

The Career Key™



Solutions for
Academic Advisors

Our strengths: simplicity, practicality & validity. Website trusted by counselors since 1997.

How can I help students make good decisions about...
College Majors? Future schooling?
Career direction?

[As a professor at N.C. State University](#), I worked with career development professionals at the NCSU's [First Year College](#), Career Services, and Counseling center - and those at Duke and Carolina. We developed [The Career Decision Profile](#), The Career Key, and other career planning materials, now used in a variety of higher education settings.

I recommend,

Using The Career Key™ Test to spark students' exploration and good decision-making:

- Measure the strength of [6 Holland personality types](#),
- Identify matching jobs,
- Get accurate information about each occupation,
- Download a 4 page booklet that explains the results, and
- Use the results with our e-books to identify matching career pathways, majors and training programs.
- **Cost: \$1 per test, Group Discount**

Visiting [The Career Key Manual online](#):
Transparency is important.

Research show that a good personality-career match predicts better grades and higher career satisfaction (if you [use a valid test](#)).



Choosing a College Major or Training Program that fits students' personality.

- In this online article, learn how to make this match with a 4-step process,
- A close interest-major match is vital, a predictor of academic success & satisfaction (grades & graduation),
- Our companion e-book, [The Education Key](#), links the Holland personality types to all 1,300 college majors and training programs.

Identifying & strengthening job skills.

- An important part of students' education is learning the job skills needed for future work.
- [The Foundation Skills: Job Skills All Workers Need](#) describes what they are. From [Free Agent Outlook on Work](#), students learn the importance of marketable skills.

Assessing "career decision status".

- Colleges use [The Career Decision Profile](#) to evaluate career development programs, assess career decision needs, and in career counseling.
- Students find the article "[Career Indecision](#)" a helpful guide.

Making good decisions.

- [High Quality Decisions](#) describes steps in making a good decision.
- Learning how to make good decisions is a "Foundation Skill."
- You will want students to learn and use this skill with important decisions. See more in our e-Book:
- [The 2010 What Job is Best For Me?](#)

Exploring our high quality websites:

- [Green Economy explained with Green Jobs organized by personality](#),
- [Our e-Bookstore](#) offers many "green", sustainable PDFs that will help you.
- Your purchase is an important way to support our efforts: [10% of website sales go to charities](#) like The Nature Conservancy & UNICEF.
- Join us on [The Career Key Blog](#), [Facebook](#) (CareerKey) & [Twitter](#) (TheCareerKey) to stay in touch and up to date.