



11 LANGUAGES SUPPORTED

ACCESSIBLE • AFFORDABLE • ACCURATE

INDIA'S LEADING CAREER GUIDANCE TECHNOLOGY PROVIDER

Every Parent's Dream Is to See Their Child Happy, Confident & Successful

Enabling career coaches and schools to guide students and parents toward the right academic stream, college degree, and career path—backed by **6 global scientific models** instead of guesswork.

25–40 Min

Online Test Time
Instant Report Download

11 Languages

Test & Full Report
Parent-Friendly Clarity

Class 5 to Pro

5 Tailored Suites
School, Grad & Executive

3,600+ Roles

6,510 Overseas Unis
191 Exams • 314 Grants



4 Global ISO Certifications: ISO 9001 • ISO/IEC 20000 • ISO/IEC 27001 • ISO 21001

Global Memberships: NCDA (USA) • APCDA (Asia-Pacific) • APCCI (India)

Moving From "Marks & Peer Pressure" to Scientific Clarity

Why do so many bright students struggle in college? Because choosing a career based only on 10th-grade marks or friends' choices ignores who the child truly is.

✗ The Common Trap (Why Regret Happens)

- **The "Marks Trap":** Scoring 90% in Science doesn't mean a child wants to be an engineer or doctor.
- **Peer & Relative Pressure:** Following cousins or classmates into crowded degrees without checking aptitude.
- **Limited Awareness:** Focusing on only 5-10 traditional jobs while missing **3,600+ modern careers**.

✓ The Choose My Career Solution

- **Quick 25-40 Min Online Test:** Stress-free multidimensional test completed from school or home.
- **Instant Report Download:** Zero waiting! The complete parent-friendly report downloads immediately upon completion.
- **Exact Stream, Course & College Plan:** Clear Top 5 clusters, all-cluster %, and National + State Tier 1-3 colleges.

🌐 11-Language Comfort (Both Assessment & Report!)

NO LANGUAGE BARRIER

Students can take the test in **11 languages** AND parents can download the report in **11 languages** (English, Hindi, Tamil, Telugu, Kannada, Malayalam, Marathi, Gujarati, Bengali, Punjabi & Odia).



How Simple Is the Process for Parents?

Step 1

25-40 Min Online Test in 11 Languages

Step 2

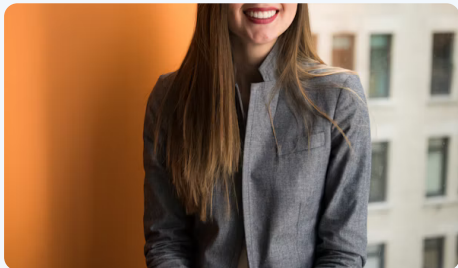
Instant Report Download in 11 Languages

Step 3

1-on-1 Coach & Parent Roadmap Session

How Credible Are We? Certified Quality & Global Recognition

When it comes to your child's future, you deserve a globally verified platform. Choose My Career holds four international ISO certifications and memberships in the world's top career associations.



Trusted by Schools & Coaches
Internationally audited for accuracy, security & child privacy.

ISO 9001 (ISO 9000 Series)

QUALITY SYSTEM

What It Means for Parents: Certifies that our psychometric scoring algorithms and career recommendations meet strict global quality and accuracy benchmarks.

ISO/IEC 20000

IT RELIABILITY

What It Means for Parents: Guarantees seamless online test delivery, zero data loss, and instant PDF report generation for schools and families.

ISO/IEC 27001

DATA SECURITY

What It Means for Parents: Protects your child's personal information and psychometric records with international cybersecurity and privacy standards.

ISO 21001

EDUCATION STANDARD

What It Means for Parents: Validates that our assessment framework is purpose-built for educational organizations to enhance learner outcomes.

PROUD ORGANIZATIONAL MEMBER OF GLOBAL & NATIONAL CAREER DEVELOPMENT BODIES

NCDA (USA) — National Career Development Association

APCDA — Asia Pacific Career Development Association

APCCI (India) — Association of Professional Career Counsellors India

How We Understand Your "Whole Child" — 6 Scientific Lenses

Just like a doctor never diagnoses a patient with only one test, Choose My Career combines six globally proven psychological models to answer the 6 questions every parent cares about:

PILLAR 1 • CLASSES 5 TO 7

Howard Gardner

Multiple Intelligences (8 Types)

Parent Question Answered:

"In what unique ways is my young child naturally gifted—beyond school report cards?"

PILLAR 2 • CAREER INTEREST

John Holland RIASEC

Occupational Interest (6 Types)

Parent Question Answered:

"What kind of daily work and subjects will genuinely excite and interest my child?"

PILLAR 3 • PERSONALITY

16 Personas

Personality Archetype (4 Scales)

Parent Question Answered:

"How does my child naturally interact with people, make decisions, and organize work?"

PILLAR 4 • STUDY STYLE

VARK Modality

Sensory Learning Style (4 Channels)

Parent Question Answered:

"How does my child's brain absorb lessons fastest so they can study better right now?"

PILLAR 5 • INNER DRIVE

Motivation Theory

Core Motivation Factors (8 Drivers)

Parent Question Answered:

"What inner values and rewards will keep my child happy and fulfilled over a 40-year career?"

PILLAR 6 • BRAIN STRENGTHS

DBDA Battery

Cognitive Aptitude (8 Abilities)

Parent Question Answered:

"Does my child have the natural numerical, verbal, spatial, or logical ability for this career?"

The Career Sweet Spot: When **Interest + Personality + Learning Style + Motivation + Aptitude** align, your child achieves effortless excellence!



WHY WE HAVE THIS FOR CLASSES 5 TO 7

"How Is My Child Smart?"

At ages 10–13, forcing a child to pick a rigid career creates anxiety. Dr. Howard Gardner's theory celebrates **8 different ways a child can be smart**—helping parents choose the right hobbies, sports, and Olympiads early with zero exam pressure!

Dr. Howard Gardner's 8 Multiple Intelligences Explained for Parents

1. Word Smart

(Linguistic)

Loves reading, storytelling, debates, vocabulary, and expressing ideas clearly in speech or writing.

2. Number Smart

(Logical-Math)

Loves puzzles, riddles, math calculations, strategy games, and asking how science works.

3. Picture Smart

(Visual-Spatial)

Thinks in 2D/3D pictures; loves drawing, Lego, puzzles, maps, colors, and visual design.

4. Body Smart

(Kinesthetic)

Learns by touching, moving, and building; excels in sports, dance, robotics, crafts, and acting.

5. Music Smart

(Musical-Rhythmic)

Naturally sensitive to rhythm, tunes, beats, singing, and playing musical instruments effortlessly.

6. People Smart

(Interpersonal)

Understands friends' feelings easily; empathetic team player who brings groups together.

7. Self Smart

(Intrapersonal)

Quietly confident, self-motivated, reflective, and deeply aware of their own feelings and goals.

8. Nature Smart

(Naturalistic)

Deeply curious about animals, plants, weather, earth sciences, and caring for nature.

1. Career Interest — John Holland's RIASEC Model (Explained Fully)

Why focus on **Interest** rather than just marks? Because when a student's career matches their natural interest, work feels energizing instead of exhausting. Holland's model maps 6 core interest types:

R • Realistic ("The Doers")

HANDS-ON

How Parents Spot Them: Loves working with tools, machines, gadgets, electronics, sports, or outdoor projects.

Sample Paths: Mechanical/Robotics Engineering, Aviation, Architecture, Agri-Tech, Defence.

I • Investigative ("The Thinkers")

ANALYTICAL

How Parents Spot Them: Curious minds who love science experiments, deep research, math puzzles, and asking "Why?"

Sample Paths: Medicine, AI & Data Science, Biotechnology, Pure Sciences, Research.

A • Artistic ("The Creators")

CREATIVE

How Parents Spot Them: Imaginative, expressive thinkers who dislike rigid rules and love design, stories, music, or visuals.

Sample Paths: UX/UI & Product Design, Architecture, Digital Media, Journalism, Film & Arts.

S • Social ("The Helpers")

EMPATHETIC

How Parents Spot Them: Caring communicators who love explaining concepts to friends, helping people, and community work.

Sample Paths: Psychology, Healthcare, Teaching, HR Leadership, Social Policy & Counseling.

E • Enterprising ("The Persuaders")

LEADERSHIP

How Parents Spot Them: Confident speakers who love organizing events, leading teams, debating, and pitching ideas.

Sample Paths: Corporate Management (MBA), Corporate Law, Entrepreneurship, Civil Services.

C • Conventional ("The Organizers")

STRUCTURED

How Parents Spot Them: Systematic, neat, and detail-oriented minds who love accuracy with numbers, records, and rules.

Sample Paths: Chartered Accountancy (CA), FinTech, Investment Banking, Actuarial Science.

2. Personality — 16 Personas (Explained Fully for Parents)

Two students can have the same interest in computers—one thrives as a quiet backend coder, while the other shines as a client-facing tech leader. 16 Personas maps your child's natural personality across 4 spectrums:

Extraversion (E) 1. Energy Source Introversion (I)

Extraverts (E) recharge by talking and working in active teams. **Introverts (I)** recharge through quiet reflection and deep solo focus. Neither is better—each fits different career roles!

Sensing (S) 2. Taking In Info Intuition (N)

Sensing (S) students trust concrete facts, practical experience, and step-by-step methods. **Intuitive (N)** students love abstract theories, imagination, and big-picture future trends.

Thinking (T) 3. Making Decisions Feeling (F)

Thinking (T) learners decide using objective logic, pros-and-cons analysis, and fairness. **Feeling (F)** learners prioritize empathy, harmony, and how decisions affect people.

Judging (J) 4. Daily Lifestyle Perceiving (P)

Judging (J) students love clear schedules, planned milestones, and structure. **Perceiving (P)** students thrive in flexible, spontaneous, fast-evolving environments.



Why Parents Love This Section:

Understanding your child's 16 Personas personality stops parent-child misunderstandings and reveals the exact workplace culture where they will shine.

3. Learning Style — VARK Theory (Explained Fully with Home Study Tips)

Have you ever wondered why your child studies for hours but forgets answers during exams? Every brain absorbs information differently. Knowing their VARK style immediately improves school and college grades:

VISUAL LEARNER (V)

Learns by Seeing

Remembers information fastest when it is presented as pictures, diagrams, charts, mind maps, and spatial layouts.

Parent Tip at Home: Encourage them to draw flowcharts, use color highlighters, and watch animated concept videos.

AUDITORY LEARNER (A)

Learns by Hearing

Absorbs concepts best through listening to teachers, classroom discussions, verbal explanations, and talking through ideas.

Parent Tip at Home: Let them read chapters aloud or "teach" the lesson back to you in their own words.

READ / WRITE (R)

Learns by Text

Processes knowledge deepest when reading textbooks, articles, and manuals, and writing down structured notes and lists.

Parent Tip at Home: Give them bulleted revision notebooks, written flashcards, and practice question papers.

KINESTHETIC (K)

Learns by Doing

Masters concepts through hands-on experiments, practical labs, physical models, role-play, and real-world examples.

Parent Tip at Home: Use real-life examples, science kits, and short 25-minute active study sprints.

4. Motivation Factors — What Will Keep Your Child Happy for 40 Years?

Aptitude tells us what a student *can* do, but Motivation Factors reveal *why* they act and what inner rewards will keep them energized and fulfilled throughout their career:

1. Social Impact

Driven by making a meaningful difference in people's lives, helping communities, and solving human or environmental challenges.

2. Autonomy & Freedom

Driven by independence, flexible work schedules, self-direction, and having ownership over how projects are completed.

3. Creative Expression

Driven by innovating, building original ideas, designing new products, and breaking away from repetitive routines.

4. Social Status & Prestige

Driven by public respect, prestigious designations, recognition in society, and working with elite institutions.

5. Security & Stability

Driven by assured income, predictable career progression, clear organizational rules, and long-term job safety.

6. Power & Influence

Driven by leading teams, directing organizational strategy, holding authority, and shaping high-stakes decisions.

7. Intellectual Challenge

Driven by continuous learning, tackling complex analytical puzzles, and mastering cutting-edge technologies or sciences.

8. Financial Reward

Driven by high earning potential, wealth creation, entrepreneurship, and performance-linked financial growth.

5. DBDA Aptitude — Measuring Your Child's 8 Core Brain Strengths

To ensure career choices are realistic and achievable, we use **David's Battery of Differential Abilities (DBDA)** to measure 8 distinct cognitive aptitudes and match them to the right careers:

1. Verbal Ability (VA)

Comprehension of written language, vocabulary depth, and clear communication.

Key For: Law, Media, Civil Services, Management, Teaching.

2. Numerical Ability (NA)

Speed and accuracy in working with numbers, math operations, and quantitative data.

Key For: Chartered Accountancy, Finance, Data Science, Economics.

3. Spatial Ability (SA)

Visualizing, rotating, and manipulating 2D and 3D objects in the mind's eye.

Key For: Architecture, Surgery, Product Design, Animation, Civil Engg.

4. Closure Ability (CA)

Perceptual speed in recognizing complete patterns from incomplete visual clues.

Key For: Medical Diagnostics, Forensics, Radiology, Research.

5. Clerical Ability (CL)

Attention to detail, perceptual speed, and accuracy in checking records and codes.

Key For: Banking Operations, Auditing, Quality Control, Compliance.

6. Mechanical Ability (MA)

Intuitive grasp of physical principles, machines, tools, forces, and motion.

Key For: Mechanical, Automotive, Aerospace & Robotics Engineering.

7. Reasoning Ability (RA)

Logical deduction, abstract problem-solving, and cause-and-effect thinking.

Key For: Software Development, AI, Medicine, Strategic Consulting.

8. Psychomotor Ability (PM)

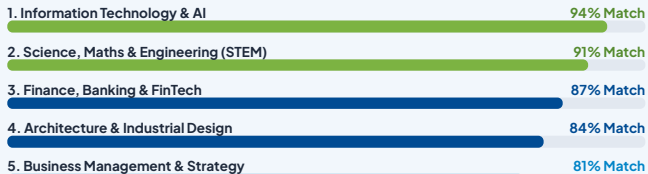
Fine motor coordination, manual dexterity, and precision in hand-eye tasks.

Key For: Dentistry, Micro-Surgery, Aviation Pilots, Performing Arts.

Visual Tour: What Parents & Students Receive in the Instant Report

Every report explains all dimensions individually and turns them into a step-by-step career, course, and college roadmap:

Sample Report Visual: Top 5 Career Clusters

[+ ALL OTHER CLUSTERS %](#)


Sub-Cluster Education & College Mapping Inside:

Sub-Cluster Degree Roadmap → Sample Occupation Titles → **Top 8 National Colleges + State Tier 1, 2 & 3 Colleges.**

1. Individual Dimension Explanations: Full, jargon-free explanation of RIASEC, 16 Personas, VARK, Motivation Factors & DBDA Aptitude.

2. Suitable Stream Selector (For Classes 8, 9 & 10): Recommends the right high-school stream (Science, Commerce, Humanities/Arts, or Vocational).

3. Top 5 Suitable Career Clusters + All-Cluster %: Highlights the Top 5 clusters AND gives suitability percentages for **all other career clusters.**

4. Sub-Cluster Education Roadmaps: Explains each Top 5 cluster in detail with exact degrees and courses at the sub-cluster level.

5. Sample Occupation Titles & 6. Multi-Tier Colleges: Real job titles + **Top 8 National-Level Colleges** and **State-Level Tier 1, Tier 2 & Tier 3 Colleges.**

Tailored Assessment Suites for School Students (Classes 5 to 12)

Every age group has a distinct milestone. Here are our three catchy, purpose-built assessment reports for school students:



1. CLASSES 5, 6 & 7

SparkGenius™

Uncovering Intelligence & Learning Style Test

Theories: Howard Gardner's Multiple Intelligences + VARK Theory.

Focus: Discovers your child's 8 innate intelligences and best study style early to guide hobbies, Olympiads, and stress-free learning.



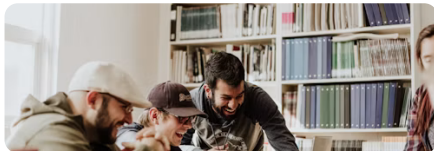
2. CLASSES 8, 9 & 10

StreamCompass™

Stream Mapping & Career Cluster Navigator

Theories: 5D Assessment (RIASEC, 16 Personas, VARK, DBDA, Motivation).

Focus: Recommends the ideal **High School Stream** + Top 5 Career Clusters, all-cluster %, sub-cluster roadmaps, sample roles & Top 8 National + State Tier 1-3 colleges.



3. CLASSES 11 & 12

FutureLaunchpad™

Course, Entrance Exam & College Finder

Theories: 5D Assessment (RIASEC, 16 Personas, VARK, DBDA, Motivation).

Focus: Pinpoints **Top 5 Suitable Career Clusters** + all-cluster %, sub-cluster degree roadmaps, sample occupations & **Top 8 National + State Tier 1, 2 & 3 Colleges**.

Tailored Suites for College Graduates & Working Professionals

Supporting young adults from campus placements all the way to executive leadership promotions and mid-career transitions:



4. FOR COLLEGE GRADUATES

GradEdge Catalyst™ Dual-Track Career & Employability Accelerator

Top 5 Clusters by Interest:

Best career clusters matching natural passion & personality.

Top 5 Clusters by Degree:

Best career clusters aligned with the degree already chosen.

- **Full 5D Profile:** Know Personality, Interest, Aptitude, Motivation & Learning Style.
- **Interview Persona & Preparation:** Position strengths to ace job interviews.
- **Organization Fit & Aptitude Gap Analysis:** Find ideal company culture & bridge skill gaps.



5. FOR WORKING PROFESSIONALS

Apex Elevate & Pivot™ Corporate Ladder & Career Transition Suite

Move Up to Next Ladder:

Leadership readiness & vertical promotion strategy.

Transition Career Clusters:

Pivot smoothly into higher-fit industries without burnout.

- **Executive 5D Interpretation:** Uses the same proven theories (RIASEC, 16 Personas, VARK, DBDA, Motivation) interpreted specifically for career growth or industry switching.
- **Burnout & Role Alignment Diagnostic:** Matches transferable strengths to new leadership roles.

Beyond Reports: 6 Massive Research Libraries for Students, Parents & Coaches

1. 3,600+ Careers

Career Roles Library

Complete details on **3,600+** career roles—daily work, skills, salary growth & future demand.

2. All-India Colleges

Domestic College Library

Find the best colleges across India across **National Level** and **State Tier 1, 2 & 3** levels.

3. 6,510 Overseas Unis

Overseas College Library

6,510 best overseas colleges with **World Rankings** across **APAC**, **Europe** & **North America**.

4. 191 Entrance Exams

Entrance Exam Library

Complete details on **191** common & important entrance exams, eligibility, patterns & dates.

5. 314 Scholarships

Scholarship Database

Verified directory of **314** **Central Government** & **State-Sponsored Scholarships** for students.

6. Resources Hub

Cluster Knowledge Articles

Well-researched end-to-end cluster articles for **coaches upskilling** & **guiding students**.

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