and freedom.

If you have this profile, we recommend you find a job with a lot of independence and where you can make more money if you deliver results. Choose college classes that aren't too rigid or structured.

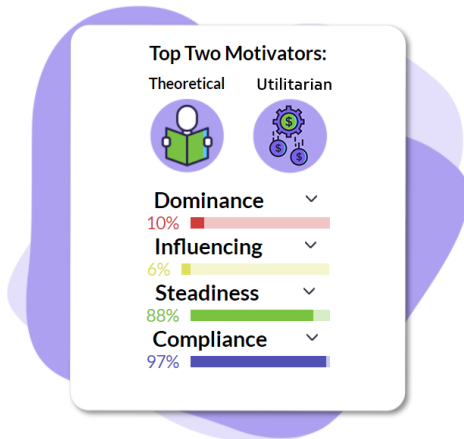
Socially Sensitive Leader (High D/I with Aesthetic/Social top motivators)



People with these characteristics want to make a difference in the world or in individual people's lives and they want to do it in a beautiful or harmonious way. Despite coming across as driven and direct, they will still be sensitive to hidden conflicts on teams and will want to make sure everyone is feeling okay.

For this profile, we recommend community art and music projects, nature oriented retreats, or helping professions. You might also be very concerned about environmental issues and preserving the planet. Practice being the spokesperson or leader for these efforts, and exercise your voice in how to help people.

Organized Practical Learner (High S/C with Theoretical/Utilitarian top motivators)



This combination is a thorough, detailed, and thoughtful individual who will pursue learning as a means to a practical end. This could be in the form of monetary rewards, efficiency, and/or desire to apply learning directly in the real world.

For this profile, we recommend technical hands-on activities like career technical education, robotics, engineering, and practical sciences.

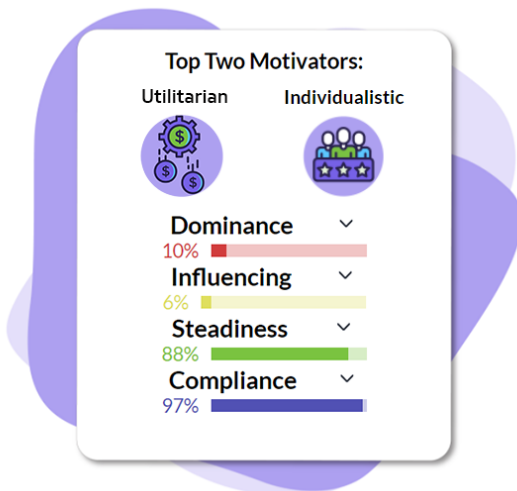
Analytical Helpful Learner (High S/C with Theoretical/Social top motivators)



This combination wants to use knowledge in service of their cause or in making the world a better place in general. The expression of this profile will likely be in a more technical, analytical, or behind-the-scenes role.

For this combination, we recommend exploring how your core interest areas can be applied to help others or solve a social problem that you care about. You could make a great peer mentor or tutor. You may also be interested in the latest science, technology, medicine, or trade where you can solve social problems or be of service to your cause.

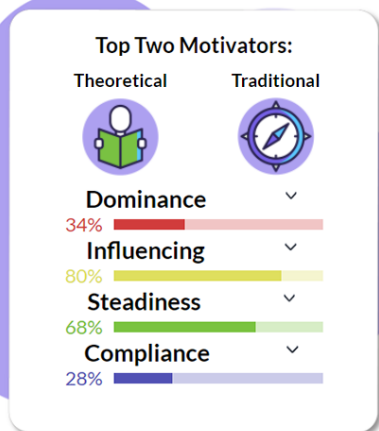
Independent Analytical Efficient (High S/C with Utilitarian/Individualistic top motivators)



This combination is driven to make money in their own way. If this is you, you will likely want a routine and be analytical and quality-oriented in your drive toward achieving your goals. You may also have a pace at which you like to work. Even though you might not express your desires loudly, you are looking for practical returns, independence, and freedom.

We recommend you choose a job environment where you have a lot of freedom to go through your own process, at your own pace, in order to achieve your desired result.

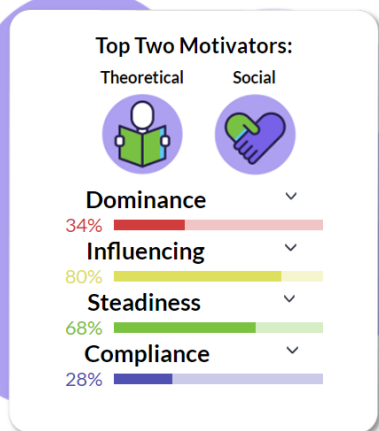
Promoter of Principles and Knowledge (High I/S with Theoretical/Traditional high motivators)



This combination will want to learn in a way that honors a personal set of values and beliefs about how to live, and will want to share them with the world in a friendly, patient way.

If this describes you, we recommend finding programs, clubs, and activities that allow you to learn more about areas that align with your core values. Choose warm job environments where there is adequate stability. Having a clear plan to achieve goals will help you succeed. When setting goals, reflect on how these goals align with your personal belief system.

Intellectual Supportive Helper (High I/S with Theoretical/Social high motivators)



This combination describes a gregarious, supportive person who loves to use knowledge to make a difference in the world and help other people.

For this profile, we recommend finding a job or internship that intersects areas you like to learn about and teaching, supporting, or helping other people with this knowledge. Think about what problem you want to solve, what you want to learn, or what you want to teach. You might really enjoy giving a lecture or designing an activity around what you love to learn about, or tutoring other students.

Driven Perfectionist (High Dominance plus High Compliance)



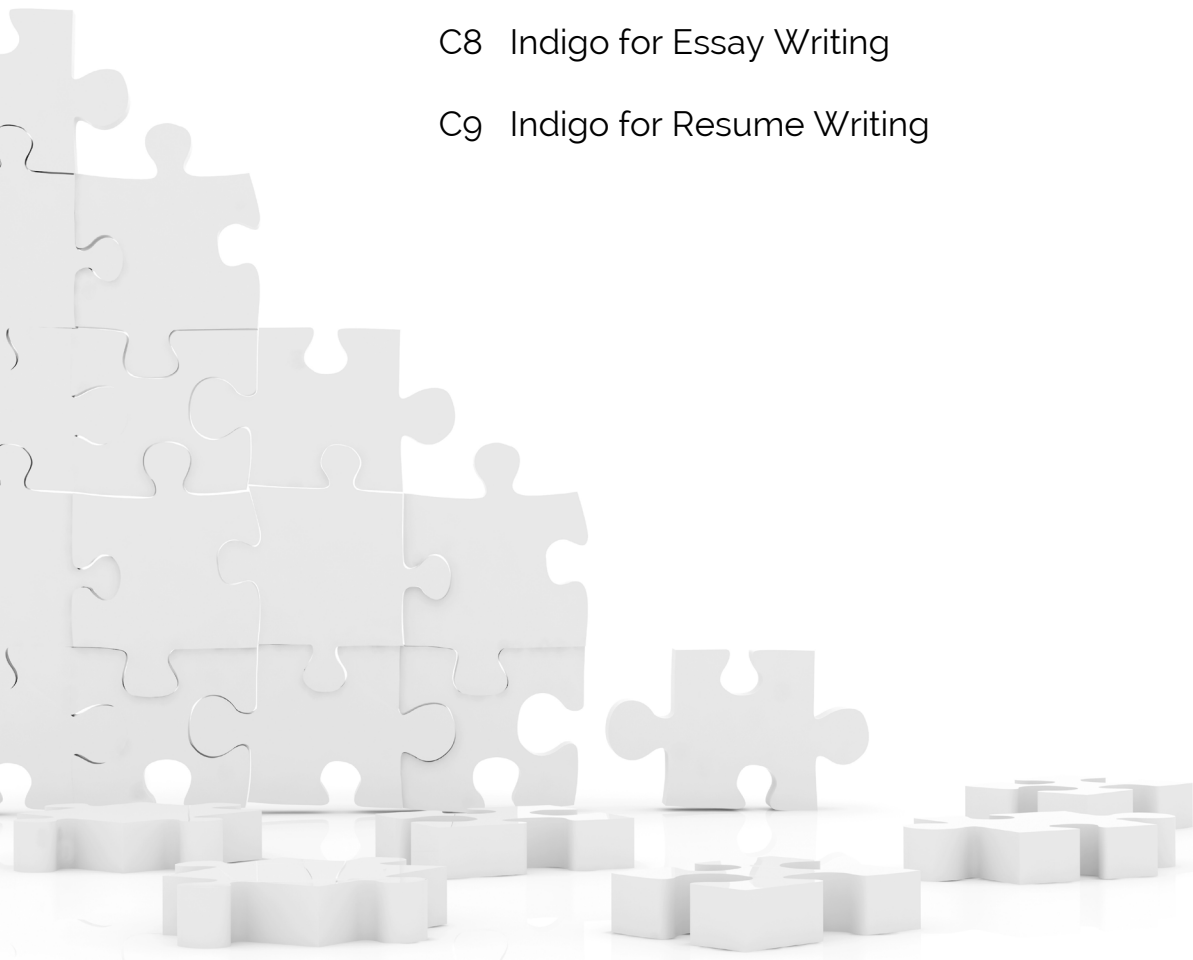
People with these traits typically have a conflict between feeling like they need to get results fast, and wanting to do a project perfectly. If this is you, you probably enjoy interacting with honest and direct people, but from your perspective others may not be fast or accurate enough.

It's important for you to find jobs, internships, or hands-on experiences that will help you to fully express, hone, and realize your talent.

APPENDIX II

CAREER ACTIVITIES

- C1 The Awesome Project
- C2 The Hot Seat
- C3 Study Your Way to Success
- C4 21st Century Culture Fit
- C5 Indigo a Career Field
- C6 Discover Your Dream Path
- C7 Value Card Matrix
- C8 Indigo for Essay Writing
- C9 Indigo for Resume Writing



C1: The Awesome Project

Self Advocacy + Building Portfolio

The Goal: The goal here is straightforward—we want everyone, from the self-confident to the self-conscious, to be reinforced with the idea that they are awesome, no questions asked. If you can understand what makes you awesome and what makes you come alive, then you can find a way to become the person you are designed to be in the world. We also want you to walk away with a final piece of work that you can showcase to employers when applying!

Part 1: Take some time to think about the following list of prompts:

- What makes you awesome?
- What are you interested in?
- Describe a time you excelled.
- Describe a time you overcame challenges.
- Describe a time you used your skills and strengths.



Part 2: Create something that explains why you are awesome. It could be a portfolio, blog, YouTube video, presentation, essay, personal website (Wix.com, Weebly.com, Squarespace.com), collage or any other creative form you want to explore.

C2: The Hot Seat

Interview Practice

The Goal: So many bright, capable students are never exposed in school to what an actual job interview looks like. This exercise will give you a taste of what it's like to be "in the hot seat" and how you can use your [IndigoPathway Reports](#) to prep for it.

Use your [Indigo Report](#). Regardless of your existing skill levels, everyone can benefit from incorporating Indigo language into your interview strategy. In particular, look for vocabulary that highlights you in a positive and authentic light.

Part 1: Find another person to work with — one of you is the interviewer, one is the interviewee. Ask any of the following questions or come up with your own:

- Why are you interested in this job?
- Why would you be good at this job?
- How will you work on a team?
- What is a weakness that may show up?
- How do your skills fit this job?
- What is your ideal manager?
- What is your biggest strength that you bring to the table?



Part 2: Ask questions from the [Personalized Questions](#) section.

Part 3: Think about how you could use Indigo to prepare for job or internship applications and interviews. How can you show what you are passionate about through your motivators? How can you use the language from the strengths, skills, and value to a team sections?

C3: Study Your Way to Success

Study Tips

The Goal: In almost all paths in life, the ability to focus on your work is critical. This exercise is designed to help students understand that studying is less about developing the skill in general and more about learning the best ways for you personally to study.

Part 1: Answer the following questions. Consider your top DISC score when forming your responses. For example, a High D, High I might like to study surrounded by friends where they competitively quiz each other. A High D, High C might want to study alone with highly detailed study note cards that they study intensely.

- What are some study tips that work for you? What doesn't work for you?
- What is the best environment for you to study in?
- In what situations have you had your best studying sessions?
- What sort of environments or studying techniques would best fit your DISC?

Part 2: Think about your top motivator score and answer the questions below. The goal is to think about ways to tie things you have to do or study for into your top motivators, and think of things you can pursue in the future that fit with what drives you.

- What type of projects and assignments motivate you? Which type bore you?
- How do you cope/deal with things you have to do that are not motivating?
- How can you apply your top 1-2 motivators to your studying so that you engage?

Part 3: After you have brainstormed answers to the questions above, write down 3 new study tips that you are going to start using moving forward based on your DISC style and top motivators. If the tips align with both the DISC style and motivators, even better!

Part 4: Find someone with similar DISC or motivators to you and share ideas/tips. To read over some general study tips visit: <http://bit.ly/18DjdwF>

C4: 21st Century Culture Fit

Major to Career Search

The Goal: People often grapple with questions such as "What is the right career for me?" "What is the right major for me?" "What is the specific thing I should be planning for when I start my career?" However, people rarely consider "What type of culture and environment would fit me?" until years after high school. This exercise is designed to get you thinking about this last question to help guide your decision making process.

Part 1: Read over these four "fits". They are intentionally broad, so you have room to define your fit more narrowly to fit yourself.

Entrepreneurial Fit: Fast-paced, change-oriented environment. Suited for thrill seekers looking for a high-risk job with constantly shifting responsibilities and priorities but a chance for a big payoff—in reputation, in money, in social impact, et cetera.

Corporate Fit: Fast-paced, detail-oriented environment. Suited for high performers looking for a stable job with a clear procedure to follow for advancement and promotion.

Non-Profit Fit: Steady-paced, change-oriented environment. Suited for cause-driven individuals looking for a potentially high-risk job with a chance to use their talents to solve a large societal issue.

Government Fit: Steady-paced, detail-oriented environment. Suited for steady and highly detailed individuals looking for a stable job with clearly defined responsibilities, priorities and a consistent workflow.

Part 2: Spend some researching your fit online. Consider the pros, cons, and anything else that is interesting to you about pursuing a major or job in that fit category.

Part 3: Research 5 potential jobs in the culture fit that most interests you and write a short paragraph for each explaining how it fits into your **top DISC style and top 1-2 motivators**. You are looking for jobs that not only interest you but also align with who you are.

C5: Indigo a Career Field

Major to Career Search

The Goal: Why find a career field when you can just Indigo it? Indigo provides more than enough information to narrow down options for the future (and if you already did the *21st Century Culture Fit* exercise, you may have already narrowed it down to a broad category such as "Non-Profit Fit" or "Corporate Fit.") This exercise provides a way for you to have some introspection on specific options that fit you.

Note: We recommend using this exercise after doing a few other exercises. It will improve the quality of your introspection.

Part 1: Do research on a career field that interests them. You can use one of the potential careers you researched in the *21st Century Culture Fit* exercise, or choose another.

Part 2: Write a 1-2 page paper answering the questions below.



What is the career field?

How would this career field fit your top 2 DISC styles and top 2 motivator combinations?

What type of jobs or majors in this career field would be a good fit for you?

C6: Discover Your Dream Path

Major to Career Search

The Goal: It's time to blaze a trail and take some time for introspection! Work to discover what type of careers might be interesting for you to pursue and learn more about those options.

Part 1: Read over your **Career Matches**. Next, select 3-5 majors or careers that stand out to you, sound interesting, or that you would like to further explore.

Part 2: Take out your computer or iPad so that you can start researching the majors or jobs that you underlined. Use links below as a resource.

- www.roadtripnation.com/explore/interests
- www.princetonreview.com/college-major-search
- www.bigfuture.collegeboard.org/majors-careers
- Google / Wikipedia



Part 3: After you have spent some time browsing, select the 2 majors or jobs that interest you the most. Research the 2 you selected even further and answer the following questions in bullets: What is the next best step for me to take in order to be able to get into that job?. Also answer the following questions in bullets: How can I find a way to tie my top 1-2 motivators or DISC style to that job? Each job you research should end up having enough bullets to cover about 1 page.

Part 4: Take that best next step that you wrote about in Part 3.

C7: Value Card Matrix

Other Career Values

The Goal: Clarify other values that are important to you in the workplace.

Part 1: Read over the values below and rewrite them in the appropriate column on the next page. Place up to five values in the "Must Have" and "Don't Want" columns. Place up to eight values in the "High Want" and "Want" columns.

- | | | |
|---------------------------------------|---|--|
| • Ability to create something new | • Helping people | • Planning events or conferences |
| • Ability to present my own work | • Independent work | • Precise or flawless execution |
| • Analyzing data | • Interaction with people | • Setting standards for others |
| • Attention to detail | • Leading teams | • Team-based work |
| • Beautiful office space | • Learning new things | • Tight time management |
| • Challenge | • Making the world a "better place" | • Opportunity to debate and argue points |
| • Clear direction on tasks | • Opportunity for research prior to execution | • Well-defined policies |
| • Fast-paced work | • Performance-based bonus | • Working on many things at once |
| • Working with confidential materials | • Writing documents or papers | |

Must Have	High Want	Want	Don't Want

Part 2: Fill in the blanks with the key "Must Haves" that will make your work place the most fulfilling and the "Don't Wants" that you can live without.

"In my job, I know that I must have _____
_____."

e.g. "In my job, I know that I must have challenge and beautiful open space."

"I also know that jobs where _____
_____ are important, aren't the best fit for me."

e.g. "I also know that jobs where attention to detail, tight time management, and fast-paced work are important, aren't the best fit for me."

C8: Indigo For Cover Letter Writing

Part 1

The Goal: Where do you even begin with a cover letter or job application essay? What details do you pull from your life to convey what makes you unique? These are the questions students and other job seekers face, and this exercise is designed to tackle them directly. This exercise will help you use the [Indigo Report](#) to come up with effective information to include.

Part 1: Pick 2 essay topics that interest you from the list below.

Part 2: After you have selected the 2 essay topics that interest you the most, start brainstorming on how you want to answer those topics. You should write about 1-2 paragraphs or write bullets covering ½-1 page per topic.



Part 3: After you are done brainstorming and have a few ideas for your 2 topics, find a peer to work with. Share your ideas and give each other constructive feedback.

Part 4: Narrow down the **2** topics to the **1** that you want to write about the most. Write an outline for the topic you chose.

Possible Topics

1. *Passions*: look at the [top 1-2 motivators](#) on [What Motivates You](#). You may also read the motivators sections near the end of the report to understand what the two top motivators suggest about you in more detail. Talk about how your top one or two motivators will be fulfilled by your chosen job.
2. *Passions 2*: look at the [top 1-2 motivators](#) on [What Motivates You](#). You may also read the motivators sections near the end of the report to understand what the two top motivators suggest about you in more detail. Answer any or all of the following questions: How do your motivators/passions come up in your life? How will your motivators/passions help you excel and stand out as an individual? How do your motivators/passions help define who you are and your story?

Note: These prompts are just starting points.

C8: Indigo For Cover Letter Writing

Part 2

The Goal: Hiring managers for jobs and internships read thousands of cover letters and resumes. This exercise will help you weave Indigo language from your report into your writing and help you stand out. At the end of the day, the main point of this exercise is to help you find specific adjectives and phrases that they can include throughout your cover letter or essay that will help you enhance who you are and the point that you are driving home.

Part 1: Read the [Style: Your Style](#) section to start getting a better sense of your unique style and how you can describe yourself in your essay. As students read through the section, underline adjectives and phrases that stand out to you.

Part 2: Next, look at your top five [skills](#) and [Value To a Team](#) sections on your [Indigo Summary Page](#) and underline all of the bullet points that stand out to you. Once you have finished doing that, do the same thing for the [Style: What Others May Value in You](#) and [Summary: Your Strengths](#) pages later on in the report.



Part 3: Once you have underlined lines, adjectives, and phrases in all of the sections from Part 1 and Part 2, rewrite them in a separate piece of paper or on the computer. You should have about 10 total phrases, adjectives, and bullets.

Part 4: Once you complete a rough drafts of your cover letter or application essay, go back and star (*) places where you can add the phrases, adjectives, and bullets that you wrote down in Part 3. Once you have identified various parts or places where you can enhance the vocabulary using the things you underlined, rewrite those parts of your work using the wording from the phrases, adjectives, and bullets. If you underlined complete lines or bullets, rewrite them in your own words.

C9: Indigo For Resume Writing

Part 1

The Goal: Sometimes, the hardest part about writing a resume is starting it. Even if you don't have much work experience, you can still use your Indigo Report to craft self-descriptive sentences for your resume.

Part 1: Consider the examples of Personal Qualification Statements below:



Example Sentence One: "Adaptable and flexible, Tim negotiates conflicts by turning negatives into positives."

Example Sentence Two: "Emma is a team player who motivates others toward goals."

Example Sentence Three: "Highly motivated by helping others."

Visit this link to see a resume with qualification sentences:

http://www.resume-help.org/entry_level_resume_example.htm

Part 2: Recreate a statement like the one in Example Sentence One. Use the **Style: What Others May Value in You** page from the Indigo Report as a reference—take a couple lines from it that you connect with and rewrite the statement using your own words and your name instead of the word "I."

Note: Try starting with an adjective and ending with a verb phrase like in the example.

Part 3: Recreate a statement like the one in Example Sentence Two. Use the **Motivators: Your Motivator Hierarchy** page from the Indigo Report as a reference—use one of your top two motivators to fill in the statement "Highly motivated by _____."

Part 4: Turn to the page titled **Summary: Your Skills**. Using the top two skills, complete the following sentence: "Is skilled in _____ and _____." Combine this with your statement from Part 3, and you now have two foundational starting pieces for your resume.

C9: Indigo For Resume Writing

Resume Writing: Part 2

The Goal: Crafting a top-notch resume is truly key for students looking to break into life after school. This exercise takes you into even deeper applications for taking language from your Indigo Report and turning it into an accurate, compelling resume.

Part 1: Have students make a list with your **top five skills** on your **Indigo Summary Page**, the bullet points that stand out to you from the **Summary: Your Strengths** page, and the bullet points that stand out to you from the **Style: What Others May Value in You** page. You may also add any other phrases or adjectives that stand out to you in your Indigo Report to the list. The Styles section might be a good place to look.

Part 2: Write down a list of your top five most compelling jobs, volunteering experiences, clubs, projects. Then, for each experience, write three bullet explaining what you did using language from the list you made in Part 1.

Note: The end goal of this exercise is for you to write down all of the experiences that you want to include on your resume and then use Indigo vocabulary to write about your experiences. Essentially, this is a good way for you to take the necessary steps to actually start writing all of the content necessary for the resume.



Optional Add-On: If you want take a step further and really who show who you are, build an online portfolio. See *The Awesome Project* exercise for more guidance. It's a great, innovative way for students to showcase who they are and what they are passionate about. You can include the link to your online portfolio on your resume.



RESOURCES



ROAD TRIP NATION

Explore your interests and figure out how to find a career path that you are passionate about on Road Trip Nation.

<http://roadtripnation.com/explore/interests>



FIND YOUR CALLING

Find Your Calling is a resource for students that helps uncover types of careers that would be most appealing to them, through assessments and a large database of different careers.

<https://www.findyourcalling.com/>



LUMOSITY

Train your brain with puzzles and games designed by scientists and game developers.

<https://www.lumosity.com/>



INVESTOPEDIA

Investopedia provides news, training, articles and more in the world of business to keep you updated on current ideas and techniques.

<https://www.investopedia.com/>



SQUARESPACE

This is a great resource to build your own blog/website.

<https://www.squarespace.com/>



CANVA

This easy and convenient platform lets you create and design your own Facebook covers/blog graphics/cards/collage/etc.

<https://www.canva.com/>



UNREASONABLE INSTITUTE

Watch videos on how to be successful in the modern world, with advice on booming markets and money saving/making techniques.

<https://unreasonable.is/category/video/>



UDEMY

Udemy is a site where you can learn anything from how to start a business, to public speaking 101, to how to get 10,000 followers on Instagram.

<https://www.udemy.com/>



edX

edX offers online courses from major universities and institutes.

<https://www.edx.org/>



COURSERA

Coursera offers courses from different colleges around the world.

<https://www.coursera.org/>



ED2GO

Ed2Go offers online continuing education for adults drawn from top colleges and universities.

<https://www.ed2go.com/>



UNIVERSITY OF THE PEOPLE

University of the people is a non-profit, tuition-free, accredited, online, American university.

<https://www.uopeople.edu/>



CANVAS NETWORK

Canvas Network offers online courses, with a goal of "promoting openness and innovation in education."

<https://www.canvas.net/>



KHAN ACADEMY

Khan Academy has instructional videos and practical exercises in many different subjects at different learning levels.

<https://www.khanacademy.org/>



HARVARD ONLINE LEARNING

Online courses, lectures, podcasts, and more from Harvard University.

<https://online-learning.harvard.edu/>



Open Yale Courses



SKILLSHARE



MIT OPEN COURSEWARE

MIT Open Courseware offers students and educators content from Massachusetts Institute of Technology courses.

<https://ocw.mit.edu/index.htm>

STANFORD ONLINE

Stanford Online offers online courses and webinars, as well as in-person and on-campus educational courses and material.

<https://online.stanford.edu/>

OPEN YALE COURSES

Open Yale Courses offers free and open introductory courses with no registration required.

<https://oyc.yale.edu/>

UDACITY

Udacity offers online courses with the goal of increasing skill knowledge in professional environments, as well as offering preliminary training in advanced technology.

<https://www.udacity.com/>

PLURALSIGHT

Pluralsight offers technology focused education, focusing on IT, software development, data, business, creation, manufacturing and design, and architecture and construction. Courses on skills and current technologies help to stay ahead of the technology curve.

<https://www.pluralsight.com/>

SKILLSHARE

Skillshare offers classes in design, business, tech, and other areas. Centered on project-based learning, the classes are designed to ease the transition from concept to practical skills in the business world.

<https://www.skillshare.com/>

TREEHOUSE

Treehouse offers education through online workshops and courses that teach coding and other skills to help prepare for a career in technology.

<https://teamtreehouse.com/>



HOW DESIGN UNIVERSITY

How Design University offers online courses and workshops for web and graphic design development intended for career application.

<https://www.howdesignuniversity.com/>



SKILLCRUSH

Skillcrush hosts programs that teach students and professionals how to code for career advancement or a career switch. They also offer a free “10-Day Coding Bootcamp” for tech beginners.

<https://skillcrush.com/>



CREATIVE LIVE

CreativeLive focuses on classes and life skills in the artistic field. Offering courses in photography, painting, music, yoga, business, and more, it provides the knowledge needed to succeed as an artist in the professional world.

<https://www.creativelive.com/onair>



COGNITIVE CLASS.AI

Cognitive Class offers free courses in emerging technologies with a focus on data science and cognitive computing.

<https://cognitiveclass.ai/>



GCF LEARN FREE

GCF Learn Free offers free online tutorials and classes that focus on basic skills needed to succeed in a 21st century job.

<https://www.gcflearnfree.org/>



HIPPOCAMPUS

HippoCampus offers multimedia educational content for students at a middle school level all the way through a college education, with multiple subjects to learn from and explore.

<http://www.hippocampus.org/>



HOWCAST

HowCast is a repository of how-to videos, from belly dancing tutorials to Studio Photography 101 to business development skills.

<https://www.howcast.com/>



BETTER EXPLAINED

Better Explained offers deeper, alternative explanations for mathematic concepts while also providing resources on topics such as business, engineering, and statistics.

<https://betterexplained.com/>



ADAFRUIT

Adafruit offers hands-on technology tutorials to make different creative and/or useful machines, codes, and gadgets.

<https://learn.adafruit.com/>



HACKDESIGN

Hack Design offers a self-paced design course that includes reputable resources, interactive contents such as games and puzzles, and the tools that are used by professionals.

<https://hackdesign.org/>



GROVO

Grovo offers a Microlearning® Library, which includes short educational videos on various professional topics that encourage continued interest and growth through comprehensive business training.

<https://www.grovo.com/platform>



WE FORESEE AN EVOLVED
EDUCATION SYSTEM THAT
EMPOWERS STUDENTS TO
UNDERSTAND AND ACHIEVE
THEIR TRUE POTENTIAL

