

Australian Award Winner of
Australian Assoc. of Career Counsellors and
New Hobsons Press Excellence Award



Career Builder

*the fully integrated career exploration,
planning and tracking software*

with new individually tailored **Action Planner**

Careers Advisers are becoming aware of the many benefits of Career Builder and how it supports the processes and outcomes of their Career Education program. These benefits are built on 20 years of continual research and development by passionate professionals who are leaders in their field. We listen to what you want, and create intelligent, integrated career software for today's and tomorrow's world of work. That is why our career software is enjoyed by users at over 900 sites around Australia.

What Does Career Builder Do?

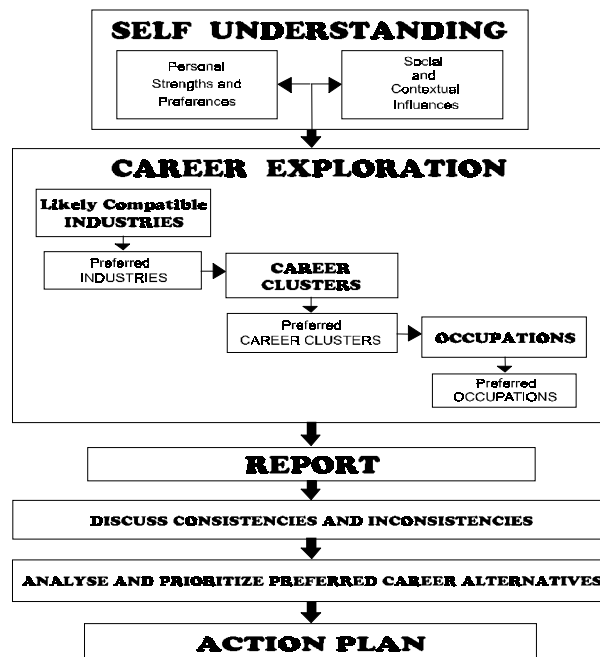
Career Builder is highly integrated and easy-to-use career exploration and planning software. It:

- ❑ **enhances self understanding** through discovery and understanding of unique strengths/common themes/inconsistencies within and between skills, education, experience, interests, values, preferences and personal circumstances.
- ❑ **identifies 'at risk' students** who are likely to benefit from individual or additional support.
- ❑ facilitates **well-informed career exploration, decision making and planning** by linking likely compatible career options to a student's unique strengths and preferences.
- ❑ generates a **detailed and very easy-to-follow career report**.
- ❑ **automatically produces an Action Plan** with the student's unique goals. The goals are also auto incorporated in Action Planner, for detailed action planning (e.g. planning tasks/steps, resources, barriers, time lines) and to-do-list generation.
- ❑ unique facilitation of career combinations – the work of the future.

Benefits of Career Builder

- ✓ **Easy and quick** – takes only 40 minutes. Program auto saves and can be restarted.
- ✓ Improves self awareness, **encourages self empowerment** and clarifies goals (career, further study and personal).
- ✓ Includes unique general-to-specific **career exploration and prioritising** of likely compatible career options and combinations.
- ✓ The **extensive career database** (updated annually) contains over 4,200 entries, including industries, career clusters and occupations, and labour market data.
- ✓ Comprehensive, **highly integrated** and personally tailored analysis and reporting.
- ✓ **Action Planner** program produces tailored Action Plans, To-Do-Lists and goal/task achievement record.
- ✓ Bonus reproducible worksheets and career exploration guide for peer tutoring and use as curriculum resources.
- ✓ Career Development Tracker to monitor student progress and achievements.

Career Builder Model



Career Builder Self Understanding and Career Planning Considerations

- school performance
- favourite subjects
- further study plans
- work experience
- work skills
- work interest profile
- job responsibility aspirations
- values
- stress coping
- self esteem
- drive level
- health/disabilities
- work conditions
- leisure interests
- special talents
- family/friends
- culture/religion
- geographic/financial restrictions
- job/course pre-requisites
- own career ideas/dreams

How Career Builder Enhances Career Exploration and Planning

- **Self Understanding:** Career Builder facilitates a better understanding of personal strengths and preferences, and personal, social and contextual factors that can influence career decision making and career/study goal attainment.
- **Self Empowerment:** The student is encouraged to take responsibility for their own career, study and lifestyle choices. They learn the skills needed to make well considered decisions and to set goals, action plan and monitor their progress.
- **Labour Market Understanding and Exploration:** The database, which is bigger than Job Guide and ASCO, includes Industries, Career Clusters, Occupations and Occupation Specialisations (spanning all educational/occupation levels), as well as labour market predictions and statistics. The database and program are updated annually.
- **Decision Making:** Decision making skills are developed through a unique process of broadening and then refining career options at Industry, Career Cluster and Occupation level. Likely compatible career combinations are also explored.
- **Action Planning:** The decision making process concludes with a detailed Action Plan of the steps needed to achieve a person's career and personal goals.

NEW Career Development Tracker

- Track student progress from their continually updated Action Plans and Goal/task achievement reports.
- Integrated career database, including viewable career and action planning reports, student work and study preferences, with links to employers, work experience placements and mentors. Privacy and confidentiality requirements included.
- Automatically generates careers adviser integrated To-Do-Lists of planned action.

Additional Career Builder Features

- **Career Information Search Program** – This feature enables the user to explore the entire career database.
- **Action Planner Program** – Produces detailed Action Plans and To-Do-Lists which include goals, action plan steps, time lines, resources, barriers, and progress reviews. Also includes goal/task achievement records.
- **Manual** - The comprehensive manual supplied includes Getting Started Instructions, Career Development Facilitation Guidelines, reproducible Career Exploration Guide Workbook masters and overhead projection masters (on CD).
- **Software Customisation** - Software is customised with your school's name appearing on the program and printout. The SETUP program enables additional customisations, such as customising school subject list to those offered in the school.
- **Report Writer Program** - This unique program enables career advisers to easily and quickly produce reports of program usage and client preference patterns for research, evaluation, tracking and follow-up purposes.

Technical Requirements

System requirements: Windows 95, 98, NT4.0, Me, 2000, XP or upward versions. It runs on most networks. We recommend a minimum of a Pentium 333, 50 MB disk space, 64 MB RAM, or similar capacity iMac, Mac OS or later with running Virtual PC..

FOR MORE INFORMATION CONTACT:

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