

# The Career Key™



Solutions for Parents  
of College Students

*Our strengths: simplicity, practicality & validity. And we're affordable & ad-free.*

How can I help my son or daughter  
make good decisions about...  
College Majors? Future schooling?  
Career direction?

## ***Our recommendations:***

### **Focus your efforts.**

- Get sound advice from our online article, [Parent's Role](#).

### **Use The Career Key™ Test to assist in career 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 your results with our e-books to identify matching career pathways, majors and training programs.

### **Identify and strengthen job skills.**

- An important part of your son or daughter's 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 why marketable skills are the key to success.

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

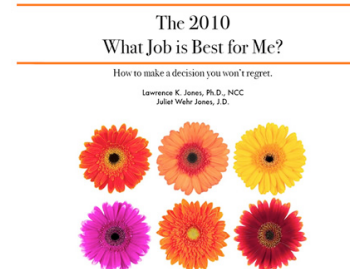


### **Choose a College Major or Training Program that fits your personality.**

- 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.

### **Learn about Dr. John Holland's Theory of Career Choice.**

- This article is one of our most popular.
- Our e-Book, [What Color Are Your Feathers?](#), describes his theory and explains how to apply it to career and education choices.



### **Make 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 to learn and use this skill when you make important decisions. See more in our e-Book:
- [The 2010 What Job is Best For Me?](#)

### **Explore 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.