

YELLOW COLLAR ASSESSMENT

YOUR STRENGTHS FOR NEW AGE WORLD OF WORK

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WHAT IS THE
**YELLOW
COLLAR
ASSESSMENT**

WHY THIS DIAGNOSTIC TOOL?



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OLD TOOLS

For the longest time (Blue collar & White collar era) Left brain intelligences were measured through IQ tests. And we grew up believing that academic left brain intelligence is the only form of intelligence that existed.

NEW TOOL

Howard Earl Gardner an American development psychologist from Harvard theorised that there are 8 multiple intelligences (not just IQ), and that we all use one or two for the most effective learning. [Update: 9th Intelligence is Existential Intelligence](#)

I Love Mondays took it a step ahead to understand **Teenage Behaviour** [what they really do, as opposed to what they say/think] and profiled the teen's intelligence. These dominant intelligences are then used to map to skills and then to careers one can excel at!

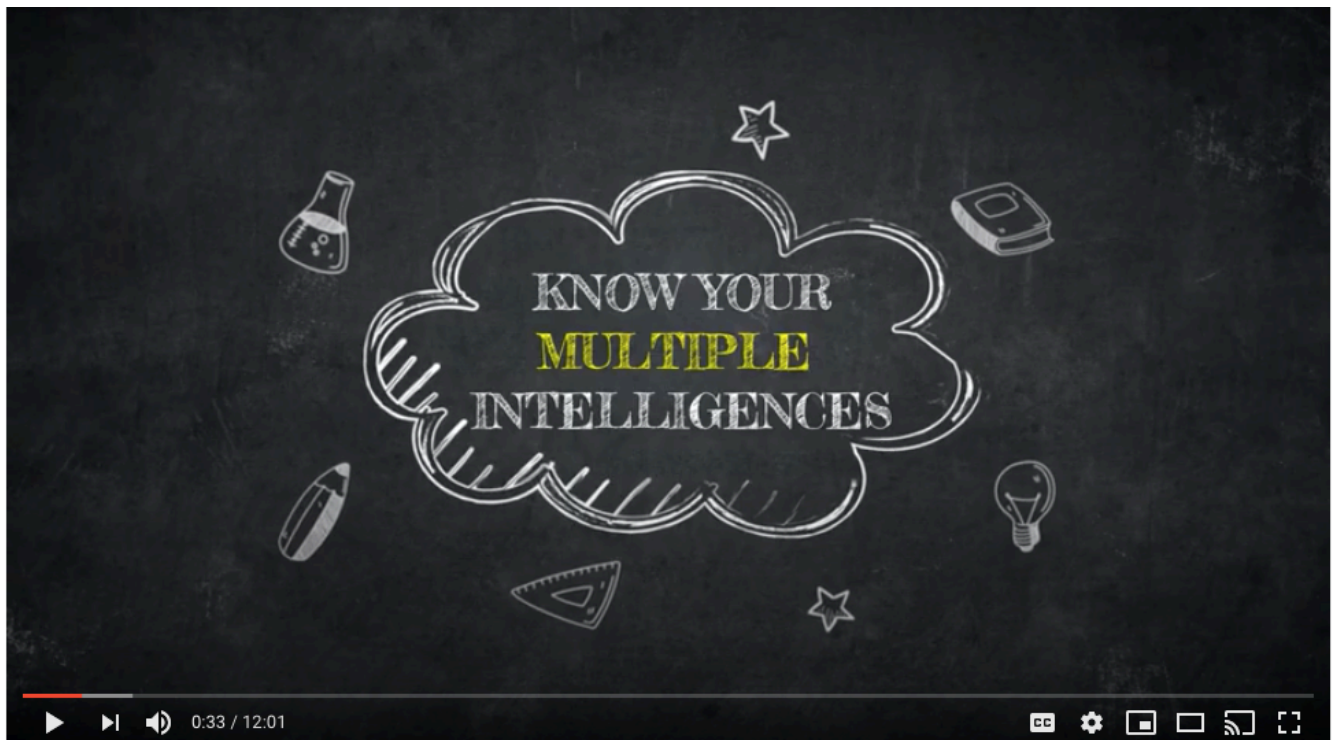
The Yellow Collar Assessment is a combination of the Intelligence assessment along with a Picture Perception assessment which is a great starting point to work on.



Multiple intelligences (MI) as proposed by Howard Gardner



MI EXPLAINED:



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WHAT DOES THE

FUTURE OF WORK LOOK LIKE?

BLUE COLLAR, WHITE COLLAR & YELLOW COLLAR



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HISTORY OF WORK

Blue Collar Workers: Exchanged Physical labour for Money

White Collar Workers: Exchanged knowledge for Money (Knowledge economy) Emphasis laid on acquiring knowledge, memory, degrees etc.

FUTURE OF WORK

Yellow Collar Workers: Exchanged Competence for Money (Skill/Passion economy).

Emphasis is laid on entrepreneurial thinking and skills. Can you get the job done?

Trends: Automation, Gig economy, Work from anywhere culture, bots as co-workers etc

Watch **TEDx**
this talk



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HOW

YELLOW COLLAR ARE YOU?

STRENGTHS, DOMINANT INTELLIGENCES &
AREAS OF OPPORTUNITY



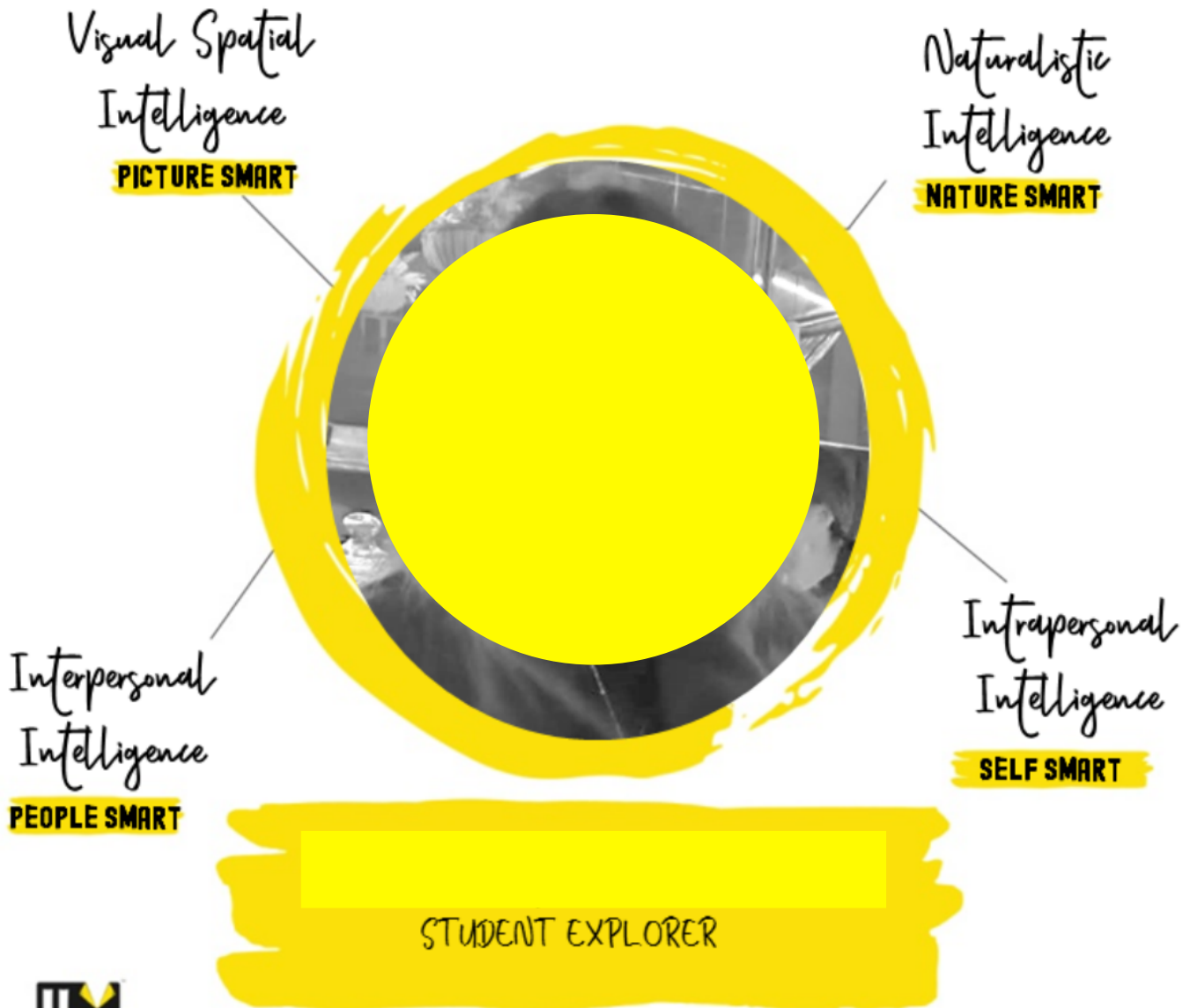
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NAME OF THE TEEN

GRADE: 11; IGCSE;



All the intelligences explained in detail
in the next few sheets.



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VISUAL SPATIAL

People who are strong in visual-spatial intelligence are good at visualising things. These individuals are often good with directions as well as maps, charts, videos, and pictures.

Strengths

Visual and spatial judgment

Characteristics

People with visual-spatial intelligence:

- Read and write for enjoyment
- Are good at putting puzzles together
- Interpret pictures, graphs, and charts well
- Enjoy drawing, painting, and the visual arts
- Recognise patterns easily

Potential Career Choices

- Architect & Interior Designer
- Artist
- Engineer
- Product Designer
- Fashion Designer
- UI/UX or web or Graphic Design



VERBAL LINGUISTIC

People who are strong in linguistic-verbal intelligence are able to use words well, both when writing and speaking. These individuals are typically very good at writing stories, memorising information, and reading.

Strengths

Words, language, and writing

Characteristics

People with verbal-linguistic intelligence:

- Remember written and spoken information
- Enjoy reading and writing
- Debate or give persuasive speeches
- Are able to explain things well
- Use humor when telling stories

Potential Career Choices

- Journalist/Blogger/Author
- Lawyer
- Teacher
- Vlogger
- Copywriter/Screenwriter
- Comedian



LOGICAL MATH

People who are strong in logical-mathematical intelligence are good at reasoning, recognizing patterns, and logically analyzing problems. These individuals tend to think conceptually about numbers, relationships, and patterns.

Strengths

Analyzing problems and mathematical operations

Characteristics

People with logical-mathematical intelligence:

- Have excellent problem-solving skills
- Enjoy thinking about abstract ideas
- Like conducting scientific experiments
- Can solve complex computations

Potential Career Choices

- Scientist
- Mathematician
- Computer programmer/architect
- Engineer
- Accountant



BODILY KINESTHETIC

Those who have high bodily-kinesthetic intelligence are said to be good at body movement, performing actions, and physical control. People who are strong in this area tend to have excellent hand-eye coordination and dexterity.

Strengths

Physical movement, motor control

Characteristics

People with bodily-kinaesthetic intelligence:

- Are skilled at dancing and sports
- Enjoy creating things with his or her hands
- Have excellent physical coordination
- Remember by doing, rather than hearing or seeing

Potential Career Choices

- Dancer
- Builder – machines, automobiles, structures, electronics etc
- Sculptor/Surgeon
- Actor
- Sports person
- Fitness Coach
- Chef/Baker
- Agriculturist



MUSICAL RHYTHM

People who have strong musical intelligence are good at thinking in patterns, rhythms, and sounds. They have a strong appreciation for music and are often good at musical composition and performance.

Strengths

Rhythm and music

Characteristics

People with musical intelligence:

- Enjoy singing and playing musical instruments
- Recognise musical patterns and tones easily
- Remember songs and melodies
- Have a rich understanding of musical structure, rhythm, and notes

Potential Career Choices

- Musician
- Composer
- Sound engineer
- Singer – Playback, LIVE, online
- Music teacher
- Conductor



INTERPERSONAL

Those who have strong interpersonal intelligence are good at understanding and interacting with other people. These individuals are skilled at assessing the emotions, motivations, desires, and intentions of those around them.

Strengths

Understanding and relating to other people

Characteristics

People with interpersonal intelligence:

- Communicate well verbally
- Are skilled at nonverbal communication
- See situations from different perspectives
- Create positive relationships with others
- Resolve conflicts in group settings

Potential Career Choices

- Psychologist/Therapist
- Philosopher
- Counsellor/Coach/Mentor
- Sales/Marketing
- Politician
- Educator
- Emcee



INTRAPERSONAL

Individuals who are strong in intrapersonal intelligence are good at being aware of their own emotional states, feelings, and motivations. They tend to enjoy self-reflection and analysis, including daydreaming, exploring relationships with others, and assessing their personal strengths.

Strengths

Introspection and self-reflection

Characteristics

People with intrapersonal intelligence:

- Analyze their strengths and weaknesses well
- Enjoy analyzing theories and ideas
- Have excellent self-awareness
- Understand the basis for his or her own motivations and feelings

Potential Career Choices

- Philosopher
- Writer
- Theorist
- Scientist
- Entrepreneurs
- Coach/Mentors



NATURALISTIC

Naturalistic is the most recent addition to Gardner's theory and has been met with more resistance than his original seven intelligences. According to Gardner, individuals who are high in this type of intelligence are more in tune with nature and are often interested in nurturing, exploring the environment, and learning about other species. These individuals are said to be highly aware of even subtle changes to their environments.

Strengths

Finding patterns and relationships with nature

Characteristics

People with naturalistic intelligence:

- Are interested in subjects such as botany, biology, and zoology
- Categorize and catalog information easily
- Enjoy camping, gardening, hiking, and exploring the outdoors
- Dislikes learning unfamiliar topics that have no connection to nature

Potential Career Choices

- Biologist
- Conservationist / Environmentalist
- Gardener
- Farmer
- Animal Behaviourists/Veterinarian, Zoologists



BEHAVIOURAL TRAITS

INTELLIGENCES	BEHAVIOURS THAT MATCH
Interpersonal Intelligence	She is a people person, has strong leadership and influence on her team mates. Effective listener and observer. She has empathy for people too. Enjoys being around people. Curious about how people think and behave.
Visual Spatial Intelligence	Has a good eye for aesthetics; with skills in drawing, painting (loveeee the friends portrait). Her sense of design is fresh, raw, modern and practical. Her photography and editing skills are very good. Especially how she presents herself and the final work. Her artistic capabilities are wide and unlimited.
Intrapersonal Intelligence	Highly reflective and enquiry based. Can be critical on herself. Has a lot of internal dialogue with self. This can be leveraged into positive self talk too. Used to maintain a diary as a kid.
Naturalistic Intelligence	Enjoys scenery. Nature is a place to think and reflect. Can appreciate species like dogs.
Bodily Kinesthetic Intelligence	Loves to dance, used to play basketball in grade 8 for fun, into clay art. Good sense of taste.
Musical Rhythmic Intelligence	Listens to music, knows and loves to dance. Also plays the guitar
Logical Math Intelligence	Has a decent sense of strategy and logical reasoning. Common sense is in the right place. Works towards organising time and self
Verbal Linguistic Intelligence	Eloquent, articulate, above average vocabulary, loves to reads; fluent in English.

 Dominant intelligences



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STRENGTHS

Quick learner & Self taught.

Tremendous amounts of positive energy.

Thinks before she answers, reflects a lot too.

Highly creative – her work is intricate and raw and she has quite a vast portfolio.

Loves to challenge herself with her work. Will step up more when in a challenging environment. Eager to explore and experiment.

Active listener with high empathy;

Effective & powerful communicator.

Honest and dedicated. Doesn't take shortcuts

Lots of patience when working on something she loves.

Curious about the human mind and her potential.

Natural leader for self and others.

Inspires people she works with.

Enjoys sharing knowledge.

Has a good balance of right-left brain intelligences.

AREAS OF OPPORTUNITY

Explore digital design. Need of the hour.

Prioritise her goals and her time.

Maintain a jar of complements/success that she experiences.

Explore more REAL WORLD creative projects like product design, photography, food styling, fashion, interiors, packaging design etc

Collaborate with other teens. REAL World of work exposure.

Money management for self and in general – [Course](#) & [Book](#)



FEELINGS WHEEL

To help develop strong EQ and emotional vocabulary



CAREER SIMULATIONS/ PROJECTS WORKED ON

PROJECT GIVEN	INFERENCE
Interview two professionals	She interviewed two professionals: the interviews were presented uniquely - audio format and a flowchart outlining only the highlights. She has the ability to look at the micro and macro view of things.
Set designing. On pages 22 & 23	<p>Theme 1: Room of a creative yet organised teenager She attempted various vantage points of her own room with a decent set up. Her final editing and presentation gave it a little panache.</p> <p>Theme 2: Youtube home studio Good attempt. Chose a minimalist corner of the house with good lighting.</p> <p>Theme 3: Crime scene for a web series She drew the layout of the scene. Chose a bar setting with the protagonist being shot... had some attention to detail like cracked table, broken glass, finger prints etc...</p>
Photography. On pages 24 & 25	<p>Themes given: Bliss, coffee, creative, DP for linkedin, glamour, glutton, organised, perspective.</p> <p>She has a good eye for photography. And even better way of editing and presenting them. Attempted it despite not being a big fan of photography. Her outlook is broad, fun and fresh..</p>
Training teens on Managing emotions	The session was online, Interactive; The outcome was to make teens aware of their emotions; good choice of video shown; asked lots of questions with her trainees; personal examples like affirmations that can be used helped them with an actionable. Good attempt. Comfortable presenter.
Netflix India	She won the respect of her team mates, especially the CEO. She was a leader without a title. She worked on the 2 days to go poster, promo video, managing the team and also the pitch to the client (khan academy)

SET DESIGN

1. Room of a Creative teen

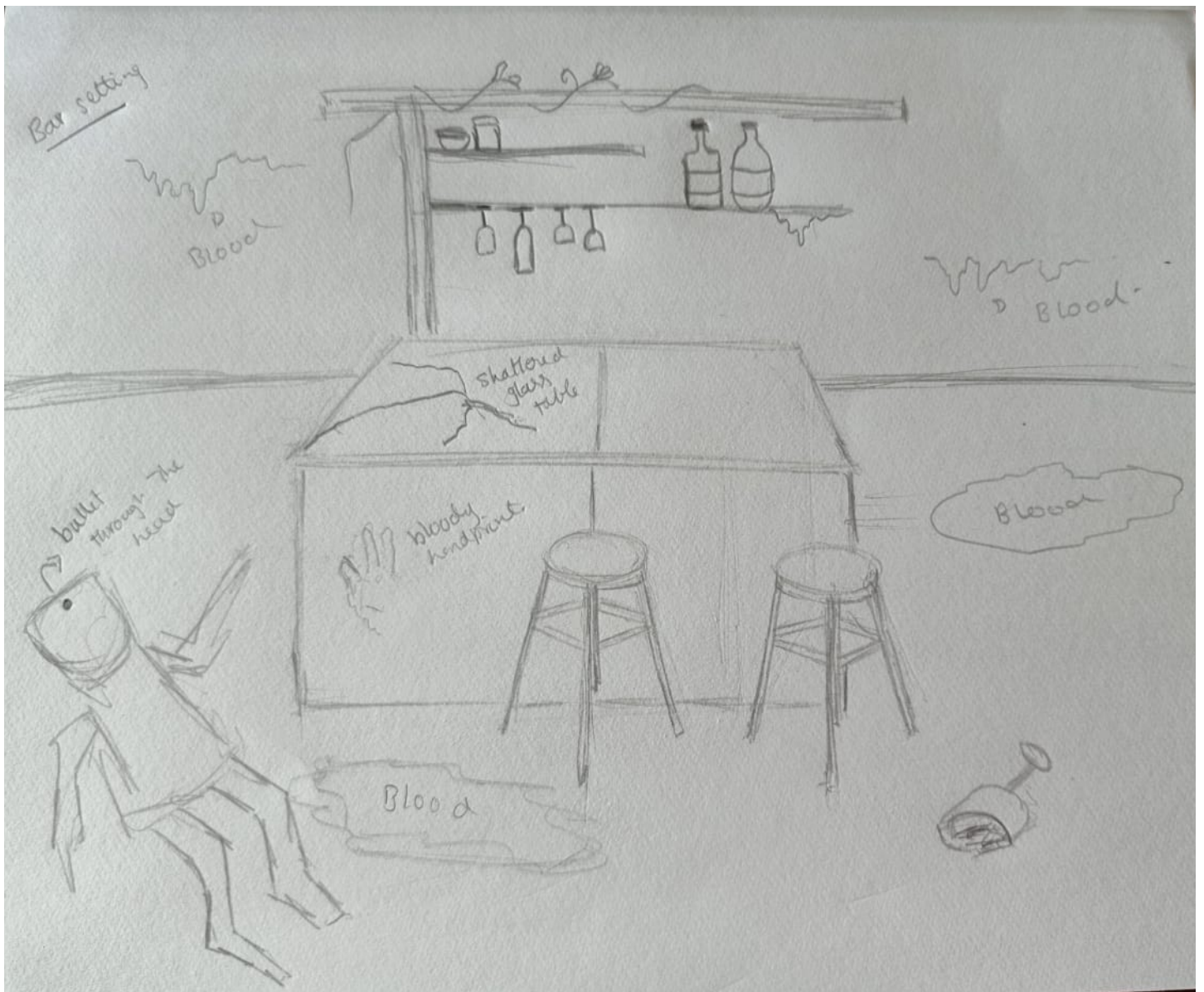


2. Home youtube studio

SET DESIGN

3. Crime scene

Directive given: Imagine you are the set director hired for a crime web series. Kindly sketch out the set design for a crime scene of your choice.

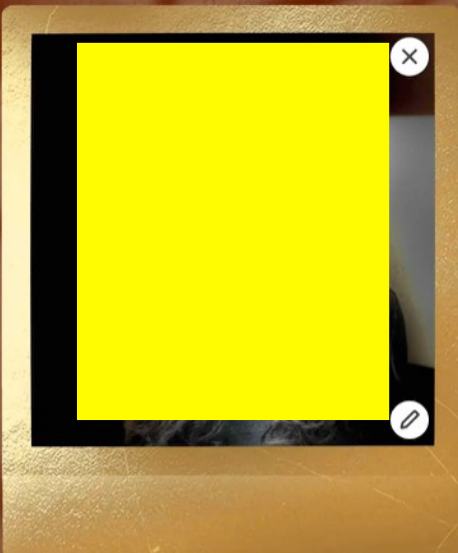


PHOTOGRAPHY



BLISS

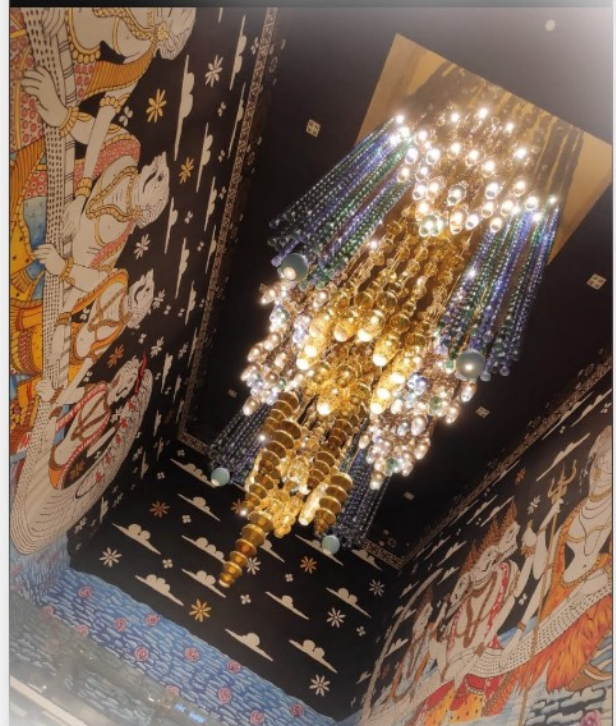
DP for linkedin



Coffee



Glamour



PHOTOGRAPHY

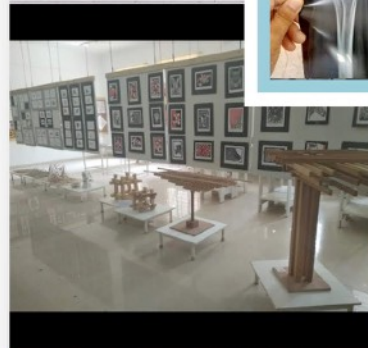
Glutton



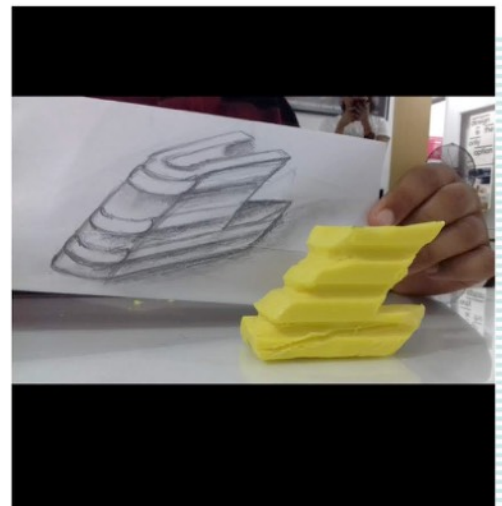
Life is Good



Organised



Creative



Perspective



COURSES & COLLEGES

❖ **COURSES: Main & Part time(online)**

Social Media marketing and branding

Design thinking & Psychology

Media and Communication

Business presentations & Resume writing (new age)

Financial literacy & finance for startups

Management & operations- business, people and process

Physical design - Set design, product design, stop motion animation, interior design, DIY stuff.

Digital Design - Graphic, UI/UX, Product design

Education and pedagogy design (Harvard)

Event management & production

Drawing/doodling for digital media

Merchandising (like chumbak) and Visual Merchandising

❖ **EXPLORING COLLEGES:**

Design schools like Shrishti, NID etc

Or

Leadership schools like Ashoka.

ISDI & Parsons school of design summer program in Mumbai on Design & Design thinking...

ONLINE EDUCATION:

Edx, LinkedIn Learning, Coursera etc



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CAREERS & INTERNSHIPS

❖ CAREERS

Sharanya is a leader and influencer. She will do many things at the same time - Gigger/portfolio careers.

- **Digital Art** (Illustrations, Merchandising, Social Media Design), **Physical Art** (set design, product design, fashion, food styling, human centred design)
 - **Entrepreneurship** - team lead, COO, Chief design officer, growth hacker, digital strategist, image consulting, publicity.
 - **Education & Psychology** - Curriculum design, pedagogy, Designing schools, Mentoring/Coaching, Mental health coach, corporate training.
-

❖ INTERNSHIPS IN

- Design role at any startup
 - Teaching/training teens and young adults.
 - Film making (focus on set design)
 - Commercial art - packaging design, billboards, UI/UX design, technical drawings, book covers, logos etc
 - Social media marketing - Posters and short videos
 - Designer merchandisers like Chumbak, thesouledstore.
 - Brainstorming & focus groups at companies
 - Event management, advertising production house
-



PROJECTS TO WORK ON

- ◆ Build her portfolio website and keep updating it weekly.
- ◆ Explore dribbble.com; upwork, tap chief for gigs.
- ◆ Start hobby projects/ personal projects like podcast channel, youtube channel, art classes for teens etc
- ◆ Collaborate with other teenagers with similar skills or complimentary skill.
- ◆ Manage any brand on social media. Maybe her own brand. Maybe a small e-commerce website or IG page where she can sell things she designs (stickers, portraits etc)
- ◆ Intern with as many companies/people as possible at every opportunity she gets. Preferably at a startup.
- ◆ Build a strong linkedin profile with recommendations and projects
- ◆ Freelance in areas she is already good at - Communication, strategy, design and team management.



WHAT NEXT?

CONTINUED SUPPORT & GROWTH



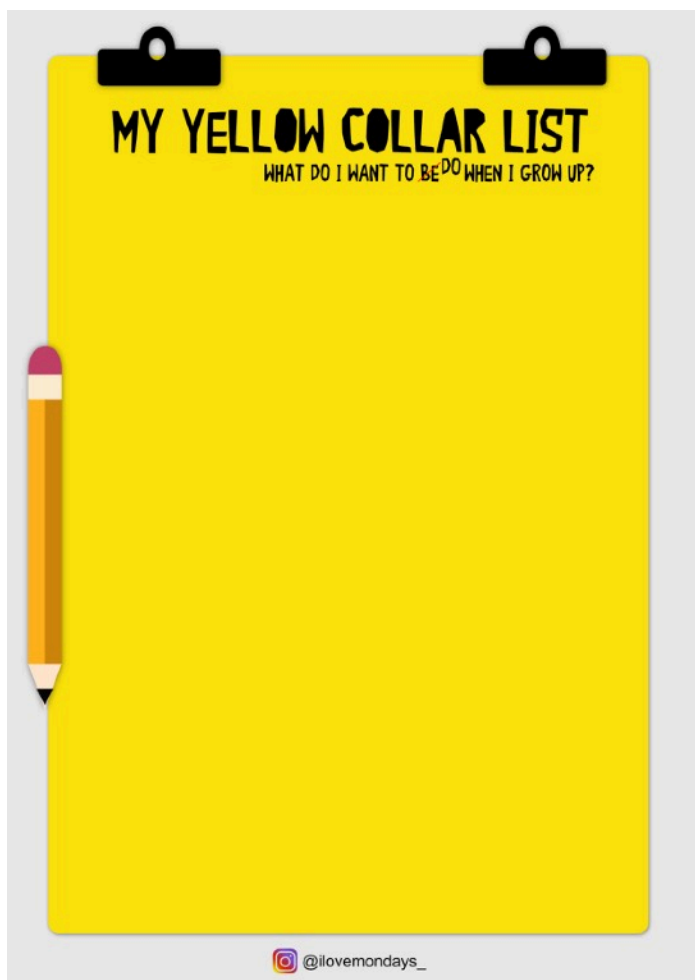
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1. Put up your vision board to remind you of your dreams (Holistic: in all areas). Look at it every day. Keep adding to it and Think BIG:)

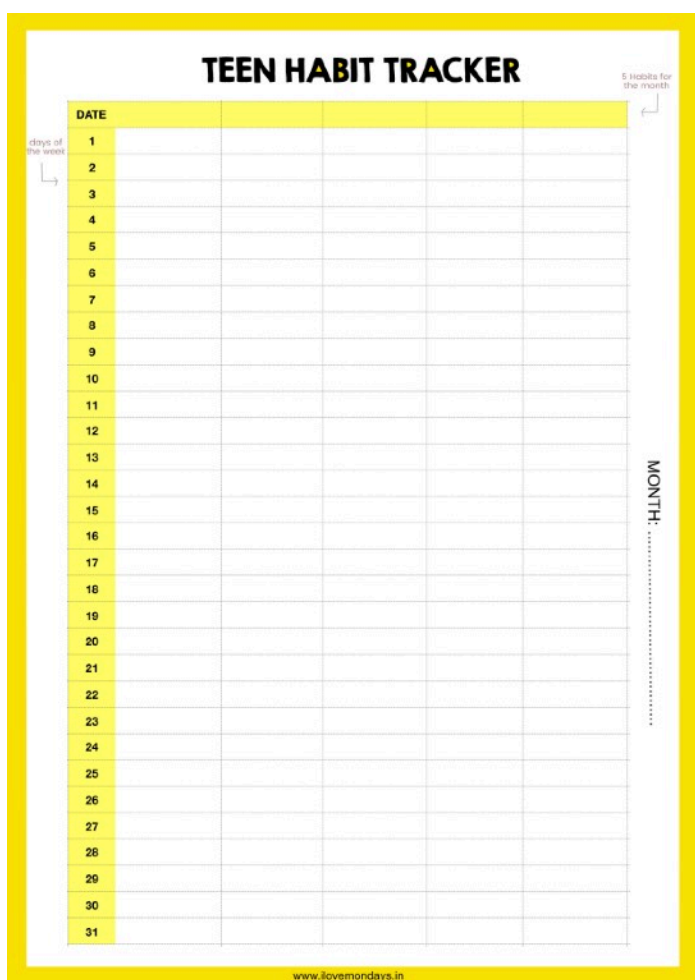




2. Print and display your **Yellow Collar List**.

Go back to it, when at the cross roads or confused..

You can make all of them happen too (Gig economy)
Keep adding to it from time to time..Remember! The WHY you want what you want is super important..



3. We are WHAT WE DO.
EVERYDAY...

Pick **5 mini habits** every month that you can DO which will take you closer to your dreams on your VISION board.

Let your habits be specific and assign a specific time for them .

Track them daily, get an accountability buddy if need be and in no time you can achieve your vision :)



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MENTEE MEETUP

COLLABORATE | LEARN | GROW

Every Saturday from 8 PM to 9 PM on Zoom.
Agenda will be shared every week on the
[WhatsApp](#) group.

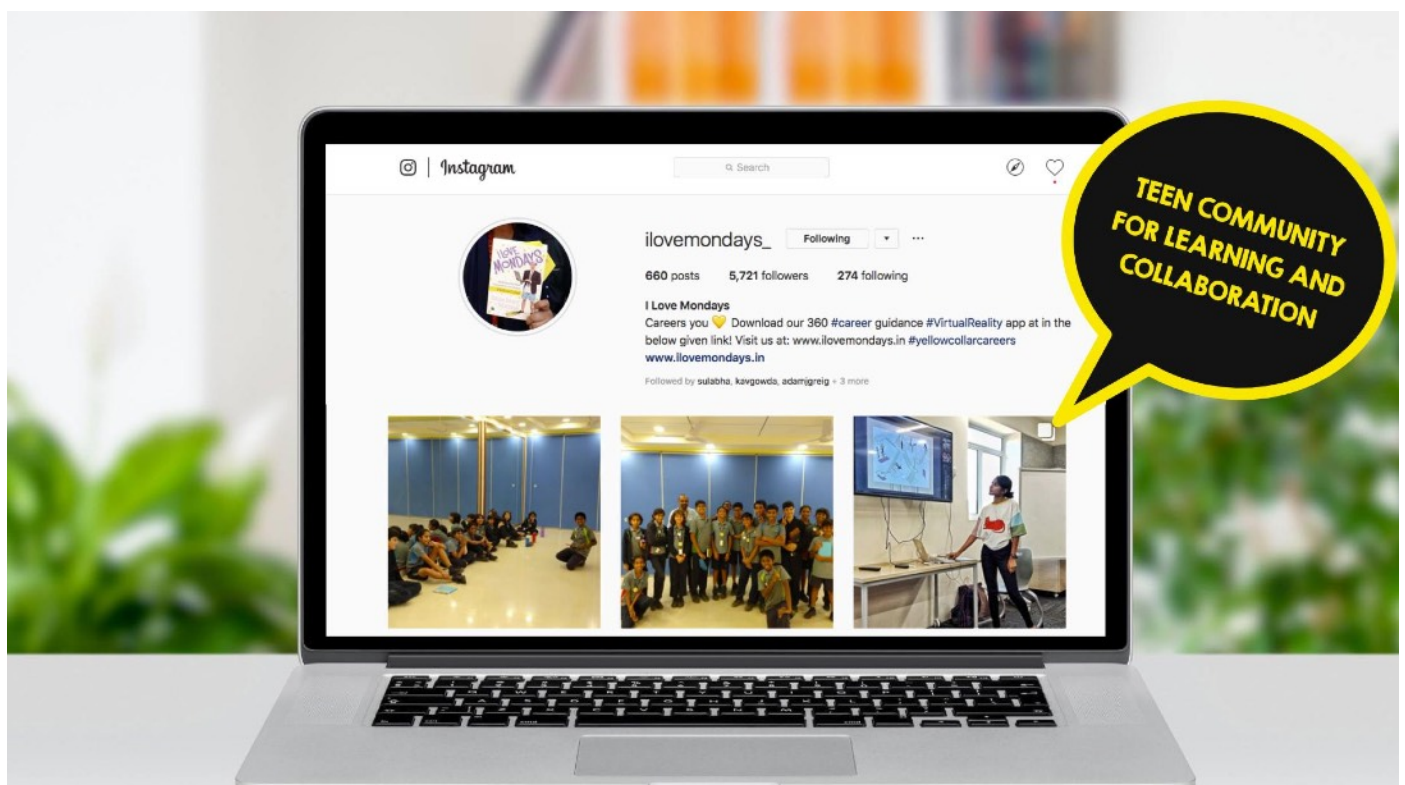


COMMUNITIES:

FOR PARENTS



FOR TEENS



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BE AN UPDATED PARENT

#teenParenting every #Monday



WEEKLY TEENAGE PARENTING NEWSLETTER

SUBSCRIBE HERE



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BEING YELLOW COLLAR

QUALITIES:

Jack of all trades and **Master** of at least one.

Independent and **Proactive**.

Good at planning and a **DOER**.

Entrepreneurial thinking.

Right brain dominant (need left brain skills too).

The only thing that matters is the **ability to get the job done**. **Skills and competences** matter the most.

Social being with high levels of **empathy**.

Ability to **market one self**.

Be ready to take up **job titles that aren't defined yet**.

Be **Tech Savvy**. Robots and softwares will be your new colleagues at work.

Multiple careers at the same time – Gigger (Gig economy)