

David's Blueprint/Matrix

Outdoor activities; fishing, camping, mountain climbing	Work with young children	
Raising/caring for animals	Romantic	Friendships
Ways to renew and reenergize		

Workmanship	Repair
Tangible results	Build
Working with hands; building or repairing	Handy
Repair or fix mechanical equipment	Reliable
Cultivate	
Work with hands	

	Work in teams
Creative Expression	Creative
Conceptualize new ideas	Visualize
Use intuition	Perceive intuitively
Intuitive	Independent
Profit	Recognition
Excellence	Motivated
Resilient	Persistent
Creativity in business setting	

Trouble-shooting	Challenging problems
Adventure	Being adventurous, risk-taking
Self-reliant	Impulsive
Invent new products/services	
Analyze	Analyze information to reach new conclusions
Evaluate/diagnose	Draw conclusions/synthesize
Solving complex problems	

Key
 Yellow-**Realistic** (People who like to use hands/are physical)
 Orange-**Investigative** (People who like ideas-inquiry/scientific)
 Pink-**Artistic** (People who are creative/unstructured)
 Purple-**Social** (People who like interacting with people helping/teaching)
 Blue-**Enterprising** (People who like influencing people selling/managing)
 Green-**Conventional** (People who like data/organization/follow-through)
 ©2004 Cathy Severson, MS www.VISTa-Cards.com

David's Results
 R=15, I=7, A=9,
 S=3, E=5, C=1



David started working as a box boy for a large grocery market when he was eighteen. He worked at the grocery store for thirty years. During that time, he rose through the ranks to become a store manager. After a disagreement with upper management, he was terminated. He sought career counseling on the advice of his therapist. In his late forties, David decided to explore other careers for the first time in his life. He wanted to look at all of the possibilities.

David felt that he had been a good store manager. In fact, the dispute with upper manager involved protecting an employee. Relationships were important in all aspects of David's life, but he didn't want to jump immediately into another management position.

Working with the VISTa Cards, David was able to identify his love of working with his hands, solving problems and being creative. One of his proudest accomplishments was setting up displays for special promotions in his store. He also enjoyed being outside, working on his yard and working with animals. David decided his three primary Touchstones were 1) solving problems, 2) working with his hands, and 3) being creative within business setting.

David was in a unique situation; his family was grown, he was single and willing to relocate. He was somewhat reluctant to go to school to finish his college degree. He was willing to take a pay cut to move into more satisfying work. Using his three Touchstones, David generated a list of occupations to explore. The list included everything they could think of.

David's Matrix includes specific career choices, but a similar matrix can be used to evaluate any set of activities. The Matrix is created using the Touchstones from your Blueprint.

At the top of the matrix, David listed his three Touchstones. At the left, he listed all possible occupations he might be interested in. He generated a list of almost 60 occupations. This was way too many to try and research. He needed a formula for narrowing his choices to only those occupations which had the highest likelihood to be a good fit for him.

Using a simple rating system of 1 to 3, David rated each occupation against his top three Touchstones. For example, one of his strongest interests lay in landscape architecture. David thought being a landscape architect would allow him to use problem-solving, be hands-on and be creative. To each of those he gave the highest rating of three. If he couldn't rate the occupation because he didn't know about it, he did further research. Occupations were dropped off his list if they scored poorly and he kept scoring until a manageable list was left.

As a result of the work with the Blueprint and Matrix, David developed a three-step plan to narrow his choices and ultimately move toward his goal. Selling his house in the city, he moved to a small town in the mountains. Initially, he went to work as a sales clerk in a building supply company. This allowed him to learn more about the building trades. Buying land with the equity from his former home, his first challenge was to build a home for himself. When that was completed, he acquired a partner and began the process of becoming a general contractor. David was willing to make major changes in his life to reach his dreams. He was also aware that he wanted to create a life for himself and not just find a job. He knew this process would take a number of years, but along the road toward his goals, the Matrix was a valuable tool for evaluating options against Blueprint Touchstones. It allowed David to develop concrete information to on which to base his career decisions.

