



Dear ISTP ,


Finding your Path, Version 1

Meet Mara. Mara is an ISTP.

She has recently signed on with a company as an agent for digital advertising. She has just finished college and is feeling a little uncertain, after all she is still young and is interested in many things and not sure if her chosen career field will bring her satisfaction. Let's see what her first week on the job has in store for her...

She arrives at a lively office with many people moving around, dashing past each other between the cubicles spread throughout the blue and gray interior of the 18th floor, of the Wes Anderson Building (no, not named after the indie film director, a somehow different Wes Anderson) on 81st avenue.

A man in an abyssal black suit and a pink tie sees her from the other end of the floor, from a glass walled office. His hair is blacker than his suit and slicked to the side. He's youthful and fit, looking no older than 35. Mara recognizes him from his




on their website. He walks over and introduces himself as the owner of Convex Web Solutions and shakes her hand.

Seeing her nervousness or perhaps just shock, he tells her,

“Don’t let it get the better of you. Everyone here is quite helpful despite the commotion. The digital marketing biz is a fast-paced work horse, and by that, I mean the workhorse is coked out of its mind and has run out of coke, so it’s just snorting anything with caffeine and hauling ass down the highways of the internet. Have fun and don’t let us down kiddo.”

She gives him a shy chuckle and heads over to her cube-center, as he walks away to his side-office with the massive view overlooking the Big Apple.


Her first day is a bit of a struggle to get a handle on how much direct interaction she has to have with everyone. Mara already knows she is a bit of an introvert but let’s see what day 2 brings her...



Mara is sitting at her desk going through some strategies her supervisors want her to work on. They've recently seen a shift in social media and seeing their ads on Facebook getting less action. They've tasked Mara with finding a new location for the ads for the Lowes account. Due to her investigative and analytical nature, she is thrilled at the chance to dismantle a situation, figure out what can be changed and how, to solve the problem. She instantly begins researching the online traffic tendencies of online users who shop at Lowes and starts finding that a majority of these users also visit The Home Depot's website. From there she's sees that both websites have an association with an app she's never seen before called Houzz. Then it hits her, she could move that ads from FB to Houzz, or at least expand. Thrilled and exhilarated from starting to see her potential, she begins collecting contact info on the Houzz app, to clear permissions with the support team of Houzz. Just then though, Dillon, the agent who works beside her, her cubbie as they are called, or co-cubbers, leans over the wall over the other side connecting their cubicles.

“Hey, Phillips wants everyone in the conference room ASAP for a motivator meeting.”


Mara is a bit of a compulsive and does not care for being interrupted, especially when she's assembling something. She sighs but puts on a smile and heads over to the conference room.



Phillip, mind you he does mean well, wishes you were the hype-man for every football team in America. He wants everyone to be pumped out of their mind and happy as Hell about it. Mara is reminded of some of the “men” she went to college with who knew three words, “Bro, seriously, and trash.” The team meeting is intense. A lot of eager shouting about strategies, and almost falsely expressed enthusiasm from many. She wants to bring up her new discovery about the Lowes account but also wants to have the space and time to accurately expression and articulate her findings and outlook. Mara reviews how people keep interrupting each other to lace new ideas together to assist one another but it was all moving to fast. She waited and waited. It’s too much...She’ll wait till a different meeting or a different time to express her ideas she tells herself.

Feeling the drain of forced extroversion on that scale, she returns after the meeting to slump into her chair and take a series of deep breaths so she can even begin to focus back in on her work.

Mara is feeling a bit shaken and drained. She loves to solve problems but is uncertain how long she might last in such an intensely interactive place.



Perhaps Marta could work in digital advertising but would be happier if she was not an agent. Perhaps she could try a more clerical position, or even simply a position with less extraversion required.

Warm regards,

**PPCE,
Personality/Career Evaluator Team**