

Background

What colour is your career?

Choosing the right career path isn't an **exact** science and nowadays most people will change their career a number of times through life. For those people who have discovered their perfect job, most of them found it through **trial and error** rather than knowing from childhood what they wanted to do. But new research suggests that choosing the right career could be a simple process of choosing the right colour!

By choosing from a selection of colours and picking the ones you prefer most and least, you can find out how you approach work and the type of working environment that might **suit** you. *The Colour Career Counsellor* produced by the *The Dewey Colour System* uses colours instead of long questionnaires. The creator of the test believes that by choosing colours you give a more **honest** answer than you do with written questions.

So how does it work? You look at a screen and you choose between different sets of colours. Firstly, between red, yellow or blue, then green, purple or orange, and finally black, white or brown. The preferences from this first stage show the kinds of **talents** you have and what you consider most important when prioritizing different tasks at work.

So, in the first test, the answers mean the following: If you chose yellow, you like information. Blue shows you like ideas but red shows you like results. In the second part, green means you are good at evaluating situations, purple shows you like fact-finding and orange means you choose between what is possible and what is not. Finally, people who choose black, consider the value of things more than anything else, white shows you like options and brown shows you like to start and finish a task.

The test also asks you which colours you don't prefer, or prefer least. So, if your least favourite is orange, you are the kind of person who promises and tries to do too much. Green suggests you solve problems for other people when you should **delegate** them.

Now the test has discovered what kind of person you are, it says what kind of profession could be right for you. Here's how you **interpret** the choice of colours:

- Good communicators usually prefer yellow, purple and white. You are someone who can understand the other person's **point of view**. You are able to deal with an angry customer or find solutions to problems. You should think about a career in an area that needs good communication with people such as marketing or religion.
- If you prefer red and black you're an investor. You're analytical and your career path should lead you into areas like finance, accounting or banking. But you could also think about careers in sales or teaching.
- People who prefer blue, orange or brown have strong beliefs about right and wrong. You want to improve services for others and have influence on the world around you. In business, you will do well in engineering or developing new products or companies. More generally, you could also consider a career in the police force, in firefighting or with local and regional government.

These are only some of the suggestions. For a complete and more detailed analysis of your career, you'll have to try out *The Colour Career Counsellor* for yourself.

Exercises

1 Discuss as a class.

- 1 How did you choose your career?
- 2 Do you think it's the right career for you? Why / Why not?
- 3 Are there other careers you would like to try?

2 Work on your own. Write down your three favourite colours. Keep them secret until exercise 5!

3 Read the text. How can the colour test help you?

4 Read the text again and choose the correct answer from a, b or c.

- 1 The writer thinks most people ...
 - a know the career they want.
 - b have the same job for life.
 - c don't have an exact career plan.
- 2 The results of the test suggest ...
 - a the perfect job.
 - b the area you could work in.
 - c a good colour for your office.
- 3 People who choose the colours red or black should mainly deal mainly with ...
 - a people.
 - b money.
 - c products.
- 4 The writer ...
 - a thinks the test is reliable.
 - b doesn't think the test is useful.
 - c doesn't give an opinion.

5 Match the words in **bold** in the text which have a similar meaning to the words in *italics* in these sentences.

- 1 I'm bilingual in Spanish and English so I *translate* for a British company that does a lot business in South America. _____
- 2 It's important that accountants are *precise* because they deal with money. _____
- 3 *Trying different things and making mistakes* is sometimes a good way to find out if something works. _____
- 4 What time would *be good for* you to meet? _____
- 5 An important skill for managers is the ability to *give different tasks* to the staff. _____
- 6 Please give me a *truthful* answer. I don't want any lies. _____
- 7 What's your *opinion* about this test? _____
- 8 We have a new employee with lots of *skills and natural ability*. He's definitely a future leader. _____

6 Look back at the text and choose three words that you could use in your day-to-day work.

7 Discuss as a class.

- 1 Does the article mention your favourite colours from exercise 2?
- 2 How closely do the categories at the end of the article describe you and your career correctly?
- 3 Do you think the test is a good way to choose a career?