

Realizing Potentials

Special Issue

Ability Potentials Inc.
Aptitude testing and career guidance

Reaching Your Goals

When you plan a road trip, you can go to AAA and get a trip planner that helps you get to your destination safely. Maps show you the scenic roads, steering you past anything that might slow your progress, while trip guides tell you where to find a tasty meal and a good night's sleep. Unfortunately, other areas of life don't come equipped with trip planners — you have to blaze your own trail.

When it comes to a life plan, the road ahead can be filled with all sorts of roadblocks, surprise detours, and unexpected stops. Our aptitude testing is a beginning step, setting you off in the right direction and showing you which destination fits you best. We can point out what obstacles you may encounter, and which paths to avoid at all costs. We can help you avoid unnecessary detours, but also point out which detours may be worth the trip. [continued on page 2](#)

What Aptitude Testing Is...

Our aptitude testing lab helps uncover your natural, inborn talents that make it easier for you do certain things. Your scores create a profile that describes what you were “born to do” — things you easily learn or perform on the job.

Most people are unhappy with their jobs for predictable reasons: they can't quite handle what's asked of them or they can't use their natural talents at work. For example, when someone with a high score in Idea Productivity works in law or accounting, they become easily bored or can't focus on tasks at hand.

Aptitude testing pinpoints careers that use your particular strengths while minimizing weaknesses. Testing is a tool for career selection, training and goal setting. It can help you predict whether a line of work will be satisfying or frustrating over the long term. The testing lab offers illuminating data that will help you make your own decision.

Testing is a tool
for career selection,
job training and
goal setting

And What Aptitude Testing Isn't...

Aptitude tests do not measure your interests. You may be very interested in being a concert pianist, but lack the basic talent to do it successfully as a career musician. Also, interests tend to change over time and with life experience, so they are not the best indicators for making long-term career plans or goals.

Our tests are not personality inventories. They do not ask questions about your character or mood, or ask

how you would respond to a given situation. Aptitude tests ask you to engage in specific tasks and actions, none of which rely on your opinion or viewpoint to answer.

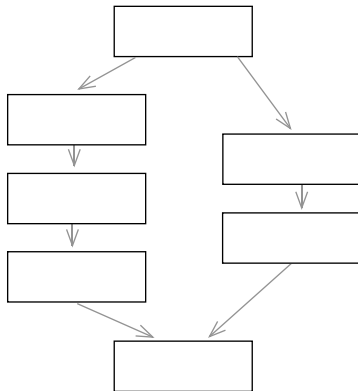
Aptitude tests are not intelligence tests. Two people who score the same number on an intelligence test may have entirely different aptitude test profiles. Also, low scores on an IQ test do not identify the things individuals do well, only what they do poorly. Aptitude tests identify your strong points, too. ©

Test Yourself!

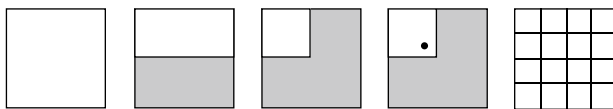
Try your hand at our unique aptitude tests! Note that each test presents an entirely different task. The tests themselves are statistically independent. No prior education, training, past experience or college degree provides an advantage to the test-taker. Most people will have high scores in three or four aptitudes, and several low scores as well. It is the resulting pattern of test scores that is important, not any single score by itself.

I. The diagram below shows the relationship among the words. Fit the words to the diagram. Look for a logical association or sequence; do not try to make a sentence. You have 25 seconds.

Apple Wheat Sun Blossom Pie Tree Flour



II. The diagrams below show a paper folded two times. Imagine that a hole (shown by the dot) has been drilled *all the way through* the paper. In the grid provided, show where the holes will appear when the paper is unfolded to a flat square again. You have 30 seconds.



III. Find the **three** related items from each row of six pictures. You have 15 seconds for all three rows.



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Our clients come to us for a variety of reasons, but generally they have found themselves at one of three major crossroads in life:

High school or college students

- We help students determine what majors are appropriate for their aptitude profile. Should they study science, mathematics, philosophy, or history? Would communications or computer programming be a better major?

- We help high school students determine what kind of schooling they should pursue. Should they choose a broad, four-year, liberal arts college program? Or is a specialized art school or technical school a better fit?

20's and 30's

- We help people who have started out in a career they thought they would love but, after several years of training and working in the field, find themselves miserable.

- We help college graduates determine which postgraduate program would be most appropriate: MBA or JD? MSW or MD? MA or PhD?

Mid life and beyond

- Mid life is often a time for re-evaluation. We help individuals in "crisis" figure out what changes might improve their lives.

- We help individuals make a transition back into the workplace by looking at what options would use their strengths best.

- As they anticipate living longer, more fulfilling lives, retirees are coming to us wondering "What else can I do with my retirement years?"

Client Stories

“While attending college I met my future husband. He was slightly older, had graduated a year before I finished college, and his first job was with the Marine Corps. So we married and I quit school to move to the East Coast with him. Twenty years, eleven moves, and four children later I still hadn’t returned to school. Reading an article about women returning to college inspired me to complete my degree, although I wasn’t exactly sure what I wanted to do with my diploma. One of my friends told me about aptitude testing, and we went to a testing session together.

I felt like I had flunked the entire exam! One test asked us to distinguish musical sounds, but they all sounded the same to me. When I got the test results, however, I discovered I hadn’t failed the test at all. In fact, I learned some amazing things about myself. One test exposed a talent for handling numbers quickly and accurately, with a knack for detecting mathematical errors. This came as a wonderful surprise to me – I hadn’t even balanced our checkbook at home. I always thought my best talents were keeping house and raising children, but testing showed my aptitudes joining together into a very marketable worker!

I took a couple of H&R Block tax courses and then a friend asked me to review returns for a tax attorney. My aptitude for finding mistakes was getting a great workout! I really enjoyed the work and decided to get a master’s degree in taxation. Meanwhile my children were getting older and the part-time tax work wasn’t providing the income needed for college payments. A friend asked me about sharing a bookkeeping position at a church. She felt like I could learn quickly, and the workplace was family-friendly. When my friend moved away I took on the job full-time. Eventually my boss, the controller, was promoted to executive director of finance and administration. I didn’t have to wait long to meet the new controller – I was asked to do the job! Finally, my master’s degree and all my aptitudes were going to be used managing the church’s \$5-million-dollar budget.

Could I have found this direction in my life without the aptitude testing? I doubt it. There is a real difference between doing whatever comes along versus doing the work you are wired to do! Whenever I hear someone say they are not sure what they want to do when they “grow up” – especially women – I love to share how aptitude testing changed my life!” – Linda

More client stories are available online at www.abilitypotentials.com.

Examples of Aptitude Profiles

Here are three typical profiles for three different jobs: lawyer, musician and salesman. Each profile shows the ideal qualities needed for each career. In any given profile, the low aptitude scores are just as important as the high ones. For example, if an attorney does not score *low* in Idea Productivity, he or she will most likely not remain in the field as a practicing attorney for more than five years. This aptitude is the most common trait of *unhappy* lawyers.

Law

Ability Potential	Low	Average	High
Generalist	████		
Specialist		████████████████	
Visual Dexterity	██████████		
Idea Productivity	████		
Classification Ability	████████████████		
Manual Speed & Accuracy			
Concept Organization	████████████████		
Spatial Relationships	████		
Non-specialized Vocabulary	████████████████		
Observation			
Verbal Memory	████████████████		
Tonal Memory			
Design Memory			
Extrovert			
Pitch Discrimination			
Rhythm Memory			
Design Judgment			
Time Frame Orientation	████████████████		

Music

Ability Potential	Low	Average	High
Generalist			
Specialist		████████████████	
Visual Dexterity	████████████████		
Idea Productivity	████		
Classification Ability	██████████		
Manual Speed & Accuracy		████████████████	
Concept Organization	██████████		
Spatial Relationships			
Non-specialized Vocabulary			
Observation			
Verbal Memory			
Tonal Memory		████████████████	
Design Memory			
Extrovert	██████████		
Pitch Discrimination	████████████████		
Rhythm Memory	████████████████		
Design Judgment			
Time Frame Orientation			

Sales

Ability Potential	Low	Average	High
Generalist	████████████████		
Specialist	████		
Visual Dexterity			
Idea Productivity	████████████████		
Classification Ability	████		
Manual Speed & Accuracy			
Concept Organization	████		
Spatial Relationships	████		
Non-specialized Vocabulary	████		
Observation			
Verbal Memory			
Tonal Memory			
Design Memory			
Extrovert	████████████████		
Pitch Discrimination			
Rhythm Memory			
Design Judgment			
Time Frame Orientation	████		

“Don’t be afraid to take a big step. You can’t cross a chasm in two small jumps.” – David Lloyd George

Questions & Answers

Why should I take the tests?

To learn more about yourself. Our tests will help you discover your natural gifts and how to use them. Learn how your aptitudes fit together and which ones you ought to focus on. Testing can help you find career paths that work best with your particular aptitude profile. Testing can clarify what is missing in your career and give you the confidence to seek a new position in the same field, or give you the courage to change fields entirely. Testing can also give you some ideas of what to do with “the rest of your life” as you approach retirement.

Can my child take the tests?

Absolutely. Your child should be at least 16 years old before testing, and be curious about what college majors or career paths best fit his or her aptitudes. For the test results to be most helpful, we recommend testing during the junior year of high school.

What if I’m changing careers?

Testing can help. Aptitude testing is helpful in determining if a particular career shift is good for you. Learning more about your strengths and weaknesses can help you discover other career paths that may be a better fit. Thinking through your current job situation in light of your aptitudes may give you the courage to make a big change.

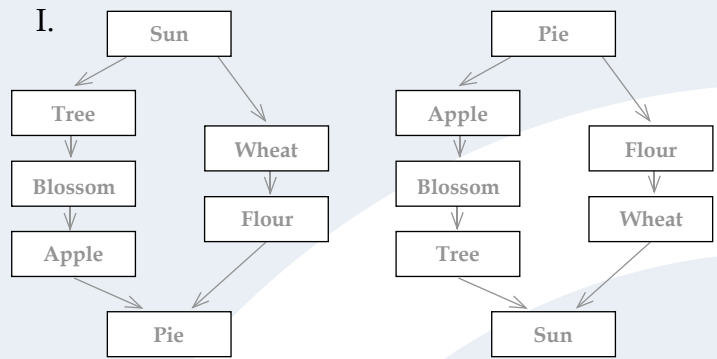
How can I prepare for the tests?

Be yourself. There is nothing to study before taking the tests. We are measuring your innate gifts, not whether or not you have developed those gifts. Getting a good night’s sleep and eating a good breakfast can help.

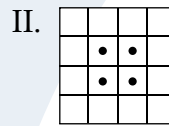
What if I fail the tests?

You can’t fail these tests. It is not possible to “pass” or “fail” our aptitude tests, as both high and low scores are good — depending on how they blend with other aptitudes and how they are used and developed. Relax. Your inborn abilities will show up. ☺

Solutions to Sample Test Items



Either arrangement is correct.



- III. 1) food items: hot dog, bread, banana
2) living creatures: dog, snake, cat
3) powered by engines: train, tractor, airplane

In the actual testing situation, the client is in a small group ranging from two to six people. A test administrator reads all instructions. Each test is timed, sometimes by item, sometimes by the total test. In no case is a test score computed from such sparse information as that presented by these sample items — these are provided only to show you the nature of the tests.

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We would be happy to send additional copies of this special newsletter for your family members, associates, or friends. Feel free to give us a call, or drop us an e-mail with additional mailing addresses.

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