



Pearson Which Career For Me

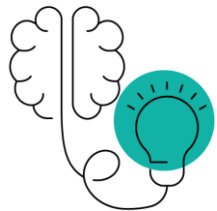
Powered by Motiva

Empowering professionals to have a
successful and fulfilling career.

The way we work is rapidly evolving.

It's no secret - *how*, *where* and even *why* we work is changing dramatically. Emerging and developing trends such as AI, economic fluctuations due to the pandemic, and climate change demand a fresh look at what it means to have a successful and fulfilling career.

This is our challenge; to have an engaging job we enjoy and that we are interested in. Not only to build a fulfilling and successful career, but to also continuously develop ourselves, learn new skills and explore new opportunities in these turbulent times.



Emerging
Technologies

AI, robotics



Increasing
Globalisation

World-wide 24/7 marketplace



Financial
performance

Performance related stress, COVID



Climate
Change

Environmental impact

Harvard Business Review 2021 [1]

Amazon Survey by Gallup 2021 [2]

Gallup, 2021 [3]

Facts & figures

20% or more is the average increase in resignation rates for mid-career employees (30 and 45 years old) during *'The Great Resignation'*.¹

57% of employees want to update their skills and **48%** would consider switching jobs to do it.²

'The Great Resignation' is a workplace issue because the highest resignation rate is among not engaged and actively disengaged employees.³

GALLUP®

Which career for me

An engaging online career & learning planning *program* to help people choose the right career path, develop themselves in their current role, or switch careers to pursue new opportunities. WCFM is available in two strands - for professionals and for students over the age of 16.

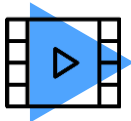
- ➡ Is the **all-in-one career space**, not just an assessment tool
- ➡ Is based on **self-awareness** and **auto coaching**
- ➡ Has a **scientifically tested future proof** approach
- ➡ Offers an **interactive & curated program** for individual needs

Which career for me



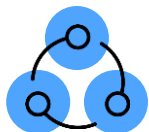
THE ALL-IN-ONE CAREER SPACE

To explore and experience your options



WITH ENGAGING VIDEOS

To explain your results and key concepts



AND ADDITIONAL ACTIVITIES

To help you achieve your goals



Which career for me

5 PSYCHOLOGICAL TESTS

- Professional Interests
- Motivations (+satisfaction)
- Strengths
- Mindset
- Skills of the future

CONSTANTLY UPDATED BY EXPERTS

- Smart Matching System
- Database of 2000+ occupations
- Up to 7 links for each occupation
- Custom mapping to company's jobs
- Based on 25 years of research and professional motivations theories

MULTILINGUAL SUPPORT

- French
- English UK
- English US
- Italian
- Dutch
- Spanish
- Portuguese
- German
- *More to come...*

Which career for me

Our scientifically tested and future-proof approach:



STEP 1

Watch the introductory videos

Get an initial understanding of the key concepts of career planning through engaging online videos.



STEP 2

Take the questionnaire

Take the 25-minute online questionnaire by MOTIVA to discover your unique traits.



STEP 3

Get results instantly

Start exploring your ideal paths with the help of your results and the explanatory videos. Take the right actions towards your career goal by completing additional activities.

Which career for me

Which Career For Me offers **instant results** & **much more**. The solution provides many levels of customisation, additional insights and resources to really help you get the most out of your future career.



Professional Interests



Motivations
And satisfaction level
for professionals



Perceived Strengths



Mindset



Skills Of The Future



Company Styles



Job List
Database or custom

WCFM for Professionals

Our solution for professionals helps individuals with job experience become more self-aware, improve their level of motivation, make the right professional choices to build a fulfilling and successful career.

1. Discover their professional interests
2. Discover their key motivations and motivational satisfaction with activities to improve the levels of satisfaction
3. Identify their perceived strengths
4. Find the right learning and development path



Which career for me

Usecases

WCFM helps organisations answer some of the most challenging questions of this century in regards to work, careers and employee & student fulfillment.



Which Career For Me for professionals

Challenge

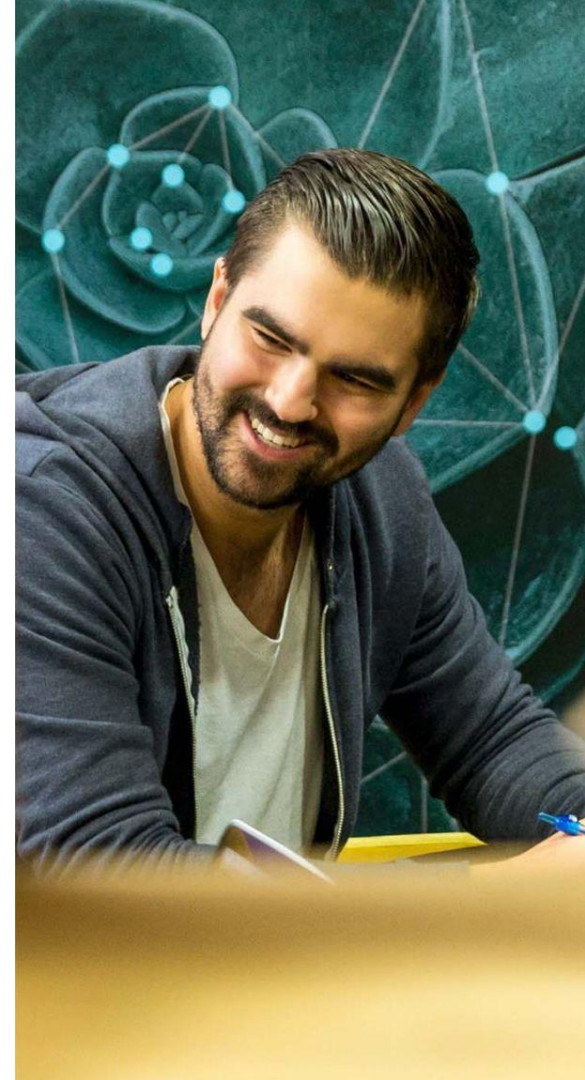
Employers are navigating the unfolding effects from the pandemic as employees re-evaluate their careers and quit their jobs in record numbers.

While preparing to enter the post-pandemic reality, employers are struggling with retaining and reskilling their talent to meet the changing demands.

Scenario

The employer wants to encourage workforce mobility and redeploy talent to where they are needed most.

They want to identify the high demand, transferable skills and the aspirations of their existing workforce and then provide opportunities for them to enhance their skills and sustain work motivation. They are seeking for a high-quality, online solution which they can implement at scale.



Which Career For Me for professionals

Solution

WCFM Program helps each employee become more self-aware, assess and improve their level of motivation, explore new career paths, and make the right professional choices to build a fulfilling and successful career.

By empowering their employees to take the ownership of their own careers, explore and prepare for new career paths, the employer keeps their staff motivated and engaged while ensuring they have the right skills and professional interests to move across teams with the help of customised mapping to internal jobs.



More engaged workforce



A more dynamic workplace

How to use *Which career for me*

How to use our online training modules & resources available for different levels of support.



SELF-GUIDED

As a self-guided
program



SUPPORT LEVEL

With the support
of a facilitator



EXPERT LEVEL

With the support of a
certified professional

Which Career For Me

Self-Guided

The individual follows the program independently and at their own pace.

- Views the introductory videos
- Takes the Motiva online questionnaire
- Views results and supporting videos
- Follows the recommendations of the videos regarding the activities to be carried out
- Explores the occupations database



Which Career For Me **with a Facilitator**

The facilitator guides a group of individuals through their WCFM experience.

Facilitator

- Follows the WCFM Facilitator's Kit
- Monitors group's progress
- Has access to group's progress results
- Can be a teacher or L&D specialist

Individual

- Takes the Motiva online questionnaire
- Views results and supporting videos
- Participates in the WCFM sessions



Which Career For Me **with a Coach**

The coach works with the coachee individually.

Coach

- Invites the individual on WCFM
- Receives and interprets individual results
- Can be a career guidance counselor, psychologist, professional coach

Coachee

- Takes the Motiva online questionnaire
- Views the results and supporting videos
- Follows coach's recommendations regarding the activities to be carried out



Which career for me
Testimonials





*Hélène Prédignac,
Head of HR Development*

Urssaf is a French social security agency with 9.8 million users including employers and entrepreneurs. They use Motiva **to improve employee motivation** by giving them better visibility of their values, their skills, their motivational drivers, their development potential which are essential to professional and personal fulfilment.

"Employees welcome the results with great interest. They have at their disposal absolutely fundamental information on what motivates them (or not) in the professional framework, the missions and environments which attract them (or not)."

"Motiva Individual's contributions are both obvious and rapid. Obvious in that Motiva Individual provides a better understanding of what the person "wants to do and feels capable of doing" and provides valuable insight into key motivations. "

READ THIS STORY ONLINE

<https://www.talentlens.com/fr/developpement/nos-succes/temoignage-URSSAF-Bretagne.html>



APEC uses MOTIVA as their primary solution for the **career planning** of French managers and young graduates. To help the accompanied individual to discover their areas of interest and professional motivations and to provide support with returning to work.

*Céline Iborra,
Professional Development
Consultant*

“One of Motiva's big advantages is that it's simple and quick to use (20 minutes for testing, 1 hour or 1.5 hours for feedback).”

READ THIS STORY ONLINE

<https://www.talentlens.com/fr/orientation/nos-succes/temoignage-APEC.html>



AXA is a French multinational insurance company. AXA has launched a career mobility centre to help its employees with career planning as a result of the evolution of roles in the insurance sector, which has seen both the disappearance of some jobs and the creation of brand new ones.

As part of this initiative, they wanted to integrate a solution to support employees with enabling them to learn more about themselves and their career options.

AXA employees can access Motiva via an internal portal and have the option of support from a career mobility advisor, who helps with reviewing the results in the context of assessing career mobility options within the company.

Competition

One-time assessment.
Relationship stops after the test.

Unique point of view (personality), no combination
of interests, skills or strengths.

Lack of scientific background.

No additional resources after the test finishes.

User experience ill-adapted to candidate's needs.
Jobs suggestions neither curated nor regularly updated

VS

Which career for me



The individual is empowered and becomes an expert on themselves. They can revisit to check on their progress.



WCFM is the only program that brings the assessment of interests, motivation and skills all together.



Based on 25+ years of research around career planning / scientifically tested matching model.



WCFM provides a huge toolbox, connected to over 5,500 websites.



The resources and database are constantly updated, filtered and adapted to geographic location, individual's capabilities, and results.