

YOUR CHILD'S **FUTURE** IS IN YOUR HANDS



THE PARENT'S GUIDE TO CHILDREN'S CAREER EXCELLENCE



"To find a career to which you are adapted by nature, and then to work hard at it, is about as near to a formula for success and happiness as the world provides."

- Mark Sullivan



WILL THE SCHOOL GET YOUR CHILD CAREER READY?

- Most schools focus on education and not career.
- Language or communication skills are not given enough importance.
- There is a lack of career guidance books or programs.
- Certified Career Counsellors are not available.
- Your child needs a scientific system to identify a study stream rather than marks.



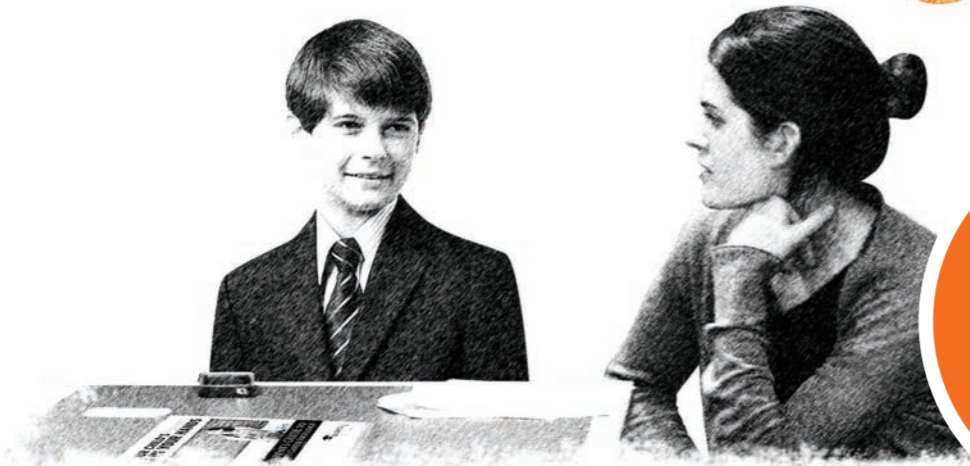
- Your child may not be aware of various educational openings which exist.
- Your child may not be aware of various disciplines which exist.
- Your child might select a course/college under the influence of friends or as directed by you.
- Your child may not be aware of what role interest, aptitude and mindset play in making a career choice.

You want the best for your child ... but are you in a position to ensure it ?

- You may not be aware of various educational openings present and their respective standards.
- You may get your child to take a specific course due to various personal reasons and this may be detrimental in the long run.
- You may not be aware of new age jobs/occupations which exist now and can be pursued as rewarding careers.
- You might get influenced by friends or relatives who may not be well informed.
- You may not be aware of the fastest growing or the highest paying jobs.



Why Your Child needs Career Counselling



Counselling enables Career Excellence

In a world filled with career choices ranging from medicine to mass communications, engineering to event management and marine biology to information technology, you and your child would be confused about which career to pick.

A large number of students continue to choose a career based merely on the fact that their friends are doing the same or because their parents told them to do so. This, however, may not be the best way to go about it.

Career Counselling helps your child to gain better self-understanding and work-world knowledge in order to make better career, educational and life decisions. The goal of Career Counselling is not only to help your child make decisions now but to give your child the knowledge and skills required to make future career and life decisions as well.

It consists of four critical components :



Helping your child gain greater self-awareness in areas such as interests, values, abilities and mindset orientation.



Connecting your child to resources that impart greater knowledge about jobs and occupations.



Engaging your child in the decision-making process so that the chosen career path is well suited to your child's interests, abilities and mindset orientation.



Assisting your child to be an active owner of his/her career path and inculcate a habit of sustained professional development.



Introducing **Students' Destination** - a unique and indispensable platform that empowers students to determine and achieve their career objectives through practical and scientific proprietary tools and processes. This pioneering initiative is backed by industry veterans and offers self assessments and insights into making the right career choices along with complete guidance and counselling by certified career counsellors. Various professional and personal development skills are also imparted to students to enhance their confidence and prepare them for the right career. **Students' Destination believes that through greater insight, greater knowledge and greater skill comes greater achievement.**

OUR KEY OBJECTIVES



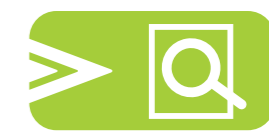
Offer practical and scientific career counselling services to students across India.



Raise awareness and promote discussion of occupations which are available.



Promote and disseminate best practices in achieving successful careers.



Conduct research into practices and issues that impact career and disseminate findings.



Encourage knowledge contributions from academicians, business leaders, government, organizations, professional associations and others.



Create Certified Career Counsellors who will provide world class counselling services.



Generate insights which impact effective career choices.

WHY STUDENTS' DESTINATION ?



Certified Career Counsellors with world-class training



Extensive Repository of information/insight



Experienced Industry Experts



World-class Psychometric Assessment Tool, customised for Indian students



Proprietary 3E Service Delivery Model

OUR WORLD-CLASS PSYCHOMETRIC ASSESSMENT TOOL



IAM, our world-class Psychometric Assessment Tool, customized for Indian students, utilizes in-depth psychological profiles to assess the interest, aptitude and mindset of students. It translates subjective measurements in these three areas to objective data for fair and accurate assessment.

IAM meets three key criteria which are very crucial to authentic psychometric assessment : Standardization, Reliability and Validity. We have conducted extensive research and trials to construct the tool as per the needs of Indian students.

Interest Assessment

Measures how students differ in their motivation, values, and opinions in relation to their interests.

Aptitude Assessment

Measures how students differ in their ability to perform or carry out varied tasks.

Mindset Assessment

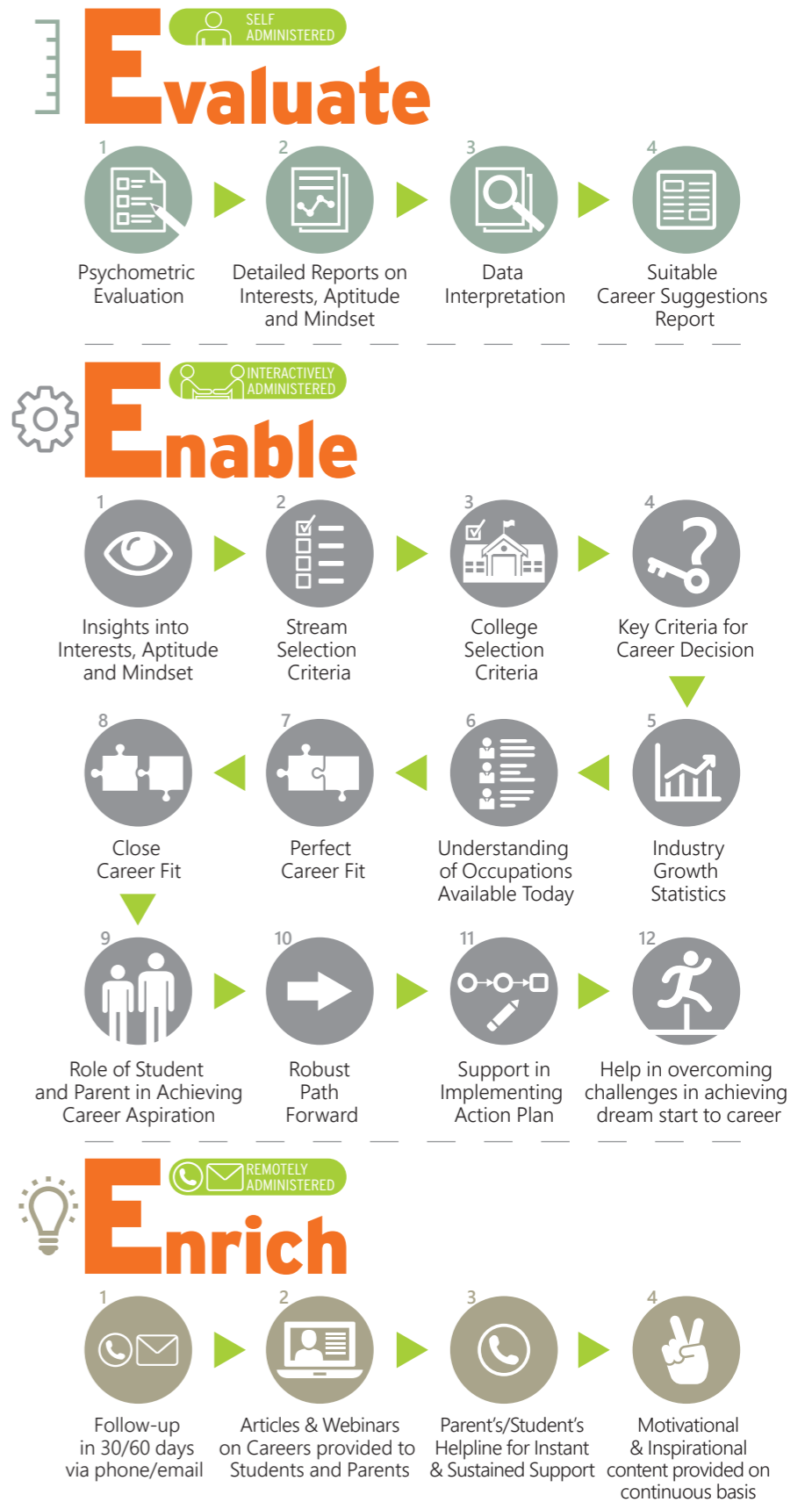
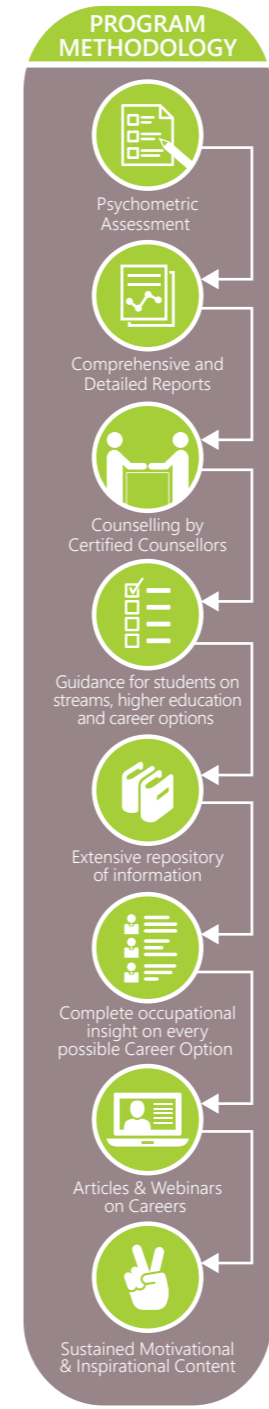
Measures how students differ in their style or manner of doing things and in the way they interact with their environment and other people.

HOW PSYCHOMETRIC ASSESSMENT BENEFITS YOUR CHILD

- Helps your child to understand what motivates him/her.
- Empowers your child to focus on strengths and manage weaknesses.
- Assists your child to discover his/her occupational interests.
- Helps your child to identify his/her dream career.
- Matches your child skills with a viable career.
- Reveals more about your child's behaviour and orientation.

HOW IT CREATES YOUR CHILD'S CAREER PROFILE

Research based combinations of interests, aptitude and mindset are classified into different categories which have various descriptors. On the basis of results of the psychometric assessments a detailed report is generated, detailed occupational preferences are identified and the most suitable career options are generated for your child.





OUR CAREER COUNSELLOR CERTIFICATION PROCESS

- STAGE 1** Robust Screening Process on the basis of :
- Personality
 - Knowledge
 - Skills
 - Past Experience
 - Behaviour Orientation



- STAGE 2** Signing of Code of Ethics

- STAGE 3** Intensive Workshops : CC Competence Framework

- STAGE 4** Occupation Research Thesis

- STAGE 5** 3-6 Webinars for Deeper Learning

- STAGE 6** 2-3 Sessions with Master Coach

- STAGE 7** 40-50 hrs of Extensive Practise

- STAGE 8** Real-time Case Handling

- STAGE 9** Viva and Practical Evaluation

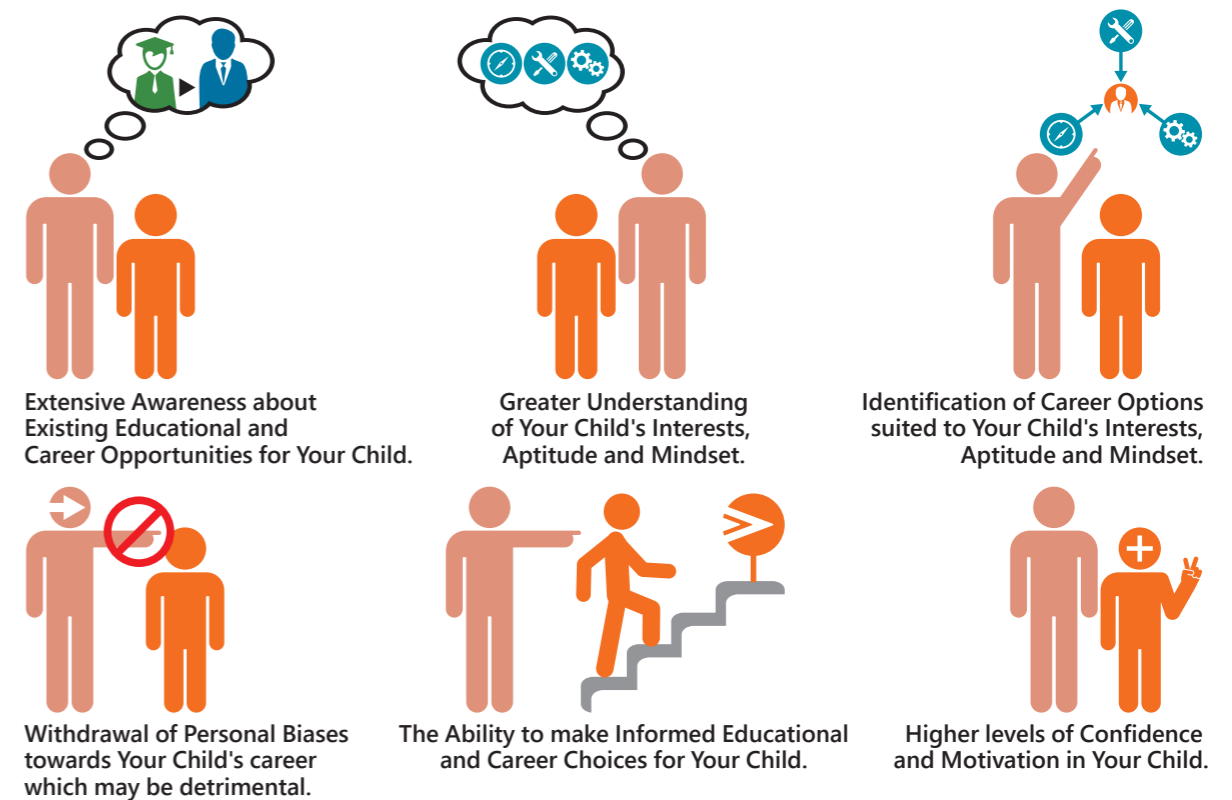
- STAGE 10** Certification as Career Counsellor



What Your Child can Expect :



What You can Expect :





SERVICE QUALITY ASSURANCE

Students' Destination has a stringent Service Quality Assurance Program in place.

"We will strive to provide a high quality service delivery system for our students and offer management support to schools to ensure this. We will ensure excellence in quality service provision, delivering a seamless system demonstrated by meaningful measures of enhanced success."

Our commitment to high quality service rests on the following three pillars :


People Excellence

 Professionally qualified and trained Career Counsellors

 Ongoing coaching and mentoring of Counsellors

 Renowned experts empanelled to support process and people excellence


Process Excellence


 Well defined and documented processes to ensure operational excellence


 Benchmarking with global leaders to identify and deploy best practices

 Technology enabled transactions

Service Excellence

 Defined service levels benchmarked with global leaders in career coaching

 Regular assessment of customer delight to enhance service levels

 Regular quality audits

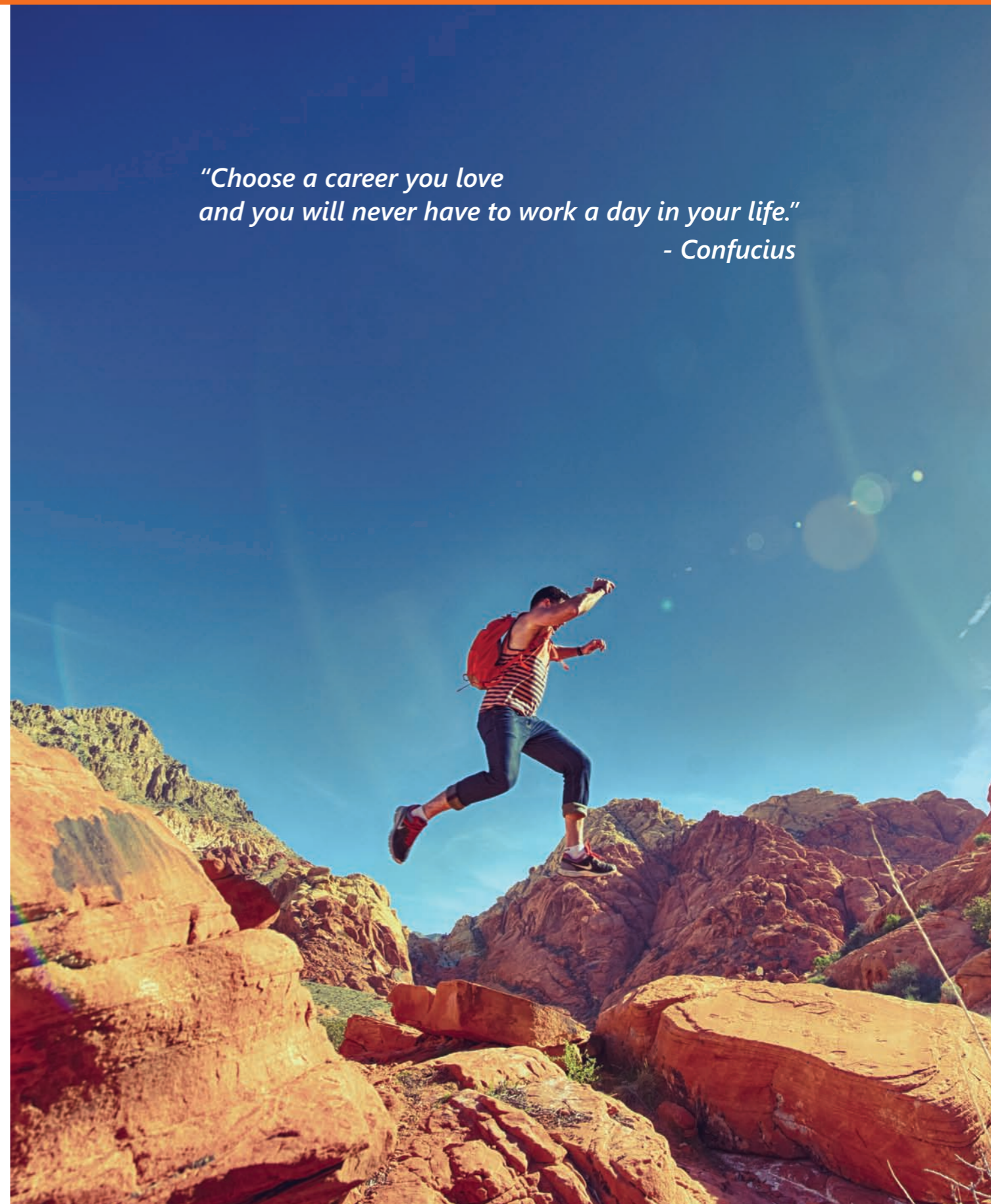
KEY TEAM MEMBERS



Dr. Sanjay Salooja is a dynamic corporate philosopher with an innovative and revolutionary approach. He helps his audiences uncover strategizes which can bring advancement in both business and personal realms. In addition to teaching growth strategies he currently acts as coach and consultant, specializing in developing and deploying people-driven performance strategies for both business and non-profit organizations. He has worked with many of the world's largest corporations in India and abroad.



Mohan Tiwari has a Post Graduate Diploma in Marketing & Mass Communication from National Institute of Advertising. He is an honours graduate in commerce from Delhi University and has completed the executive program in HR from IIM A. He has conducted training programs in US, UK and India for various companies like GE Motors, GE Aircraft Engines, GE Countrywide, Standard Chartered Grindlays, Lifestyle, Mphasis, HUTCH, Aircel, British Telecom, Airtel, MTS, Intercontinental, Amway, Tianshi and Guardian. He has also been a consultant in the Asia-Pacific region to Fortune 50 companies. In his last assignment he was International Business Head for Jindal ITF.



**"Choose a career you love
and you will never have to work a day in your life."
- Confucius**



10/8, LGF, Sarvapriya Vihar
New Delhi - 110 016 . Tel. 011 4246 0000

Please call Ritika Kapoor at +91 99530 55605
or Email ritika.kapoor@studentsdestination.com



**Counselling enables
Career Excellence**

