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You're a Black bear!
Motto: I'll be the boss

10 percent of the UK population are Black bears.

Bears are symbols of strength and power, taking charge of situations so that things get done. Black bears are found in the USA, and share the go-for-it qualities often linked with Americans.



Black bear strengths

Reliable and realistic, bears love action, often focusing on outcomes and results. Natural leaders and organisers, they are great at acting and communicating quickly, and are always on-the-go and full of energy.

Black bears:

- Enjoy routine and order, and take pride in their honesty and reliability
- Prefer real feedback to false comments but can sometimes need reminding that this approach isn't for everyone. Often need to learn more about being tactful and considering other people's feelings
- Normally in control and in charge. They work out what needs to be done, how it should be done, and then do it
- Become rebellious and restless when bored so need a channel for their energy and go-for-it, problem-solving attitude
- Usually quite independent but can appear tougher than they really are
- Like to share their passions, ideas and beliefs

As a leader

Direct, decisive and fair, Black bears respect and follow procedures and expect deadlines to be met. They tend to focus on achieving or completing tasks.

Famous Black bears



Michelle Obama



Alan Sugar

Tips for Black bears:

You don't need to take charge all of the time. Look after yourself and ask people to help you out. Try not to get cross with people for not achieving your own very high standards unless it's really necessary.

Job types popular with Black bears

Accountancy & financial services; Health & safety; Manufacturing; Property & facilities management; Logistics & transport; Security & armed forces.

Subjects popular with Black bears

Business studies & economics; Digital & tech; Engineering; Hair & beauty; History; Hospitality

Take the Buzz Quiz and explore real-life career videos and ideas for your future at icould.com

The Buzz Quiz was developed by Education and Employers' partner David Hodgson to help young people make more informed course and career decisions, boost self-awareness, and better understand others. Personality-type theory has roots in the work of Carl Jung, the founder of analytic psychology. It was later developed by Isabel Briggs Myers, as the Myers-Briggs Type Indicator®, and David Keirsey's Temperament Sorter. The Myers-Briggs Type Indicator and MBTI are registered trademarks.