**Impact and Results of our Career Counseling and Selection Process known as**

**Personality Career Fit (PCF)**

**Here are the ways our approach is highly distinctive…**

-Over the course of 5 to 10 content rich meetings, clients report the feeling that they were “turned inside out” as their passions, skills, work aptitudes, and deepest motivations are carefully profiled so they obtain a 360 degree view of themselves. To accomplish this takes intense work and out of meeting “homework sweat” as we have clients invest in a structured set of thought exercises between each meeting. One reason clients report a **very high Return on Investment (ROI)** is we make them think more deeply than ever before!

-We ensure a person discovers their professional “sweet spot” by weaving together many rich databases of information including a person’s past work experiences, ultimate life goals, deepest values, technical skills, activity interests, and career aptitudes.

-We ensure a **person’s technical skills as well as their work-related personality preferences/traits are BOTH mapped** since both areas play a vital role in Personality-Career Fit. That is why we call our process **Personality Career Fit (PCF).**

-Client has **high degree of clarity regarding their Occupational Profile (OP)** resulting in a narrowed list of career options identified through a robust data analysis process integrating the deepest level of career and personality intelligence. A typical list would be composed of 4-7 pursuable occupations.

-Client has worked through a comprehensive, systematic, and yet concise process of rating their interests versus their skills in numerous occupations within each of the seven major areas that span the career world. Their obtained ratings are reviewed in detail, not just as compared to their internal profile of scores, but also as compared to the scores of professionals in the real world who are working in various occupations. **Our process** gives the client the sharpest edge due to its **reference to the profiles of thousands of real world professionals**.

-Another way of facilitating the client to become more sober than ever before about potential occupations is they also write a biographical summary detailing their passions and dislikes as they have engaged in every major activity including paid work, volunteer positions, academic courses, and summer jobs.

-Client also composes a thought intense “**Professional Obituary**”(PO) that they invest reflective time in writing to clarify what is ultimately most important to that client; what really matters to them. This PO is considered a work-in-progress; something they continue to handcraft for the rest of their work-life as they continually mature and gain insight into what really matters.

-Client has also ruled out very large areas in the career world saving them much time, money, and heartache. **One major value clients see in this process is they begin seeing themselves in a much more realistic light rather than being driven by unrealistic fantasies about what they are capable of doing day to day to make a living**.

-One reason why this process results in a distinctively more serious evaluation of their capabilities (as compared to generic career counseling) is that the client completes a superior and scientifically validated career tool which separates out interest from skill. Too many clients lump these two contrasting facets together leading to career catastrophes. This drastically increases the accuracy of this process since interest AND skill must be present by the time one chooses a career if it is to be fulfilling.

-Another key result of this process is a list of **Environmental Needs** (ENs) is generated that helps the client remain mindful of what factors need to be present in order for them to enjoy the work they are doing. For example, some people are extremely introverted and thus clearly do not want to have to interact all the time with others. We draw from our **behavioral science expertise** as we help a person determine whether they need to grow out of certain personality preferences that otherwise will disallow them from seeing their true occupational potential. Our determinations become a part of their "**occupational dashboard**".

-Given our behavioral science expertise with coaching to enhance performance, we ensure our process also helps clients recognize where they are "selling themselves short" and thinking small rather than truly exploring their potential for an occupation that may be well above what they are thinking they can handle. For example, past clients have reported they wanted to work in a lower level of the healthcare field, but through this process have discovered they actually are best suited to become a doctor.

-By leveraging our behavioral science expertise, we also ensure that this process results in a clear and succinct list of growth challenges the client becomes aware of through this personality assessment process. Research regarding career success increasingly confirms that insight into one’s skill gaps and "**personality derailers**" is one of the key predictors of who will be promoted and/or climb to the top of their field. Our superior process ensures these derailers become part of a **Mission Statement** where the client is affirming intentional steps they will take to correct self-limiting habits.

**By the end of this process….**

-Client has a clear roadmap for how to narrow the pursuable career list even more, using a multipronged approach involving interviewing professionals, guided in-depth analysis of economic trends, real-life job shadowing, and/or actual training/study of this occupation. If this person is part of or joining an educational environment, a clear strategy for how to use course selection to expedite career selection is mapped out to prevent costly missteps and career changes. Ongoing support can be part of this process.

-Part of this service involves linking clients to influencers and credible sources that have become a part of the robust network Dr. Brunner has developed around the world. For example, Dr. Brunner has helped those he has mentored to obtain positions with the **National Institute of Health, Morgan Stanley, University of Washington School of Medicine, and the University of Arizona Athletics Program. Other clients have become successful entrepreneurs.**

**Putting it all together**: Client walks away with much more than a list. Our success is built on a much more robust platform for a client to launch their occupational journey from. For example, a career binder which contains all of the research, occupational, and personality information accrued through this process. See “tangible products” list in next section.

**Tangible growth resources client will continue to refer to for the rest of their life:**

-Biographical history of likes/dislikes encompassing all work-like activities including favored out of work activities, paid work, volunteer positions, courses, and summer jobs.

- **Career profile** precisely rating interest and skill levels across the 7 major marketplace domains

As well as across the breadth of occupations within each market sector.

-**Visual guide clarifying narrowed set of potential occupations** accompanied by prioritizing ratings to streamline efficiency.

-**Research collected** regarding each possible - as well as all - likely occupations, which includes position description, training requirements, etc.

- **Personality profile capturing key workplace preferences** which also identifies likely workplace derailers or personality thorns.

-**Professional Mission Statement that draws from the personality profile** and does the following: focuses a person on accelerating their strengths as well as correcting personality thorns that regardless of occupation would impair professional advancement and/or ability to influence

-The launching of a “**Professional Obituary**” giving client an ultimate horizon view of their lifelong objectives that can continually be honed.

-List of **Environmental Needs** (EN) that help clarify what work environments they will work best within.

-List of professional connections formed during work with Dr. Brunner.

**Clients who have been through this process are available upon request**