

The Career Key™



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

Solutions for
Parents of Middle
School Students

How can I help my son or daughter
make good decisions about...
Career pathways? 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 spark your child's exploration and good decision-making.

- Measure the strength of your student's [6 Holland personality types](#),
- Identify matching jobs & get accurate information about each one,
- Download a 4 page booklet that explains the results.
- Or use [our self-scoring paper-pencil version \(e-Bookstore\)](#).

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](#)).

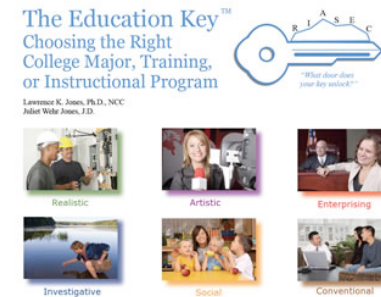


Choose a Career Cluster, Career Field or Pathway that fits your child's interests.

- Our helpful online article explains clusters and pathways,
- Explore our e-book, [5 Steps to Choosing the Right Career Cluster, Field, or Pathway](#).
- It is the only science-based source for matching Holland personality types to career pathways.
- Includes a downloadable relating the Holland types to these concepts.

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 share this skill with your child for making important decisions.



Choose a College Major or Training Program that fits your child's interests.

- In this online article, students learn how to make this match following a 4-step process,
- A close interest-major match is important,
- 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.