

CAREER GUIDANCE SOLUTION FOR COUNSELORS



Economical, comprehensive and accurate, career assessment platform for career counselors

Background

The role of a counselor is central in the career decision process. Latest in career decision research recommends multi-trait assessments and non-linear (data driven) solutions for career assessments. As there are no established career assessments tests often proprietary and legacy psychometric tests are used. Leveraging years of career decision-making research and data analytics we have conceptualized a comprehensive career assessment and guidance framework. Our assessments enable counselors to support their instincts with reliable recommendations leading to significantly improved outcomes for the career decision maker.

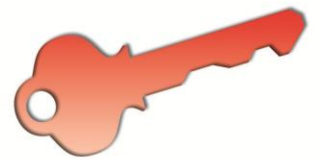


Solution:

Based on a comprehensive assessment of interests, work style, personality, abilities, values, skills & knowledge we recommend suitability of the individual across career clusters, pathways and also specific career options. Factors like earnings, job openings, parent opinions and cultural orientations are also factored in. A predictive engine estimates factors like an individual's satisfaction, tenure and earnings across careers to better evaluate tradeoffs and facilitate the right choice. For reaching the right career decision we use a phased decision model as per recommendations in career decision research(ONETCP™).

Unique Features:

- Research driven, build on O*NET the world's largest occupational database
- Psychometric assessment of multiple traits, including work values and work style, personality. Online and offline (paper / pencil) assessments.
- All assessed parameters used for determining fitment with actual career data (significant enhancement over existing solutions)
- Recommendations mapped to International and National career standards
- Detailed counselor reports, coupon based access, multi lingual support, white labeled offerings and several other features for mass testing needs



Benefits for Counselors:

- Detailed reporting (separate candidate and counselor versions)
- Enable online assessments from your existing website
- White labeled assessment platform (shared/dedicated)
- Features rich and designed for mass adoption
- Online Training for interpreting test results, workshop framework
- Ask a question forum to support in answering candidate queries
- Lead Generation and referrals
- IT Support -Website Design, SEO, Online Marketing Support

For more information, please contact us at support@tucareers.com
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