



Pearson **Which Career For Me**

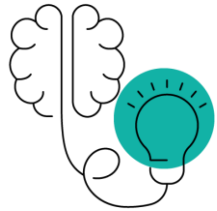
Powered by Motiva

Empowering students 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

IGÉSR, juin 2020[1]

Credoc, 2018 [2]

In France, between 2017 and 2019 [3]

Facts & figures

48% of students indicate an interest for a job or field of study is an important criterion in their career planning process.¹

58% of students stated that "*understanding one's own desires*" is essential on the path to finding a career plan.¹

24% of students switched study path during their first year of higher education.³

37% of students did not receive any guidance or support on "*understanding one's own desires*".²

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.

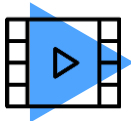
- ➡ Is the **all-in-one career space**, not just an assessment tool
- ➡ Is based on **self-awareness** and **auto coaching**
- ➡ Has a **scientifically tested future proof** approach
- ➡ Offers an **interactive & curated program** for individual needs

Which career for me



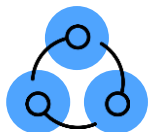
THE ALL-IN-ONE CAREER SPACE

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

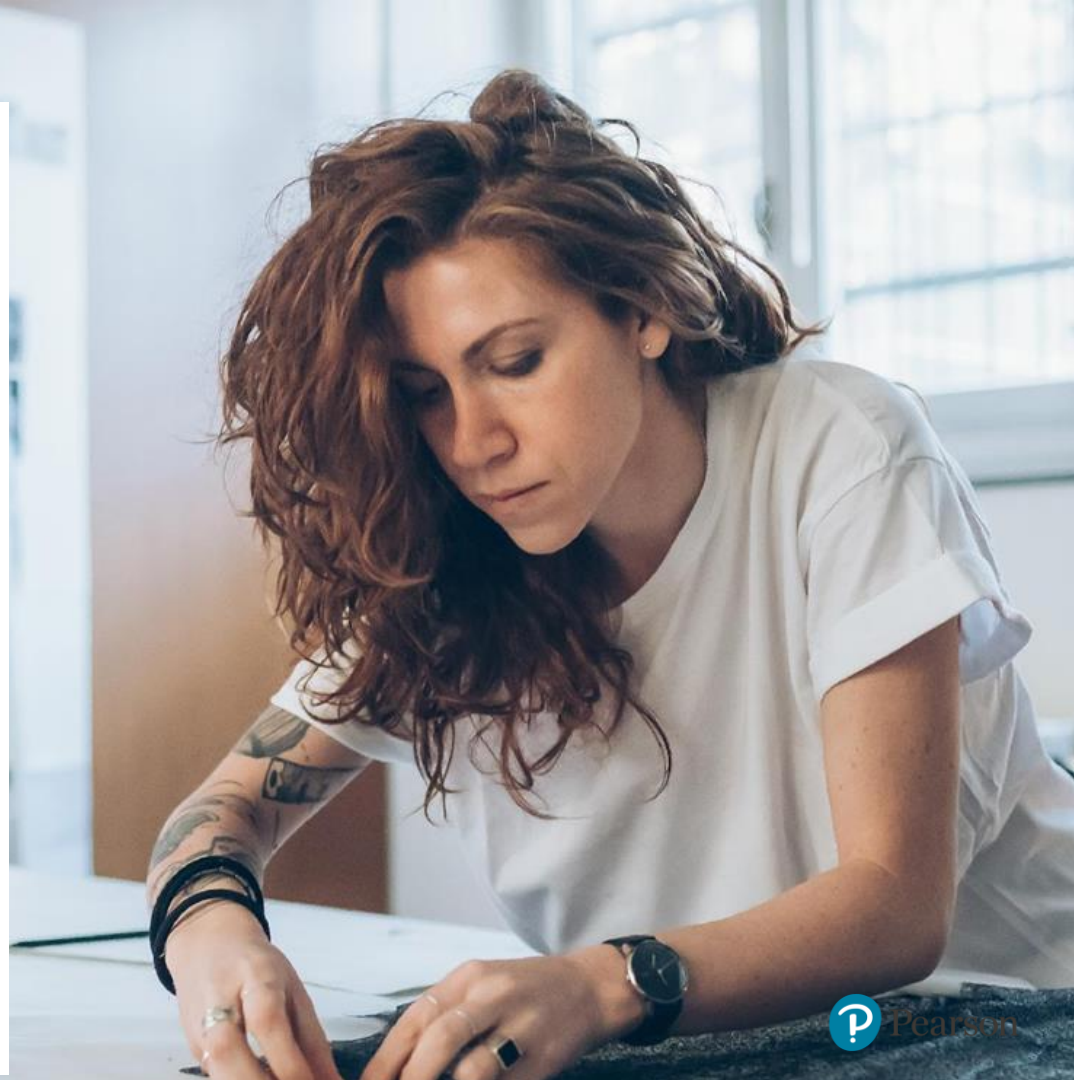


Job List
Database or custom

WCFM for Students

WCFM helps career starters become experts on themselves, explore the job market, find their ideal job and the right training for it.

1. **Discover** their professional interests, key motivations, and strengths
2. **Understand** the labour market and explore types of jobs and industries
3. **Validate** their ideal profession and find the right training by offering additional activities



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 students**

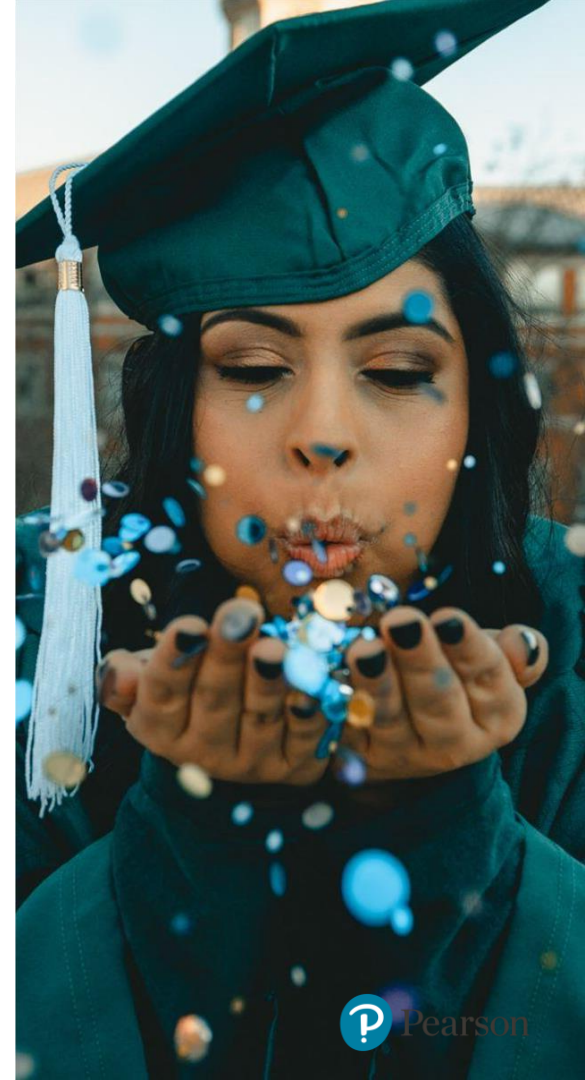
Challenge

Increasing number of students are not motivated and face the risk of feeling lost as they don't have clear future goals. They end up dropping out, not continuing with further education or having to switch their study path half- way through.

Scenario

The education institution (high school, university, public organization) wants to make their curriculum and pedagogy dynamic, work-based, and skills-focused.

They want to understand the labour market and the high demand skills to remain up-to-date and help their students make the right career path decisions and prepare for their goals.



Which Career For Me **for students**

Solution

WCFM Program helps students become experts on themselves, explore the job market, find their ideal job and the right training for it.

By empowering their students to become the leaders of their own career, discover and prepare for their ideal job, the education institution improves student motivation, retain their students and have better success rates.



Improved Student Retention



Better Results in Post-Graduation Success

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





Skyline Education Foundation Australia supports gifted and academically talented students from disadvantaged backgrounds for the final two years of secondary education. They use the Program as group activity to help students find an academic path and start career planning. Each student completes the questionnaire on computers and then they approach it as a group, presenting results and talking through the findings.

How can we prevent students who are falling behind in school from dropping out, and not going to university?

"We work with students from low socioeconomic backgrounds. A lot of them do have those gaps with career guidance and things like that. It really opened their mind."

Rachel Curtis



84.4%

Of year 11 students enjoyed or strongly enjoyed using WCFM

"Being able to visualize your goals, strengths and values was very valuable, especially when moving forward beyond Year 12."

Year 12 student

"It directed me as to how I'm motivated, which is very helpful with VCE."

Year 11 student

87%

Of year 12 students enjoyed or strongly enjoyed using WCFM

"Motiva is incredibly reputable with its algorithm and how it's been developed."

Rachel Curtis
Program Coordinator

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.