

# CHOOSE

*Right  
CAREER  
for  
Bright  
FUTURE*



**Every Person Is Different In The Way They Think, Learn & Work.**



Get Our Career Psychologist To Help You **Uncover Your Hidden Talents, True Capabilities, Inner Drives, Natural Gifts, Deeply Embedded Strengths & Masked Powers Within You.**





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## Get the most out of **YOUR CAREER MOVE!**

**C**hoosing a **career path** that is **satisfying** can be **overwhelming** and challenging sometimes. Many a times, you might **be confused** as what to do with your life...your career.

Part of choosing an appropriate career path involves making an **honest self-evaluation** of your **talents, abilities** and **interests**.

While elements of your path may change over time due to choice or circumstance, having an **overall professional objective** with which to guide yourself will help you **make critical decisions** with **greater clarity**.

Career planning is the **continuous process** of **thinking** about your **interests, values, skills, preferences, exploring the life - work - learning options** available to you and ensuring that your **work fits** with your **personal circumstances**.

It helps you **set professional goals** and **develop a strategy** for getting where **you want to be**.

In order, to really succeed, you need to take **charge of your career, take ownership** for shaping it and ensure that it is **moving** in the **direction you want it to go**.



Education

Professional  
Development

Career

Whether you are a **professional** having considerable **years of experience** but **unsatisfied**, or a **college graduate** wanting to join the corporate, it is **never too late** to pursue your passion.

In order to be somebody, you do not need all the resources, if you **start being what you want to be**, the resources follow. It just **needs a little courage** to **pursue** your **dream career** and ignore the critics. It just needs a little **time** and **patience** to make your dream career a reality. But at the end it is worth the journey, because happiness and satisfaction are what every being wants.

The **'One-size fits all'** approach just **does not work** with respect to **learning, intelligence** or **choosing a career path**. Each individual has strengths and preferences which are influenced differently by their heredity, upbringing and environment. By aligning prospective/lucrative careers with each individual's strengths, success and continued personal satisfaction are bound to be achieved.



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You have the advantage today, to **uncover your true strengths, talents and powers within**, with the help of widely used **Psychometric tools and techniques**. These advances in the field of Psychology empowers you and your ability to learn to **analyse your strengths and potentials**, thereby equipping you to **Plan, Map & CHOOSE your CAREER** effectively.

**Make a choice, for a better change.**

Make a decision to invest in yourself. Learn more about your hidden strengths and competency. Take that first step to check your **CAREER HOROSCOPE Now!**

**Choose a path**, a path that helps you **assess yourself, understand your inner strengths, reflect and plan your change** for the better, **check for the right steps** to get your success by effectively **mapping your career to relaunch your personal & professional life for a brighter tomorrow.**

## Benefits:

- **Know yourself** better and **define your life strategy**
- **Understand your hidden strengths, potentials & skills** and **motivate** yourself to develop further
- **Create a visibility** for yourself, make your **presence felt** and develop a **positive brand**
- **Choose a job** that best **suits and compliments your personality**
- **Prepare and implement** an efficient **career planning** for yourself
- Ensure there is a **perfect person-job fit**
- **Increase your job satisfaction** and **improve your work-life balance**
- **Motivate yourself** to grow both personally & professionally
- Be **happy and satisfied** in the work you do
- **Increase your work productivity** and walk up the career ladder towards success



## Map Right Paths for Right Career

Strength Finder  
Assessments

Valuable  
Personal  
Coaching

Extensive  
Reference  
Report

## SEARCH

SELECT, ENABLE, ATTAIN &  
REACH CAREER HAPPINESS



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SEARCH helps you Select the right subject or stream and guides you into satisfied and enjoyable careers. SEARCH helps Enable the hidden potential within to its optimum. SEARCH helps Attain your best in terms of performance and productivity. SEARCH helps you Reach your career goals a lot more easily while enjoying your work every step of the way. SEARCH helps you mold your Career path in the positive progress direction. SEARCH helps you gain Happiness in all that you do in your life at work or off work.

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## Insight into PSYCHOMETRIC ASSESSMENTS



### F.I.T.S. Personality Type – A Comprehensive tool based on Carl Jung Personality Types

Successful professional/personal growth, is a result of our personalities and how others perceive us. **Carl Jung, the famous Swiss psychiatrist and psychoanalyst classified four major personality types** in his research on personality. **Personalities are formed by environmental and hereditary influences.** Each of these influences creates distinctive personality types that constitute unique attributes, strengths and drawbacks. The potent **Personality Type Assessment product helps discover the individual's inherent personality type** and assists them in **mapping right career** by using the right steps to enhance their strengths. In addition, valuable tips for recognizing personality types of others are given.



### 4Cs Factor of Behaviour

Success at professional/career development comes from knowing the **motivational drives, emotional responses and behaviour patterns** of individuals and leveraging on them to meet the needs of the situation. **William Marston based 4C's** is a **self awareness profile** that indicates the **Controlling, Convincing, Conforming and Consistent** emotional responses of people due to long-standing influences of upbringing from the individuals' environment, in order to assess various aspects like drive to overcome barriers, ability to persuade etc. It throws light on individuals as **people oriented or task oriented**, reflecting the style by which they will get work done. It also helps find out if an individual is **'Initiator or Responder'** in their approach to work and life as part of their **Personality Style.**



### PPC20 - People Performance Competency 20

**PPC 20** - This comprehensive assessment is based on the work of well recognized psychologists & management specialists like Boyatzis, Kirton, Mintzberg, and it measures **5 Meta Performance Competencies** namely **Managing Change, Planning and Organizing, Interpersonal Dynamics, Result Orientation and Leadership**, which are further subdivided into 20 core competencies, on a ten-point scale. Quantifying these competencies would help an individual **recognise their strengths and limitations in order to choose the right career options.** Measuring where they stand on a particular capability for their roles/responsibilities, and where they want to be, would help **identify gaps**, enabling them to **chart out individual career development plans to bridge the same.**



### CPA - Communication Pattern Analysis

Effective communication is an essential component of career/organizational success whether it is at the interpersonal, inter-group, intra-group, organizational, or external levels. **Communication Pattern Analysis (CPA)** would evaluate the way a **person interacts**, that is learnt from the environment and his/her upbringing. This assessment is based on **Eric Berne's Transactional Analysis** that assesses the impact of various factors like upbringing, environmental influences etc. based on certain **communication habits of the individual.** CPA assessment would help **deal and communicate** with others at work and off work in an **effective manner to grow their careers to greater heights.**



### BPA - Behaviour Pattern Analysis

Human behaviour is the **collection of behaviors exhibited** by human beings **in different situations** and influenced by culture, attitudes, emotions, values, ethics, authority, rapport, hypnosis, persuasion, coercion and/or genetics.

It provides a balanced view of behaviour of an individual. The **Behaviour Pattern Analysis** illustrates environmental influences on an individual by identifying and **comparing behaviour patterns in variable situations.** This tool brings to light the **manner of behaviour traits** across situations.