

The topic aims at providing an understanding of the Launch-My-Career Personality Quiz, the personality-type theories behind the quiz, and its component. It will assist in understanding how the personality on an individual is important in career selection. The career selection further helps in choosing the right universities, colleges and courses.

Objectives

- Understand the theories behind the personality quiz
- Deep dive into the evolution of the personality-type theory
- Know the concept of the 3H's - The Head, Hand and Heart
- Know how understanding one's personality is important from the career perspective

Introduction

The Personality Quiz was developed by David Hodgson, A former career adviser, he has done extensive work to explore personality-type theories with young people.

The Personality Quiz has been formed on the following theories.

- Carl Jung's Theory
- Myer-Briggs Type Indicator (MBTI)
- The Big Five factors of Personality
- Neuro Linguistic Programming

The Personality Quiz has been found to have better response from young people and teachers than any of the other models. Backed by extensive research, more people around the world are using it extensively because it draws experiences of working with various types of people around the world.

The Personality Quiz helps the student understand their personality preferences, what careers are they naturally good at and how to build upon their strengths.

Jung's Theory of Personality Types

Jung's theory focuses on four basic psychological functions:

- Sensation - when person takes in information from the external world
- Intuition - when a person takes in information from internal or imaginative world
- Thinking - when a person makes a decision mainly through logic
- Feeling-when a person makes a decision based on emotions

In addition, he distinguishes between two fundamental life attitudes:

- Introversion - when a person finds satisfaction from one's own mental self
- Extraversion - when a person finds satisfaction from the outside oneself

Myers-Briggs Type Indicator

Carl Jung's theory later led to the development of the famous 16 Myer-Briggs Type Indicator

- It indicates personality preferences in four dimensions:
 - Where you focus your attention – Extraversion (E) or Introversion (I)
 - The way you take in information – Sensing (S) or Intuition (N)
 - How you make decisions – Thinking (T) or Feeling (F)
 - How you deal with the world – Judging (J) or Perceiving (P)
- The four letters that make up your personality-type can help you to understand yourself, career and course choices.

The Big Five Factors

The big five factors of personality describe the underlying personality factors and helps to predict and explain behavioural choices. Its link with the personality-type helps to enhance the advice process for the counsellor.

Animals are added to help students remember their preferences, as associating with their animals is retained far longer than their individual types.