

Which career for me: Equipping students with the tools to plan their future

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When I was younger...

I didn't know what career I wanted to be in.

I personally found these bits of advice unhelpful:

1. You can be anything you put your mind to.
2. Do what you love.
3. What are you good at?

Because my response was, "I still don't know".

Even after I started working was unsure.

When I grew older I learned...
Adults still worry about the same things!

"And where do you see yourself in 5 years?"
Me:

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What does the future hold?

Over the last decades, our fast-changing society has strongly impacted employment and the way we work.

85% of Jobs that will exist in 2030 have not been invented yet.

Pressure for financial performance and economic profitability has also led to an increasing level of work-related stress.

1st	2nd	3rd	4th
Mechanization, water power, steam power	Mass production, assembly line, electricity	Computer and automation	Cyber Physical Systems

World Economic Forum, September 2018

The Jobs Landscape in 2022

emerging roles, global change by 2022

133 Million

declining roles, global change by 2022

75 Million

Top 10 Emerging

1. Data Analysts and Scientists
2. AI and Machine Learning Specialists
3. General and Operations Managers
4. Software and Applications Developers and Analysts
5. Sales and Marketing Professionals
6. Big Data Specialists
7. Digital Transformation Specialists
8. New Technology Specialists
9. Organizational Development Specialists
10. Information Technology Services

Top 10 Declining

1. Data Entry Clerks
2. Accounting, Bookkeeping and Payroll Clerks
3. Administrative and Executive Secretaries
4. Assembly and Factory Workers
5. Client Information and Customer Service Workers
6. Business Services and Administration Managers
7. Accountants and Auditors
8. Material-Recording and Stock-Keeping Clerks
9. General and Operations Managers
10. Postal Service Clerks

SOURCE: U.S. Bureau of Labor Statistics, Employment Projections program

Occupational Title	Educational, guidance, school, and vocational counselors
Employment, 2016	291,700
Projected Employment, 2026	328,400
Percent Change, 2016-26	13

Career guidance/coaching markets:

- Education (career guidance)
- Companies (internal career coaching)
- Professional associations
- Private career coaching
- Unemployed/handicap/social integration

Pearson has lots of assessments...


Career Assessment tools:

- > Career Assessment Inventory - Enhanced Version (CAI-ENH)
- > Career Assessment Inventory - Vocational Version (CAI-VOC)
- > Campbell Interest And Skill Survey (CISS)

OR

Personality Tools:

- > SOSIE
- > WPI-II
- > Golden




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Motiva's Ambition

"Our goal is to help identify, understand and adjust the individual's main professional interests and sources of motivation at work."

-Motiva research team-



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The Motiva Approach

	Anne Roe	John L. Holland
Composition	Classification of occupational activities into 8 major fields by grouping together the most similar occupations	Personality of the individual in the workplace in 6 types (RIASEC) determining their career.
Use of profiles	Identification of occupational fields that most interest the individual and the corresponding occupations	Identification of careers most suitable for the individual through the combination of personality types

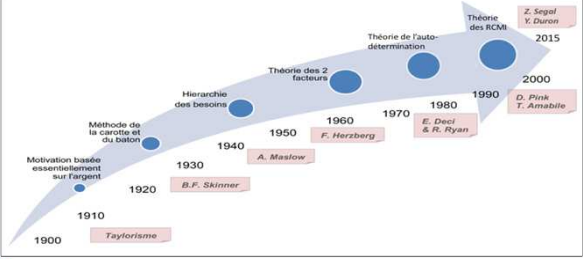
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Science Nature Technology Artistic

Business Organization Knowledge Service

Theoretical development of Motivation



1900 Taylorisme

1910 Motivation basée essentiellement sur l'argent

1920 B.F. Skinner

1930 A. Maslow

1940 F. Herzberg

1950 E. Deci & R. Ryan

1960 Théorie des 2 facteurs

1970 Théorie de l'auto-détermination

1980 Théorie des RCMs

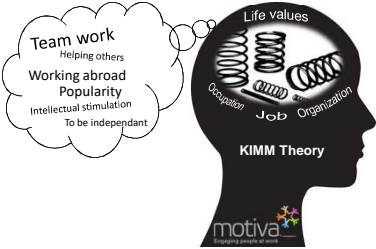
1990 D. Pink T. Amabile

2000

2015 Z. Segal Y. Duron

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Key Individual Mainsprings of Motivation (KIMM)



Life values

Team work

Helping others

Working abroad

Popularity

Intellectual stimulation

To be independant

Occupation Job Organization

KIMM Theory

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Which career for me

Do I like it?

Can I do it?

What motivates me?

Am I satisfied?



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Key features of WCFM

1. Explores:
 - Motivations and career interests
 - Perceived skills
 - Key drivers and styles
 - Preferred occupations that exist in the current job market
 - Academic programs and training
2. Matches people to a database of 1000+ jobs
3. New jobs being added to the database to incorporate new and upcoming jobs
4. Candidates are guided by videos through each section of their results
5. Provides links to other websites to learn more about each job.
6. Takes 15 mins to complete, all the time you have to explore.
7. It is highly accurate!

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DEMO

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Differentiate your practice and become an accredited Motiva Coach

2019 Motiva Coach Accreditations

20 -21 August	Sydney
18-19 September	Melbourne
6 -7 November	Brisbane
19 – 20 November	Sydney
27-28 November	Melbourne

<https://learn.pearsonacademy.com.au/au/courses/779-motiva-the-career-guidance-tool-of-the-future-introduction-and-coaching-accreditation-workshop>

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Any questions?

MORE INSIGHT
MORE IMPACT

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