

## HEADSTART

Designed for students full of talents and dreams who are just beginning the process of exploring their talents and their options, HeadStart encourages the student to first expand his or her world of career choice and then focus it down to the Top Five areas.

HeadStart recommends

- ⇒ Top Five careers that match interests and strengths
- ⇒ Suitable subject streams
- ⇒ A guided activity plan to explore these areas

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### Anshoo Singh

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Your Profile	page 3
Recommendations	page 9
Recommended Subjects	page 13
Development Resources	page 15

*Information is indicative and based on current research. While Inomi attempts to guide and suggest, a career path is a matter of personal choice of the participant / guardians.*



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## >> **YOUR PROFILE**

This section describes

- Career Interests
- Signature strengths
- Subjects Profile

## YOUR CAREER INTERESTS

### High Interest Careers



Language Training Interpretation  
Psychology: Clinical, Child, Industrial  
Art: Writing  
Art: Camera  
Art: Music  
Animal Psychology

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### Medium Interest Careers



Therapy: Physical, Occupational  
Journalist: News Reporting  
Journalist: Editor  
Journalist: Camera  
Teaching: Primary, Pre-primary  
Teaching: Middle, Senior  
Academics: Social Science  
Sports: Professional Playing  
Sports: Coaching  
Art: Painting

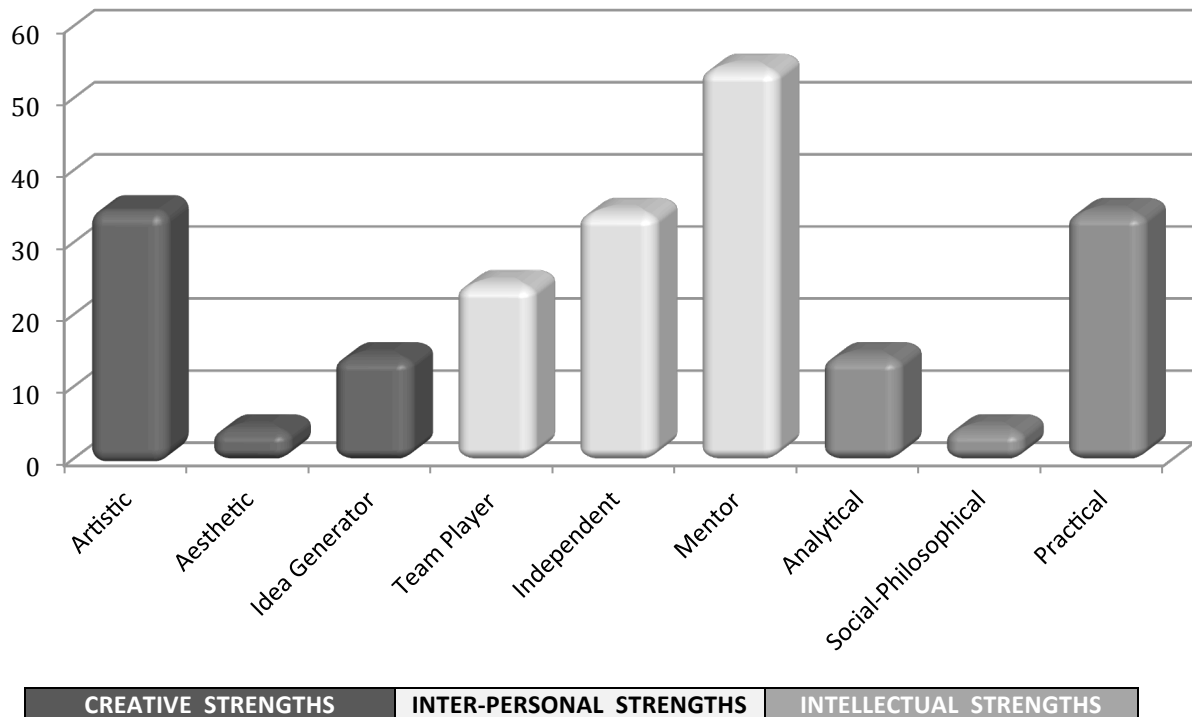
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### Threshold Interest Careers



Biotechnology  
Merchant Navy: Engineer, Navigator  
Architecture  
Film Making: Ad Films, Television  
Film Making: Documentaries & Feature  
Teaching: College & Post Graduate  
Hotel Management: Chef, Logistics  
Art: Dance  
Art: Acting, Modeling

## YOUR SIGNATURE STRENGTHS



### Interpersonal – Mentor, Independent

Deeply concerned with the well-being of others, you are happy to help through listening, caring and nurturing. You enjoy bringing out the best in people and have the ability to motivate others to do their best. Largely driven from within, you enjoy working alone for long hours. You bring a lot of energy and passion to things that inspire you and have the ability to be motivated to work by your own interest or passion. At your best, you like working with individuals or small groups to help, comfort and support people.

### Intellectual- Practical

You like to solve problems by taking action. A doer, you are happy to take on projects that require hands on working and practical skills. You enjoy getting things done and are good at working with your hands. You waste little time on option evaluation, argument and debate. You usually just see what needs to be done in a situation, roll up your sleeves and do it.

You like hands-on work and enjoy physical work – lifting, clearing, climbing, retrieving, jumping and a lot of physical sports. You are good at finding practical solutions that work and have the ability to take action to produce concrete outcomes.

### **Creative- Artistic**

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You thrive on creative expression through the arts - writing, music, painting, drama, sculpture. While you have developed your skills in your chosen artistic domain, you are highly sensitive to all art forms. You are easily inspired by new forms and unique artistic forms and expressions. You enjoy reaching out to people through your art.

## **YOUR SUBJECTS PROFILE**

### **Performance and interest across subjects**

#### **High Comfort Areas**

Subjects in which you show high to medium performance as well as high interest

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History  
French

#### **Medium Comfort Areas**

Subjects with high to medium performance but medium to low interest

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Math  
English  
Economics

#### **Challenge Areas**

Subjects in which you show low performance but high to medium interest

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**>>RECOMMENDATIONS**

## MATCHING CAREER INTERESTS TO STRENGTHS

STRENGTHS >>>	HIGH		Education Special Education	<b>Psychology</b>
	MEDIUM	Architecture Film Making Dance Acting, Modeling	Sports Coaching Journalism Sports Professional Playing	Writing Camera Music
	THRESHOLD	Hotel Management Bio Technology Merchant Navy	Academics - Social Sciences	
		THRESHOLD	MEDIUM	HIGH
		INTERESTS >>>		

### ☆ High Strength Careers

- ⇒ Psychology: Clinical, Child, Industrial
- ⇒ Education: Teaching Primary Preprimary, Middle/ Senior
- ⇒ Special Education

### ✓ Other Suitable Careers (Medium to high strengths + interests)

- ⇒ Sports: Coaching, Professional Playing
- ⇒ Art: Writing, Camera, Music
- ⇒ Journalism: Features, Reporting, Camera, Editing

### ✓ Other Careers (Suggested by Inomi)

- ⇒ Human Resources
- ⇒ Digital Content Development
- ⇒ Market Research and Analytics

## SUBJECT REQUIREMENTS FOR STAR, SUITABLE CAREERS

Psychology: Clinical, Child, Industrial	-
Education: all levels	-
Special Education	-
Sports Coaching	-
Sports: Professional Playing	-
Art: Writing, Camera, Music	-
Journalism: Reporting, Camera, Editing	-
Human Resources	-
Digital Content Development	-
Market Research and Analytics	-*

\*Maths is a high desirable, but not strictly necessary subject in school

*These subject restrictions are mostly relevant for Indian universities. While several foreign universities do not have rigid restrictions, these subjects mentioned would be desirable for these courses.*

## RECOMMENDATIONS

With strength in interpersonal skills as well as with intellectual bent, Anshoo, you are drawn to careers that allow you to use your empathetic skills, demonstrating practicality and creativity ensuring your independence. Generally quiet and reserved, you are great at communicating your thoughts very clearly, especially in a small group setting and particularly in Writing. You seek intellectual variety and work that is repetitive and mechanical.

You are drawn to fields that allow you to care for people especially one-on-one and allow you to do things in your own creative manner. Given your strengths, Anshoo, Psychology, Human Resources, Teaching and many areas within Media are very suited to you.

Your love for writing can be leveraged in a variety of areas. Besides the obvious career as an Author, other areas such as Features Writing, Content Development and Languages (where you could be involved in translation work) could leverage this well. Writing is an integral part of a career in Psychology as well. Psychologists write detailed case notes and academic papers- Some also publish self-help books. Teaching as an Academic would also involve lot of publishing original papers and research.

A Psychologist can work in the fields of Child Psychology, Industrial Psychology or Clinical Psychology. Criminal Psychology and Sports Psychology are also upcoming, though currently small, fields in India. A highly academic career, the best courses in Psychology are available at the M. Phil. level when you choose your specialisation. Most Psychologists go on to do a Ph. D in their chosen fields.

A good option for you would be to take up Psychology at the undergraduate level. This will allow you to explore whether you want to pursue this career further and take on several more years of study in this field. Public Relations, Market Research, Marketing Analytics or any other corporate career like Human Resources (also extremely suitable though not short listed by you) can be pursued by doing an MBA at any stage of your career. In fact, Industrial Psychology is a very good basis on which to build a career in Human Resources esp. Training and Development.

Alternately, you could go on the take up a Mass Communication course at post-graduate level, where areas like feature writing, content development and editing would be suited and fulfilling- providing the right mix of variety, people focus, creativity and flexibility. The most reputed Mass Comm. courses in India are available at the post graduate level and will allow you to study all fields within Media for a year before you have to choose a specialization between Advertising, Journalism, Editing, Film Making and Public Relations.

Another option to pursue is to take up a subject you enjoy studying, such as English or an interesting Liberal Arts combination, at undergraduate level and then consider a postgraduate in either Media or Management. Teaching will always

remain open to you, Anshoo, after developing requisite expertise and experience in your specialization. A B.Ed. or a post graduate Diploma in Special Education is open after graduation. You could even choose to Teach Psychology or Art or Writing – the possibilities are as varied as you desire, but this is a decision you can take at a later stage in your life. Several of these fields can be explored during school, college and initial work years before you decide on what to focus on during your postgraduate work.

## Recommended Subjects

While there are no subject restrictions for the careers you have shortlisted, Anshoo, some suggested combinations will allow to explore your interests further. Keeping English, History and French would build on your existing comfort areas, making it possible for you to do well at them. Psychology at a later stage in school would give you a chance to explore your interests further, as this is also a good foundation for Media, Human Resources, Marketing as well as Social Work careers. Both Business Studies and Economics are good options to give you a flavor of Management careers as well.

English, History, French, Maths, Economics/ Business Studies, Psychology.

### Top Careers for you with your primary subject stream:

1. Psychology: Clinical, Child, Industrial
2. Education: all levels
3. Special Education
4. Film Making: Ad films, Television, Documentary, Feature

### Other Suitable careers

1. Sports Coaching
2. Sports- Professional Playing
3. Art -Writing, Camera, Music
4. Journalism Reporting, Camera, Editing



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**>>DEVELOPMENT RESOURCES**

# EXPLORING MEDIA

## SHORT COURSES

### ***US and Canada-based***

*Columbia University* Communicating with Consumers: The Basics of Marketing, Advertising, and Public Relations

[sps.columbia.edu/high-school/nyc/junior-senior-courses/communicating-consumers-the-basics-of-marketing-advertising](https://sps.columbia.edu/high-school/nyc/junior-senior-courses/communicating-consumers-the-basics-of-marketing-advertising)

*Stanford University* Social Psychology of Large-Scale Media Interventions

[summercollege.stanford.edu/academics/courses](https://summercollege.stanford.edu/academics/courses)

### ***India-based***

*Symbiosis, Pune* Design, Media and Photography module

[symbiosissummerschool.in/summer\\_school\\_programme.php](https://symbiosissummerschool.in/summer_school_programme.php)

### ***UK-based***

*Nottingham Trent university* Short course on Film Journalism in the Digital Age

[ntu.ac.uk/study-and-courses/courses/find-your-course/art-design/short-courses/2017-18/film-journalism-in-the-digital-age](https://ntu.ac.uk/study-and-courses/courses/find-your-course/art-design/short-courses/2017-18/film-journalism-in-the-digital-age)

*Nottingham Trent University* Television Presenting Short course

[ntu.ac.uk/study-and-courses/courses/find-your-course/arts-humanities/short-courses/2017-18/television-presenting-summer-school](https://ntu.ac.uk/study-and-courses/courses/find-your-course/arts-humanities/short-courses/2017-18/television-presenting-summer-school)

*London College of Communication* Communication and Advertising

[arts.ac.uk/lcc/courses/short-courses/browse-short-courses/advertising-public-relations-pr-and-events/summer-school-communication-pr-advertising-course/](https://arts.ac.uk/lcc/courses/short-courses/browse-short-courses/advertising-public-relations-pr-and-events/summer-school-communication-pr-advertising-course/)

## READING LISTS AND VIDEOS (Advertising and Marketing)

1. Marketing in Less Than 1000 Words (Kindle Edition) by *Rob Burns*
2. Ogilvy on Advertising
3. Whatever You Think Think the Opposite by *Paul Arden*
4. Logo Design Love: A guide to creating iconic brand identities by *David Airey*
5. The Copywriter's Handbook: A Step-By-Step Guide by *Robert W. Bly*
6. Amul's India: 50 Years of Amul Advertising by Da Cunha Communications
7. Made to Stick: Why some ideas take hold and others come unstuck **by** *Chip Heath*
8. Buy Me That: Helping Kids Understand Advertising  
[watchknowlearn.org/Video.aspx?VideoID=16636](https://watchknowlearn.org/Video.aspx?VideoID=16636)
9. RSA Marketing Science of Persuasion  
[youtube.com/watch?v=cFdCzN7RYbw](https://youtube.com/watch?v=cFdCzN7RYbw)
10. Marketing Lemonade  
[youtube.com/watch?v=FvOCOPu94jk](https://youtube.com/watch?v=FvOCOPu94jk)
11. *Malcolm Gladwell*: Choice, happiness and spaghetti sauce  
[youtube.com/watch?v=iliAAhUeR6Y&index=2&list=PLrQdsgrw85q3tEFvoKB10apRig4mrumYu](https://youtube.com/watch?v=iliAAhUeR6Y&index=2&list=PLrQdsgrw85q3tEFvoKB10apRig4mrumYu)



12.45 Fabulous Facebook Advertising Tips & Magic Marketing Tricks

[wordstream.com/blog/ws/2014/01/30/facebook-advertising-tips](http://wordstream.com/blog/ws/2014/01/30/facebook-advertising-tips)

13. Don't Buy It - get Media Smart

[pbskids.org/dontbuyit/advertisingtricks/](http://pbskids.org/dontbuyit/advertisingtricks/)

14. Read write think

[readwritethink.org/classroom-resources/lesson-plans/persuasive-techniques-advertising-1166.html?tab=4](http://readwritethink.org/classroom-resources/lesson-plans/persuasive-techniques-advertising-1166.html?tab=4)

## ONLINE AND DIGITAL RESOURCES (Journalism)

Script Writing –Free eBook

[scottishscreen.com/images/documents/crashcourseinscreenwriting.pdf](http://scottishscreen.com/images/documents/crashcourseinscreenwriting.pdf)

University of Cambridge Institute of Continuing Education course on writing short stories [ice.cam.ac.uk/component/courses/?view=course&cid=17452](http://ice.cam.ac.uk/component/courses/?view=course&cid=17452)

Indian Freelance Writers Blog has interesting tips and suggestions on Journalism and Editing [indianfreelancewriters.com/2013/01/editing-essentials-how-to-be-good-editor.html](http://indianfreelancewriters.com/2013/01/editing-essentials-how-to-be-good-editor.html)

Online short term courses to understand Media such as 'Networked Life' which looks at how our world is connected - socially, strategically, technologically - and why it matters. [coursera.org/course/networks](http://coursera.org/course/networks)

Univ of Michigan course on Coursera - Exploring Art - Social Network Analysis [coursera.org/course/sna](http://coursera.org/course/sna)

## READING LISTS AND VIDEOS

1. Are we living in a golden age of journalism *Tom Englehardt*  
[thenation.com/article/are-we-living-golden-age-journalism/](http://thenation.com/article/are-we-living-golden-age-journalism/)
2. The elements of Journalism *Bill Kovach & Tom Rosenstiel*
3. What is Journalism *Robert Niles*  
[robertniles.com/journalism/](http://robertniles.com/journalism/)
4. The Berlin Diary (1941) *William Shirer*
5. The elements of Style *William Strunk Jr & E.B. White*
6. Eyewitness to History *John Carey*
7. Getting it wrong *W. Joseph Campbell*
8. Anita Li: The Power of Digital Journalism  
[youtube.com/watch?v=nhrZHRqUaT0](http://youtube.com/watch?v=nhrZHRqUaT0)
9. BBC Journalism Skills – Principles of Writing Good News  
[youtube.com/watch?v=Pdkbsl3YjHM](http://youtube.com/watch?v=Pdkbsl3YjHM)
10. What is the difference between Expression and Journalism  
[youtube.com/watch?v=499FWnBDveU](http://youtube.com/watch?v=499FWnBDveU) –
11. John Lloyd on the Future of Journalism – RSA Journalism  
[youtube.com/watch?v=cvvuXXDpWSo](http://youtube.com/watch?v=cvvuXXDpWSo)
12. Lessons in Investigative Journalism – Carol Marin  
[youtube.com/watch?v=niJJH7cjvo](http://youtube.com/watch?v=niJJH7cjvo)

## EXPLORING HR

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Informational interview with HR professionals and Job Shadowing

A simple summary of Human Resources written for teenagers

[blog.aftercollege.com/human-resource-management-basics/](http://blog.aftercollege.com/human-resource-management-basics/)

Watch training games videos on Youtube (search for “training games” or “team-building games”)

## EXPLORING PSYCHOLOGY

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### Reading Lists

*American Psychological Association's* guide to Careers in Psychology:

[apa.org/careers/resources/guides/careers.aspx](http://apa.org/careers/resources/guides/careers.aspx)

How to Become a Psychologist: A Student's Guide

[psychologydegreeguide.org/become-a-psychologist/](http://psychologydegreeguide.org/become-a-psychologist/)

The Norton Psychology Reader *by Gary Marcus (Editor)*

Myers' Psychology for AP *by David G. Myers*

Dibs in Search of Self *by Virginia M. Axline*

The Art of Thinking Clearly *by Rolf Dabelli*

Experiments With People: Revelations From Social Psychology *by Robert P. Abelson, Aiden Gregg, Kurt P. Frey*

How the Mind Works *by Steven Pinker*

*Mind* *by Paul Thagard*

## EXPLORING FINANCE AND ECONOMICS

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### SHORT COURSES

*US-based*

Columbia University, Introduction To Business, Finance, And Economics

University of Pennsylvania, Management And Technology Summer Institute,

[upenn.edu/Fisher/Summer-Mt](http://upenn.edu/Fisher/Summer-Mt)

Cornell University, The Business World,

[sce.cornell.edu/sc/programs/index.php?v=166&s=Overview](http://sce.cornell.edu/sc/programs/index.php?v=166&s=Overview)

Other courses at Cornell, UC Berkley, Dukes University, Miami, British Columbia, Yale, Stanford, California, Boston Leadership institute

2-month summer courses at Knowledge at Wharton High School

(KWHS also offers various business-based competitions)

2-weeks in KWHS Global Young Leaders Academy for international students  
 5 week accelerated courses at US high schools (with partner organization, Studius)  
 3 to 6-week summer courses across Business, Economics

### **India-based**

UWC Mahindra College: 1 week Youth, Environment and Sustainability course  
 Symbiosis Pre-university program with a focus on "Business, Computer Studies and Engineering"

Symbiosis Pre-university program with a focus on either 'Business, Computer Studies and Engineering' OR 'Law, Economics and Liberal Arts' depending on your interests.

### **UK and Europe-based**

2 to 6-week Summer programs at Glasgow, Cambridge, Kingston, Birmingham, Stirling

## **ONLINE AND DIGITAL RESOURCES**

Interesting modules on Alison including 'Financial Literacy'

[alison.com/courses/Financial-Literacy](https://alison.com/courses/Financial-Literacy)

Investopedia: offers business-based quizzes and videos

## **READING LISTS AND VIDEOS**

1. Money: The Unauthorized Biography, *Felix Martin*
2. Freakonomics: A Rogue Economist Explores the Hidden Side of Everything, *Steven D. Levitt and Stephen Dubner*
3. The Essays of Warren Buffett: Lessons for Corporate America, *Warren Buffett*
4. Diary of a Hedge Fund Manager: From the Top, to the Bottom, and Back Again, *Keith McCullough*
5. More Money Than God: Hedge Funds and the Making of a New Elite, *Sebastian Mallaby*
6. The Four Pillars of Investing: Lessons for Building a Winning Portfolio, *William Bernstein*
7. Money & Power: The History of Business, *by Howard Means*
8. Against the Gods: The Remarkable Story of Risk, *by Peter L. Bernstein*
9. Everything You Need to Know About Finance and Investing *William Ackman:*  
[youtube.com/watch?v=WEDj9JBTC8](https://youtube.com/watch?v=WEDj9JBTC8)
10. Basic Ideas of Finance  
[youtube.com/watch?v=aLwpuDpZm1k](https://youtube.com/watch?v=aLwpuDpZm1k)
11. The Stock Market Explained Simply: Finance and Investing Basics - Animated Film (1957)  
[youtube.com/watch?v=CgM68Yf-C0Q](https://youtube.com/watch?v=CgM68Yf-C0Q)
12. Subscribe to Knowledge @ Wharton High School for business news and articles aimed at high-school students

| 13. Student Journal, Wall Street Journal Education program