



## **An Intro to IdentiMap's**

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## **High School Counselor Student Personality Assessment & Career Guidance Program**

### ***What is IdentiMap's High School Counselor Program?***

This month IdentiMap is introducing its new personality assessment and career guidance software program to more than 3,000 high school counselors across the country. It's a fast, accurate, and easy-to-use mobile App for students to use on the Apple iPhone and Google Android.

### ***Why are we introducing IdentiMap to counselors?***

Students are struggling for direction. Counselors are working hard to help. It's not easy and students often witness that most people are not happy in their jobs. Students want to avoid this situation. Identimap is a free, new tool to help mitigate this problem. It's been downloaded by more than 10,000 users on their smartphone.

### **Why do students like IdentiMap?**



It's designed for the mobile world students live in. Most students spend a large part of their day on their smartphone. Also, the App is free. It takes less than 3 minutes to see results. It's designed to allow students to use their smartphone to discover career and personality traits they didn't know about themselves and to understand their strengths.

## **What are results from other high schools?**

Initial focus groups in Michigan, Maryland and Kansas showed the students loved discovering things about themselves, their friends and career choices. They shared the results in chatrooms, Facebook and Instagram. Some students posted short videos on the App on Instagram.

## **What does the Company want the counselors to do?**

Nothing really...other than to allow students to be aware of this new, free App. We believe the students will be fascinated by the App just like they are with many other apps they use. Students enjoy discovering things about themselves they didn't know before. And, they love to share what they know with other students.

## **Has it been tried in other high schools?**



Yes. In fact, the students find it more helpful than other popular career programs currently being advocated by counselors. Again, we are not asking counselors to advocate our program. We simply believe this App is an extra, helpful tool your students will enjoy and benefit from. And, in time, they will become advocates for IdentiMap.

## **How have the personality comparison results been validated?**

Validation has been extensive. Before launching the App, the traits were compared with the traits of people actually working in the 120 careers in our career library. In addition, the App has now been used by more than 10,000 people and there have been few reports of inaccuracies.

## **Has the App been presented and tested in real life situations?**

Yes. Participants have found it to be insightful and accurate. Dr. Randy Shepard has presented this App to more than 1,000 people. Few people have disagreed with the results. Dr. Shepard has presented it to middle school students and they found it entertaining. He has also presented the App to several hundred people at Church organizations who found it fascinating. He has also presented IdentiMap to groups of professionals who found it to be helpful.



## **Does the App predict careers?**

No. We do not believe, nor do psychology experts believe that such a predictive program exists. There are too many factors that contribute to career success.

## **What does the App do?**

The App shows the student a set of personality traits. The student then selects those traits most true to their behaviors, opinions, and lifestyle. The student then has the ability to compare those traits to people actually working in the selected careers within the IdentiMap career library. Further, the App allows the student to select the careers the student wishes to compare.

## **How does the comparison work?**

The App may determine, for example, that a student's personality is similar to the personality of dentists. This determination is made by a proprietary math model that is solely based on trait comparisons from people actually working in that career. The app does not determine that the student may become a dentist. It simply shows they have trait comparisons.



## **Does the App try to predict the student may become a dentist?**

No. The app does not declare or predict that the student may become a dentist. Who can predict whether a student would endure four years of college and four more years of dental school. It shows a comparative trait for such a career, but does not predict the career.

## **How can a counselor or administrator help?**

If they wish, they can post our Star program on a student bulletin board like other high schools are doing and let a student earn some extra cash just for showing the app to their friends.

## **Are we asking the counselors to advocate the app?**

No. Students download apps every day without any advocacy by school administration. In our view, the students themselves can decide whether or not the descriptions of the trait results are helpful to them in their own journey of personality discovery and career assessment.

## **Does your App predict careers for students?**



No. And we do not believe that any App can do that. IdentiMap compares the personality characteristics of a student with the personality characteristics of a particular career.

## **Are there any other validations of the App results?**

Yes. IdentiMap traits have been validated by co-founder Dr. Randy Shepard in multiple comparative tests where the personality exhibited by a particular person in a particular career is matched against those traits in our career library.

## **Are you validating or predicting specific careers?**

No. Too many factors into that equation, such as age, experience, culture, etc. IdentiMap is simply a personality matching model not a predictive career model. It promotes discovery by the student to explore any of the 120 careers in the career library without restriction.

## **Should counselors be aware of the latest App tools?**

Yes. Because we know that school counselors take their job very seriously and students need to be aware of all the latest tools. Counselors want to make sure their



students have every opportunity to use every possible tool in the struggle for career direction.

## **What can a counselor do to give their students an opportunity to use this new App?**

Post the Star program on the student bulletin board. Install the App on your smart phone and suggest to the next student that comes into your office to give IdentiMap a try and let you know the results.